Communication

Study in the field of communication involves learning how humans employ widely varied media to produce understanding between people (or not). Learning in the field focuses on balancing general, theoretical studies of communication functions with the critical capacity to evaluate real world practice, and adding to this the enhanced ability to perform varied communication skills.

The core of the major emphasizes courses that introduce students to key concepts for communicating in the 21st century. The core courses provide vital foundations for work in the three areas of study, while the major-specific courses enable students to engage in integration, critical reflection, and application of all they have learned.

As the modes of communication are diverse, so too are the careers in the field, and the three majors (Communication, Journalism, and Public Relations) allow students to choose more specialized arenas of study to better prepare them for their chosen careers.

**Communication--verbal and media tracks**: The Communication major is designed to enhance students' skills and understanding of either verbal or media communication in preparation for any career that heavily emphasizes communication practice. This two-track major gives students the opportunity to choose what form of communication they will emphasize: it includes a verbal track and a media track.

**The verbal track** includes skills courses in a variety of oral genres, including public speaking and interpersonal communication. In addition, since “verbal” means “with words,” the major includes a three-class writing skill set.

**The media track** emphasizes communication in a variety of media modes, including publication design, web site development, computer video production, and photography. Objectives for this major include for students to interpret the process of communication and employ communication in real-world practice as they strategically and competently apply verbal or media skills.

This major is an excellent second major when packaged with a related field of study in either liberal arts or a professional field.

**Career Opportunities**

One strength of the three Communication program majors is that they prepare the individual for a wide variety of careers. For example, students who graduate with a Communication major must choose to complete the verbal track or the media track. Communication majors in the verbal track are prepared for careers that focus on communication practice, ranging from law to ministry, politics, business, and more. Communication majors in the media track are prepared for careers in media aspects of organizations (e.g. desktop publishing, video production, web page design) as well as the design and production of corporate publications (e.g. magazines, newsletters and annual reports).

See a full list of course descriptions on the Courses of Instruction (http://catalog.mtmercy.edu/coursesofinstruction/) page. See the Graduate section (http://catalog.mtmercy.edu/graduateprograms/) of this Catalog for more information on Graduate programs offered at Mount Mercy.

**Communication: Verbal Track**

**Required:**
- CO 101: Oral Communication 3
- CO 102: Public Speaking 3
- CO 111: Introduction to Communication Studies 3
- CO 130: Basic Media Grammar for Professional Writing 2

**Select One of the Following:**
- EN 123: Professional Writing 3
- EN 203: Creative Writing 3
- EN 204: Writing Creative Nonfiction 3
- EN 205: Writing Poetry 3
- EN 206: Writing Fiction 3

**Select Two of the Following:**
- EN 210: Writing And Analysis Of Literature 4
- EN 320: Intermediate Creative Writing 3
- EN 321: Topics In Creative Writing 3
- Literature course numbered 225-309 3

**Total Hours:** 41-42

Communication: Media Track

**Required:**
- AR 103: Art Fundamentals 3
- AR 106: Photography I 3
- AR 120: Visual Technology 3
- AR 130: Graphic Design I 3
- AR 220: Typography & Design 3
- AR 280: Video on the Computer 3
- CO 111: Introduction to Communication Studies 3
- CO 120: Introduction to Journalism 3
- CO 130: Basic Media Grammar for Professional Writing 2
- CO 242: Media Theory 3
- CO 290: News Processing for Journalism and Public Relations 4
- CO 311: Communication Analysis 3
- CO 360: Law and Ethics of Mass Media 3
- CO 380: Internship in Communication 3
- CO 480: Seminar in Communication 3
- CS 103: Introduction To Web Site Development 3

**Total Hours:** 48

**NOTE:** Students majoring in the Communication Program can pursue an additional major or minor in the Communication Program.
ONLY if they also earn, at minimum, some other non-communication department minor.

**Academic Requirements**

A grade of C or above (C- does not count) is required in each of the communication department course requirements.

**Communication: Verbal**

**Required:**
- CO 111 Introduction to Communication Studies 3
- CO 130 Basic Media Grammar for Professional Writing 2
- CO 311 Communication Analysis 3

**Choose Two of the Following:**
- BA 310 Dispute Resolution 2
- BK 305 Professional Selling 2
- CO 102 Public Speaking 2
- CO 250 Effective Group Communication 3
- SP 220 Spanish for the Profession 2

**Choose One of the Following:**
- CO 120 Introduction to Journalism 3
- CO 280 Writing For Public Relations 3

**Choose One of the Following:**
- EN 123 Professional Writing 3
- EN 203 Creative Writing 3

**Total Hours** 20-21

**Communication: Media**

**Required**
- AR 220 Typography & Design 3
- CO 111 Introduction to Communication Studies 3
- CO 130 Basic Media Grammar for Professional Writing 2
- CO 242 Media Theory 3
- CS 103 Introduction To Web Site Development 3

**Choose One of the Following:**
- AR 106 Photography I 3
- AR 280 Video on the Computer 3

**Choose One of the Following:**
- CO 120 Introduction to Journalism 3
- CO 280 Writing For Public Relations 3

**Total Hours** 20