

# MASS COMMUNICATION MAJOR (A)

As a graduate in the Mass Communication program, you'll leave with all the skills you need to communicate effectively through a variety of channels. Not only will you be a stronger communicator, but you'll also be a better leader. Having studied topics like interpersonal communication and cross-cultural communication, you'll be ready to work with diverse groups of people. You'll also be able to evaluate broadcast news writing and radio dialogue to critically think about the best way to convey your message. What's more, you'll examine issues within the field like building or breaking trust with an audience and analyzing why certain messages are effective. You'll be ready to handle challenges in the field, stand out in the workforce and lead a life full of Christian service.

## Program Learning Outcomes

Students will:

- Develop and present cogent, coherent, and accurate writing for general and specialized audiences;
- Communicate effectively to audiences by listening actively and responding constructively as Scripture instructs within various contexts;
- Draw from various disciplines to describe orally and in writing how existing knowledge or practice is advanced, tested, and revised in each core field studied;
- Distinguish and examine communication-related problems from a Christian perspective to better serve society;
- Cultivate appropriate organizational skills related to professionalism, work ethic, and attitude; and
- Examine the role and impact of visual communication, mass media in society, and communication media.

## Curriculum

Code	Title	Hours
Core Requirements ( <a href="https://catalog.cuw.edu/undergraduate/university/acad-prog/trad/core/">https://catalog.cuw.edu/undergraduate/university/acad-prog/trad/core/</a> )		45
<b>Major Requirement</b>		<b>45</b>
<b>Electives</b>		<b>30</b>
Minor Required (minimum 18 credits)		
<b>Total Hours</b>		<b>120</b>

## Major Requirements

Code	Title	Hours
<i>Required Courses</i>		
COMM 105	Public Speaking	3
COMM 201	Interpersonal Communication	3
COMM 205	Advanced Public Speaking	3
COMM 250	Intro To Mass Communication	3
COMM 260	Social Media	3
COMM 265	Journalism	3
COMM 280	Careers in Communication	3
COMM 321	Media Writing	3
COMM 460	Cross-Cultural Communication	3
COMM 470	Internship	3

COMM 490	Research Seminar	3
<i>Take three total credits of the following (at least one credits of each course):</i>		3
COMM 195	WCUA-Radio	
COMM 196	Lighthouse-Newspaper	
<i>Select one of the following:</i>		3
COMM 329	Film History	
COMM 339	Film & Video Production	
COMM 351	Radio Production	
<i>Select one of the following:</i>		3
COMM 270	Sports Journalism	
COMM 354	Gender and Communication	
COMM 435	Critical Thinking and Information Dissemination	
PHIL 371	Philosophy and Film	
<b>Major Electives</b>		
<i>Please select a 3-credit COMM course not taken as part of the major.</i>		3
<b>Total Hours</b>		<b>45</b>