The Major

The requirements for the degree of Bachelor of Arts with a major in Communication are as follows:

I. Departmental requirements:

A. To be accepted as a major in Communication, a student must have successfully completed COMM 1301 (Mass Media) and 2302 (Media Texts).

B. Thirty (30) hours (of which at least 15 must be upper division) of course work in the Department of Communication including:

1. Nine (9) credit hours in core courses (COMM 1301, 2302, 3303)
2. Nine (9) credit hours consisting of one course from each of the following three areas of study. These courses will be chosen in consultation with faculty adviser.
   a. Three (3) credit hours in media studies (COMM 3321, 3322, 3323, 3325, 3326, 3328, 3-98, 4-90, 4398, 4399)
b. Three (3) credit hours in media messages (COMM 3-40, 3-41, 3-42, 3-43, 3-44, 3-45, 3-46)
c. Three (3) credit hours in media management (COMM 3360, 3361, 3362, 3363, 3364)

3. Nine (9) credit hours in electives in the Department of Communication
4. Three (3) credit hours in the Communication Capstone Seminar (COMM 4395).

C. A minimum of eighteen (18) hours of course work in another department or program planned to meet the student’s interests and approved by adviser.

D. Courses in the Department of Communication exceeding 36 hours must be over and above the 120 hours required for graduation.

II. University requirements: completion of all other required elements of the Pathways curriculum and at least 120 credit hours.

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The Minor in Communication

The minor in Communication is designed for students who seek to enrich their liberal arts education with a greater understanding of communication.

Requirements for the minor are: Twenty-one credit hours to include COMM 1301, 2302, 3303 and four (4) three-hour elective courses; at least (9) credit hours of the total 21 credit hours required must be upper division.

Classes

**Core**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
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<tbody>
<tr>
<td>COMM 1301</td>
<td>Mass Media</td>
</tr>
<tr>
<td>COMM 2302</td>
<td>Media Texts</td>
</tr>
<tr>
<td>COMM 3303</td>
<td>Media Audiences</td>
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</tbody>
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**Capstone**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
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<tbody>
<tr>
<td>COMM 4395</td>
<td>Communication Capstone Seminar</td>
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**Media Studies**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
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<tbody>
<tr>
<td>COMM 3120</td>
<td>La Telenovela en Am´erica Latina</td>
</tr>
<tr>
<td>COMM 3321</td>
<td>Arts Criticism</td>
</tr>
<tr>
<td>Course Code</td>
<td>Course Title</td>
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<tr>
<td>COMM 3322</td>
<td>International Communication</td>
</tr>
<tr>
<td>COMM 3323</td>
<td>Environmental Communication in Asia</td>
</tr>
<tr>
<td>COMM 3325</td>
<td>Special Topics in Communication Media</td>
</tr>
<tr>
<td>COMM 3326</td>
<td>History of Mass Media</td>
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<tr>
<td>COMM 3328</td>
<td>Media, Culture, and Technology</td>
</tr>
<tr>
<td>COMM 3-98</td>
<td>Honors Readings</td>
</tr>
<tr>
<td>COMM 4-90</td>
<td>Directed Studies in Communication</td>
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<tr>
<td>COMM 4398, 4399</td>
<td>Honors Thesis</td>
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**Media Messages**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>COMM 3-40</td>
<td>Media Writing</td>
</tr>
<tr>
<td>COMM 3-41</td>
<td>Audio Communication</td>
</tr>
<tr>
<td>COMM 3-42</td>
<td>Visual Communication</td>
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<tr>
<td>COMM 3-43</td>
<td>Print Communication</td>
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<tr>
<td>COMM 3-44</td>
<td>Interactive Multimedia Communication</td>
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<tr>
<td>COMM 3-45</td>
<td>Media Communication Workshop</td>
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<tr>
<td>COMM 3-46</td>
<td>Video Communication</td>
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**Media Management**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>COMM 3360</td>
<td>Principles of Public Relations</td>
</tr>
<tr>
<td>COMM 3361</td>
<td>Principles of Advertising</td>
</tr>
<tr>
<td>COMM 3362</td>
<td>Media Law and Policy</td>
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<tr>
<td>COMM 3363</td>
<td>Media Management</td>
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<tr>
<td>COMM 3364</td>
<td>Ethics and the Mass Media</td>
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**Apprenticeship and Practice**

<table>
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<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>COMM 1194</td>
<td>Internship Experience</td>
</tr>
<tr>
<td>COMM 1110, 1120, 1121, 1122, 1130, 1131, 1140, 1150, 1160, 1170</td>
<td>Apprenticeship in Communication Media</td>
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<tr>
<td>COMM 3300</td>
<td>Media Management Practicum and Study</td>
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</tbody>
</table>
## Electives

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<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>COMM 1302</td>
<td>Introduction to Film Studies</td>
</tr>
<tr>
<td>COMM 2301</td>
<td>International Cinema</td>
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<tr>
<td>COMM 3300</td>
<td>Media Management Practicum and Study</td>
</tr>
<tr>
<td>COMM 3354</td>
<td>Quantitative Research Methods</td>
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<tr>
<td>COMM 3357</td>
<td>Sport Media</td>
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</tbody>
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## Courses

### Lower Division

**COMM-1110 Apprenticeship in Communication Center Media: Publication Production**

Positions for students in one of the student-managed media organizations that provide news and entertainment services and programming for the campus and San Antonio area media. Assignments in writing, reporting, electronic production, and other positions are based on client needs and apprentices’ interests, experience, and performance. Time and performance requirements depend on the structure and nature of each organization. Apprentices work under the direct supervision of student managers, faculty, and staff advisors. Pass/Fail. Apprenticeship may be repeated up to 3 hours.

**COMM-1120 Apprenticeship in Communication Center Media: KRTU Radio Host/Trainee**

Positions for students in one of the student-managed media organizations that provide news and entertainment services and programming for the campus and San Antonio area media. Assignments in writing, reporting, electronic production, and other positions are based on client needs and apprentices’ interests, experience, and performance. Time and performance requirements depend on the structure and nature of each organization. Apprentices work under the direct supervision of student managers, faculty, and staff advisors. Pass/Fail. Apprenticeship may be repeated up to 3 hours.

**COMM-1121 Apprenticeship in Communication Center Media: KRTU News**

Positions for students in one of the student-managed media organizations that provide news and entertainment services and programming for the campus and San Antonio area media. Assignments in writing, reporting, electronic production, and other positions are based on client needs and apprentices’ interests, experience, and performance. Time and performance requirements depend on the structure and nature of each organization. Apprentices work under the direct supervision of student managers, faculty, and staff advisors. Pass/Fail. Apprenticeship may be repeated up to 3 hours.

**COMM-1122 Apprenticeship in Communication Center Media: KRTU Sports**

Positions for students in one of the student-managed media organizations that provide news and entertainment
services and programming for the campus and San Antonio area media. Assignments in writing, reporting, electronic production, and other positions are based on client needs and apprentices’ interests, experience, and performance. Time and performance requirements depend on the structure and nature of each organization. Apprentices work under the direct supervision of student managers, faculty, and staff advisors. Pass/Fail. Apprenticeship may be repeated up to 3 hours.

COMM-1123 Apprenticeship in Communication Center Media: KRTU Audio Production
Positions for students in one of the student- managed media organizations that provide news and entertainment services and programming for the campus and San Antonio area media. Assignments in writing, reporting, electronic production, and other positions are based on client needs and apprentices’ interests, experience, and performance. Time and performance requirements depend on the structure and nature of each organization. Apprentices work under the direct supervision of student managers, faculty, and staff advisors. Pass/Fail. Apprenticeship may be repeated up to 3 hours.

COMM-1130 Apprenticeship in Communication Center Media: Digital Editing
Positions for students in one of the student- managed media organizations that provide news and entertainment services and programming for the campus and San Antonio area media. Assignments in writing, reporting, electronic production, and other positions are based on client needs and apprentices’ interests, experience, and performance. Time and performance requirements depend on the structure and nature of each organization. Apprentices work under the direct supervision of student managers, faculty, and staff advisors. Pass/Fail. Apprenticeship may be repeated up to 3 hours.

COMM-1131 Apprenticeship in Communication Center Media: TigerTV production
Positions for students in one of the student- managed media organizations that provide news and entertainment services and programming for the campus and San Antonio area media. Assignments in writing, reporting, electronic production, and other positions are based on client needs and apprentices’ interests, experience, and performance. Time and performance requirements depend on the structure and nature of each organization. Apprentices work under the direct supervision of student managers, faculty, and staff advisors. Pass/Fail. Apprenticeship may be repeated up to 3 hours.

COMM-1140 Apprenticeship in Communication Center Media: Webpage Production
Positions for students in one of the student- managed media organizations that provide news and entertainment services and programming for the campus and San Antonio area media. Assignments in writing, reporting, electronic production, and other positions are based on client needs and apprentices’ interests, experience, and performance. Time and performance requirements depend on the structure and nature of each organization. Apprentices work under the direct supervision of student managers, faculty, and staff advisors. Pass/Fail. Apprenticeship may be repeated up to 3 hours.

COMM-1150 Apprenticeship in Communication Center Media: Public Relations
Positions for students in one of the student- managed media organizations that provide news and entertainment services and programming for the campus and San Antonio area media. Assignments in writing, reporting, electronic production, and other positions are based on client needs and apprentices’ interests, experience, and
performance. Time and performance requirements depend on the structure and nature of each organization. Apprentices work under the direct supervision of student managers, faculty, and staff advisors. Pass/Fail. Apprenticeship may be repeated up to 3 hours.

COMM-1160 Apprenticeship in Communication Center Media: Underwriting and Development
Positions for students in one of the student-managed media organizations that provide news and entertainment services and programming for the campus and San Antonio area media. Assignments in writing, reporting, electronic production, and other positions are based on client needs and apprentices’ interests, experience, and performance. Time and performance requirements depend on the structure and nature of each organization. Apprentices work under the direct supervision of student managers, faculty, and staff advisors. Pass/Fail. Apprenticeship may be repeated up to 3 hours.

COMM-1170 Apprenticeship in Communication Center Media: Media Management
Positions for students in one of the student-managed media organizations that provide news and entertainment services and programming for the campus and San Antonio area media. Assignments in writing, reporting, electronic production, and other positions are based on client needs and apprentices’ interests, experience, and performance. Time and performance requirements depend on the structure and nature of each organization. Apprentices work under the direct supervision of student managers, faculty, and staff advisors. Pass/Fail. Apprenticeship may be repeated up to 3 hours.

COMM-1-94 Internship Experience
Supervised, off-campus work experience in media-related field. Consent of department chair required. May be repeated for up to 3 credit hours. This course may be taken for either zero credit or for one credit. (offered every semester.)

COMM-1301 Mass Media
Study of the communication process and critical analysis of the structural relationships within mass media industries.

COMM-1302 Introduction to Film Studies
This course is an introduction to the artistic, cultural, and scholarly importance of film. The course focuses on the development of film as a complex art form, the evolution of narrative as part of a formal system, the development of the industry and film genres, critical and cultural approaches to film analysis, and the construction of the audience. Students will read excerpts from primary texts as well as more general texts dealing with film interpretation and criticism. (Also listed as FILM 1301.)

COMM-2301 International Cinema
This course focuses on the cultural and critical analysis of international films as an expression of particular artistic genres and/or styles within specific historical, ideological, and cultural contexts. Films selected have achieved wide, critical acclaim; others reveal unique and important visions of human experience; while still others are selected for their political, ideological, or sociological significance. Students should develop an awareness that the medium of film has a history and that its history is not confined to national boundaries. (Also listed as FILM 2301.)
COMM-2302 Media Texts  
A critical study of the aesthetics, interpretation, and criticism of media messages.

Upper Division

COMM-3303 Media Audiences  
A study of audiences, how they use and are affected by media. Prerequisites: COMM 1301 and 2302 or Consent of Instructor

COMM-3321 Arts Criticism  
Integration and understanding of the role of the artist, the audience, and the critic in relation to the arts.

COMM-3322 International Communication  
Studies communication as an essential component of international organizations and relations. Surveys major topics in international communication and international decision-making, comparative media systems and national philosophies, and Third World issues and policy development. (Also listed as HCOM 3374.) Prerequisite: COMM 1301 or permission of instructor.

COMM-3323 Environmental Communication in Asia  
This class analyzes media discourses, including news media and social media, about prominent cases of pollution, clean up, or other issues related to the environment in an Asian country, such as China. Through such analysis, this class explores the relationships among the media, government, public, and environmental groups within the context of that particular country. It provides a close look at the country's environmental issues and how various social forces contest over the discourse of the issues. (Offered every other year.) Prerequisite: COMM 1301 or Consent of instructor

COMM-3324 Popular Culture in Asia  
Although lopsided cultural flows once favored American media products, global communication networks have amplified the reach and power of Asian cultural products such as Korean popular music, Japanese animation, and Chinese cinema. This course investigates the social/historical context, form, and content of specific manifestations of popular culture in Asia, paying close attention to the ways this material is influenced by global cultural elements and received by global audiences. The specific country and perspective will vary, depending upon the instructor. (Offered every other year.) Prerequisite: COMM 1301 or consent of instructor.

COMM-3325 Special Topics in Communication Media  
Study and analysis of contemporary communication media topics offered at the initiative of the faculty. Past topics have addressed issues of representation in media, media effects, political communication, media criticism, and the role of various media in society. May be repeated when topics vary. Prerequisites: COMM 1301 or Consen of Instructor
COMM-3326 History of Mass Media
A survey and analysis of American mass media from the rudimentary colonial newspaper through the 20th century development of radio, television and film. Media contributions to the flow of information, opinion and culture will be studied as a counterpoint to changes in social and political processes. Prerequisite: COMM 1301.

COMM-3328 Media, Culture and Technology
Examines the economic, historical and social context of evolving communication technologies and how media help to structure, maintain, and alter power relations in contemporary society. Special attention is given to the creation and maintenance of subcultural groups by and through the media. Prerequisites: COMM 1301 and Junior status.

COMM-3-40 Media Writing
Understanding and using the written word by conceptualizing, gathering information, researching, writing, and editing a variety of material. Classes may stress one or more genres, formats, or themes. Past topics have covered magazine writing, news writing, broadcast writing, public relations writing, public affairs reporting, Internet journalism, and cultural affairs reporting. May be repeated when topics vary. Will be offered for either 3 or 4 semester hours. Prerequisite: COMM 2302 or consent of instructor.

COMM-3-41 Audio Communication
Understanding and using audio through conceptualizing, gathering information, writing, editing, and producing aural communication. Classes may stress one or more genres, formats, or themes. Past topics have addressed community radio and alternative communication. May be repeated when topics vary. Will be offered for either 3 or 4 semester hours. Prerequisite: COMM 2302 or consent of instructor.

COMM-3-42 Visual Communication
Understanding and using visual communication techniques through conceptualizing, creating, and editing visual media productions. Classes may stress one or more genres, formats, or themes. Past topics have addressed narrative fictional video production, documentary, and theory and practice of montage. May be repeated when topics vary. Will be offered for either 3 or 4 semester hours. Prerequisite: COMM 2302 or consent of instructor.

COMM-3-43 Print Communication
Understanding and using print editorial techniques and graphics through conceptualizing, gathering information, writing, editing, and producing print publications. Classes may stress one or more genres, formats, or themes. Past topics have covered magazine production/publishing, and newsletter production. May be repeated when topics vary. Will be offered for either 3 or 4 semester hours. Prerequisite: COMM 2302 or consent of instructor.

COMM-3-44 Interactive Multimedia Communication
Understanding and using interactive multimedia techniques through conceptualizing, gathering information, writing, editing, and producing content for the Internet and the World Wide Web. Classes may stress one or more genres, formats, or themes. Past topics have addressed web design, virtual world promotions, game design, and ethnography of massively multiplayer online games. May be repeated when topics vary. Will be offered for either 3 or 4 semester hours. Prerequisite: COMM 2302 or consent of instructor.
COMM-3-45 Media Communication Workshop
Media communication production and procedures, to be offered at initiative of the faculty and announced during preregistration. Course may be repeated with department approval. 1-6 semester hours. Prerequisite: COMM 2302 or consent of instructor.

COMM-3-46 Video Communication
Workshop on the theory and practice of video production. Students write, photograph, and edit short video projects, while considering the relationship between audiovisual style and meaning. May be repeated when topics vary. Will be offered for either 3 or 4 credit hours. (Offered every semester.) Prerequisite: COMM 2302.

COMM-3354 Quantitative Research Methods
This course provides an overview of quantitative research methods and statistical analysis. Students will learn the basic elements of social scientific inquiry, including: 1) quantitative research design and methodologies; and 2) statistical analysis and hypothesis testing procedures. Students will display their knowledge by applying quantitative research methods to help understand and predict social phenomena. (Also listed as HCOM 3354.) (Offered every semester).

COMM-3357 Sport Media
This course will critically examine the relationship between sport media issues such as race, gender, sexuality, nationalism, capitalism/consumerism, violence, and civic life. Ethical implications and the impact of social will also be explored. (Also listed as SPMT 3317.) Prerequisite: COMM 1301 or SPMT 1312 or Consent of Instructor.

COMM-3360 Principles of Public Relations
Covers both principles and techniques of public relations from the management and social science viewpoint of managing ideas, publics, corporate or personal images. Prerequisite: COMM 1301.

COMM-3361 Principles of Advertising
Advertising fundamentals in relationship to modern marketing activities, audience analysis, and the planning of advertising campaigns. Prerequisite: COMM 1301.

COMM-3362 Media Law and Policy
Study of issues in the contemporary media policy environment with special focus on "freedom of the press" in relation to emerging electronic communication technologies. The course adopts a broad historical and cultural approach to the role of the First Amendment in a democratic system (including defamation and libel), and emphasizes the study of the legal relationships that govern the interaction of individuals, groups, and institutions.

COMM-3363 Media Management
A survey of major management concerns in the print and electronic media. Specific areas to be covered include personnel, organization, programming and content policies, regulation, finance, sales, audiences, and administrative problems in newspapers, magazines, radio, television, cable, and Internet. Prerequisite: COMM 1301.
COMM-3364 Ethics and the Mass Media
A study of the ethical decisions, going beyond mere legal restrictions, that media practitioners must face in the range of material they present to the public. Survey of literature and case studies. Prerequisite: COMM 1301.

COMM-3372 Intercultural Communication
An introductory survey of the basic theories, research, and applications aimed at understanding and improving communication across racial, ethnic, religious, and cultural differences. It focuses on local, national, and global contexts with attention to the challenges created by identity, language, and nonverbal codes in achieving mutual understanding. (Also listed as HCOM 3372.) (Offered every other year.) Prerequisite: COMM 1301

COMM-3-98 Honors Readings
Independent study in selected areas in preparation for Honors Thesis. May be taken for up to three hours of credit. Prerequisite: Admission to the departmental Honors Program.

COMM-4-90 Directed Studies in Communication
Independent study that allows advanced students to work on specified projects under the supervision of departmental faculty. 1-6 semester hours. Prerequisites: Advanced students who demonstrate competence in specific areas of study in communications; upper-class standing and permission of instructor.

COMM-4395 Communication Capstone Seminar
Students will select one of three options to demonstrate their understanding of communication theories and practices: (1) A traditional research paper; (2) A professional paper that investigates a communication issue or serves a client; (3) A significant creative project. In all options, a major component of the capstone course is research and analysis. Prerequisites: Senior or rising senior standing and COMM 1301, 2302, and 3303.

COMM-4398 Honors Thesis
Individual research and scholarly investigation under faculty supervision leading to the preparation of an honors thesis. To be taken only by senior honors students in both terms of their senior year. Includes participation in senior colloquium where students present reports on their Thesis work.

COMM-4399 Honors Thesis
Individual research and scholarly investigation under faculty supervision leading to the preparation of an honors thesis. To be taken only by senior honors students in both terms of their senior year. Includes participation in senior colloquium where students present reports on their Thesis work.

COMM-3180 Research Lab: Healthy Relationships
This course is geared toward the development and application of advanced research skills; such as, literature review writing, study design, data collection, and manuscript writing. Students will participate in ongoing faculty-led research projects. The course will meet one hour per week, with 2 additional hours devoted to various research activities. This course will be graded on a Pass/Fail basis, and may be repeated for up to 3 credit hours. (Also listed as HCOM 3180.) Prerequisites: consent of instructor.