



## COMMUNICATION | SCHOOL OF THE ARTS

### B.A. IN COMMUNICATION

Communication is a field of study in which students investigate many forms, modes, social/media platforms, and the processes and consequences of communication. This is done through humanistic and social scientific inquiry within and among individuals, groups, organizations, and societies to improve the quality of human relationships, life, critical thinking, and problem solving.

The Bachelor of Arts in Communication degree provides students with skills necessary for success in a wide range of topics, including public speaking, interpersonal, mass/new media, international public relations, and culture.

### DEGREE REQUIREMENTS

Completion of a B.A. in Communication requires a minimum of 120 credit hours with a minimum of 30 credit hours in degree-specific courses and a grade point average of 2.0 or higher. After completing 24 credit hours in discipline-specific courses, students must complete a capstone course. Communication majors must take a minimum of two intensive writing courses, and a minimum of 15 credit hours must be taken at the 300-400 level.

Communication majors are required to augment their academic program with a minor (a minimum of 15 credit hours) in another discipline. The student selects the minor area in consultation with a faculty advisor.

Communication majors must also meet the general education requirements as established by the College of Arts and Sciences.

### COURSEWORK

Coursework is divided into three informal emphasis areas, including cultural and relational communication; business communication and public relations; and new media studies and mass communication. A minimum of 12 credit hours in one area constitutes an emphasis.

Select Communication courses:

- Introduction to Public Relations
- Cross-cultural Communication
- Interpersonal Communication
- Principles of Public Relations
- Human Communication Theory
- Empirical Communication Research Methods
- Gender and Communication
- Public Relations Campaigns
- Business and Professional Communication

- Public Speaking
- Public Relations Certification
- New Media Studies and Mass Communication
- Organizational Communication
- TV Production
- Media Theory and Criticism
- Radio Production and Directing

Students are also responsible for meeting the requirements of the College of Arts and Sciences. Students should consult with the department for additional information concerning prerequisites, course content and academic counseling.

### PROGRAM HIGHLIGHTS

Each fall and spring, the department sponsors a Speech Forum in which students selected from public-speaking classes compete in a contest before the campus and local community.

The students and faculty host the mid-winter RedHawk Debate Tournament, in which hundreds of high school students participate in forensic, Lincoln-Douglas Debate, World Schools Debate, and other competitive oral events.

The Public Relations Student Society of America (PRSSA) sponsors an IUN-community bicycling-campaign for the region, connects with Chicago and Indianapolis-based parent chapter associations—The Public Relations Society of America— for professional internship opportunities and/or scholarships, and provides the student leadership for organizing and planning the IUN Student Research Conference.

The TV Production Program produces programming in collaboration with a local stations and regional school districts.

The WIUN Radio Station produces 24-hour Web Streaming programming and public service announcements on campus.

### WHAT CAN I DO WITH A DEGREE IN COMMUNICATION?

A degree in communication prepares graduates for careers in some of the following areas:

- Broadcasting Station Manager /Director/ Announcer
- Communication Researcher
- Community Action Campaign Organizer
- Public Information Officer
- Public Relations Social Media Manager
- Manager of Corporate Public Relations

- Lobbyist
- Script Writer/Audiovisual Editor
- Public Relations Director/Specialist
- Speech Writer
- Media Relations Representative
- Integrated Communication Coordinator
- Nonprofit Public Relations Fundraiser

### HANDS-ON LEARNING

Students have many opportunities to put their communication skills to work in professional settings, including the campus's radio and Web streaming program, internships with Chicago and Northwest Indiana communication organization, and professional film production through local venues. Students may select the public relations campaigns as well as the national PR Leadership Rally, National Assembly (a public relations congress format), engage in public relations sponsored workshops and certification programs. Public relations students with a 2.5 GPA qualify for a three-credit-hour internships with nonprofits, public relations agencies, and corporate organizations. The Department also sponsors a community-based speech forum and Communication Week activities showcasing the students' work.

### CLUBS AND ACTIVITIES

The Department of Communication sponsors the IUN Public Relations Student Society of America (PRSSA) and affiliates with the parent organization (PRSA), the Public Relations Society of America and related public relations associations in Indianapolis and Chicago. IU Northwest Communication Association (IUN-CA) provides students with association avenues for learning and experience related to communication. IUN-CA student organization is affiliated with the National Communication Association. The WIUN RedHawk station is open to IUN students as a practicum experience.

### RELATED DEGREE OPTIONS

- Minor in Communication
- Master of Liberal Studies (MLS)
- Interdisciplinary degree with Minority Studies

### FOR MORE INFORMATION

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