

# **DEPARTMENT OF HUMANITIES AND FINE ARTS**

## **THE BACHELOR OF ARTS DEGREE IN COMMUNICATION**

### **Mission**

Provide students with educational preparation to exceed communication industry qualifications and produce graduates who are highly skilled and competitive for entry into the job market.

The communication program encourages students to seek advanced degrees beyond the baccalaureate in a number of fields such as public policy, integrated marketing communication, health communication, law, business, education and other fields.

In preparation of students as future professionals, this program strives to produce graduates who are career oriented and engaged with domestic and global affairs. To this end, the program seeks to provide students with learning opportunities that:

1. Train them in contemporary media industry practices;
2. Promote greater understanding of global media and international affairs while fostering an awareness of global events that impact society;
3. Assists them in developing critical thinking skills, ethics, problem-solving and self reliance throughout their academic program;
4. Immerses them in an educational environment that encourages development of communication skills in preparation for entry into the workforce.

The Bachelor of Arts degree in Communication accomplishes this by offering students two concentrations of study – Communication Studies and Journalism, both require 33 semester hours of communication courses in addition to Communication 1315, Public Speaking. Each program offers students the opportunity to pursue a professional internship with a business or non-profit organization.

### **Communication Studies**

This curriculum provides students with generalist training in communication combining areas of media management and entrepreneurship, media technology, media law and a variety of special topic courses that address the student's interests.

### **Journalism**

This area of study provides students with fundamental and applied skills required for practitioners in news reporting and production including digital media production, news writing and editing in addition to the fundamentals of media law and ethics.

Students interested in a minor in Communication undertake 18 semester hours of recommended and approved courses.

### **Requirements for Major in Communication**

The Communication major curriculum comprises core curriculum, Communication core courses and courses specific to the two concentrations, Communication Studies and Journalism, as well as electives.

Students must earn a grade of “C” or better in all courses counted toward the major or minor in Communication.

Students must complete a minimum of 120 semester hours to obtain a degree in communication. The 120 semester hours are comprised of the following:

**A. University Core Curriculum** **51 credit hours**

**B. Department Core Requirements** **24 credit hours**

<b>Course #</b>	<b>Course Title</b>	<b>Credit Hours</b>
COMM 2383	Mass Media & Society	3
COMM 2384	Information Gathering & Analysis	3
COMM 3313	News Reporting & Writing I	3
COMM 3322	Digital Video Communication	3
COMM 3323	Media Law & Ethics	3
COMM 3303	Communication Internship or	
COMM 4393	Senior Seminar in Communication	3
COMM 4333	Media Analysis	3
COMM 4303	Media Entrepreneurship & Management	3

**C. Concentration in Communication Studies** **9 credit hours**

**D. Concentration in Journalism** **9 credit hours**

<b>Course #</b>	<b>Course Title</b>	<b>Credit Hours</b>
COMM 3333	News Reporting & Writing II	3
COMM 4312	Advanced Reporting	3
	Approved electives	3

+ 3 Credit Hours of Approved “Communication-related” Electives for **Journalism**

#### **Option:**

- COSC 1324 Web Site Design and Maintenance
- BUSI 2301 Business Communication
- ENGL 2353 Professional Writing Technologies
- ENGL 3303 Language and Culture
- ENGL 3327 Topics in Creative Writing (depending upon topic, permission required)

- ENGL 3333 Layout and Design
- ENGL 3353 Advanced Composition
- ENGL 3363 Advanced Rhetoric and Argumentation
- ENGL 3393 Introduction to Technical Writing
- ENGL 4353 Special Topics in Literary Arts (depending upon topic, permission required)

**E. Minor or Cognate Courses** **18 credit hours**

**F. University Electives** **18 credit hours**

### **Requirements for a Minor in Communication**

The minor in Communication requires a minimum of 18 credit hours including:

<b>Course #</b>	<b>Course Title</b>	<b>Credit Hours</b>
COMM 2384	Information Gathering	3
COMM 2383	Mass Media & Society	3
and,		
COMM courses at 3000- or 4000-level		6
COMM or Approved Electives at 3000- or 4000-level		6

**A SUGGESTED COURSE SEQUENCE**  
**COMMUNICATION STUDIES Option, 122 Credit Hours**

<b>Year 1</b>						
<b>Fall</b>				<b>Spring</b>		
UNIV	1201 or	Freshman Seminar	2	Fine Arts		3
RAMS	1201			ENGL	1302	College Rhetoric and
COMM	1315	Public Speaking	3			Composition
ENGL	1301	Introduction to College	3	KINE	1304	Health and Wellness
		Composition		COSC	1300	Introduction to Computers
MATH	1314	College Algebra	3	LANG II		3
KINE	1100	Physical Education	1			
LANG I			3			
<b>Total Hours</b>			<b>15</b>	<b>Total Hours</b>		<b>15</b>

<b>Year 2</b>						
<b>Fall</b>				<b>Spring</b>		
COMM	2383	Mass Media and Society	3	COMM	2384	Information Gathering and
HIST	1301 or	U.S. History I or II	3			Analysis
	1302			PSCI	1301 or	U.S. or Texas Government
Science I			4		1302	3
		English Literature	3	Science II		4
		Philosophy and Ethics	3	BEHAVIORAL SCIENCE		3
				COMM	Elective	3
<b>Total Hours</b>			<b>16</b>	<b>Total Hours</b>		<b>16</b>

<b>Year 3</b>						
<b>Fall</b>				<b>Spring</b>		
COMM	3313	News Reporting I	3	COMM	3303	Communication Internship
COMM	3322	Digital Video Communication	3	COMM		3000 Level Elective
COMM	3323	Media Law and Ethics	3	COMM		3000 Level Elective
Elective or Minor			3	Elective or Minor		3
Elective or Minor			3	Elective or		3
				Minor		
<b>Total Hours</b>			<b>15</b>	<b>Total Hours</b>		<b>15</b>

<b>Year 4</b>						
<b>Fall</b>				<b>Spring</b>		
COMM	4333	Media Analysis	3	COMM	4303	Media Entrepreneurship
Elective or Minor						and Management
Elective or Minor			3	COMM		4000 Level Elective
Elective or Minor			3	Elective or Minor		3
Elective or Minor			3	Elective or Minor		3
			3	Elective or Minor		3
<b>Total Hours</b>			<b>15</b>	<b>Total Hours</b>		<b>15</b>

## A SUGGESTED COURSE SEQUENCE JOURNALISM Option, 122 Credit Hours

<b>Year 1</b>			
<b>Fall</b>		<b>Spring</b>	
UNIV 1201 or	Freshman Seminar	2	Fine Arts
RAMS 1201			ENGL 1302 College Rhetoric and Composition
COMM 1315	Public Speaking	3	KINE 1304 Health and Wellness
ENGL 1301	Introduction to College Composition	3	COSC 1300 Introduction to Computers
MATH 1314	College Algebra	3	Language II
KINE 1100	Physical Education	1	
	Language I	3	
Total Hours		15	Total Hours 15

<b>Year 2</b>			
<b>Fall</b>		<b>Spring</b>	
COMM 2383	Mass Media & Society	3	COMM 2384 Information Gathering and Analysis
HIST 1301	U.S. History I or II	3	PSCI 1301 U.S. or Texas Government
	or 1302	4	or 1302
	Science I	3	Science II
ENGL	Literature	3	Behavioral Science
	Philosophy and Ethics		COMM Approved Elective
Total Hours		16	Total Hours 16

<b>Year 3</b>			
<b>Fall</b>		<b>Spring</b>	
COMM 3313	News Reporting I	3	COMM 3303 Communication Internship
COMM 3322	Digital Video Communication	3	COMM 3333 News Reporting and Writing II
COMM 3323	Media Law and Ethics	3	COMM 3000 Level Approved Elective
COMM 3000	Level Approved Elective	3	Elective or Minor
	Elective or Minor	3	Elective or Minor
Total Hours		15	Total Hours 15

<b>Year 4</b>			
<b>Fall</b>		<b>Spring</b>	
COMM 4333	Media Analysis	3	COMM 4303 Media Entrepreneurship and
	Elective or Minor	3	Management
	Elective or Minor	3	COMM 4312 Advanced Reporting
	Elective or Minor	3	Elective or Minor
	Elective or Minor	3	Elective or Minor
	Elective or Minor	3	Elective or Minor
Total Hours		15	Total Hours 15

### COURSES IN COMMUNICATION (COMM)

**COMM 1315 Public Speaking** **3 credit hours**  
 This course develops public speaking skills with an emphasis on personal interaction in business and other professional settings. Students are introduced to basic principles of oral communication through community and classroom speaking experiences and in group interaction. Students give individual performances and engage in constructive critiques.  
**Prerequisite: None** **Offered: Fall/Spring**

**COMM 2383 Mass Media and Society** **3 credit hours**

Survey of the history, structure, organization and cultural role of major forms of mass media. Historical development of media and their cultural influence, aesthetic qualities and future developments are examined critically to foster understanding of the increasingly crucial role media have and their effects on individuals, society and culture.

**Prerequisite:** ENGL1301 or COMM1315 with at least a C

**Offered:** Fall

### **COMM 2384 Information Gathering and Analysis**

**3 credit hours**

The course exposes students to a variety of news and information sources and helps hone their ability to gather and critically evaluate the flood of information from Internet and non-web based sources. Students will learn to research, interpret, organize, synthesize, and communicate facts and information. Emphasis is placed on distinguishing fact from opinion and the importance of using multiple and credible sources.

**Prerequisite:** ENGL1301 or COMM1315 with at least a C

**Offered:** Spring

### **COMM 3303 Communication Internship**

**3 credit hours**

Students participate in practical experiences in a professional work environment. Students must complete a total of 120 clock hours of internship. May simultaneously enroll in **COMM 4306**, if needed.

**Prerequisites:** Nine hours in Communication courses with an overall 2.0 University GPA; permission from the internship supervisor

**Offered:** as needed

### **COMM 3304 Topics in Communication**

**3 credit hours**

The course covers special topics in the study of communication. Topics may vary from one semester to the next. Students may take an additional course when a different topic is offered. (*Changes 4000 level to 3000 level*).

**Prerequisite:** Permission of instructor

**Offered:** as needed

### **COMM 3305 Social Media & Communication**

**3 credit hours**

The application, use, culture, regulation and entrepreneurial opportunities in social media are explored. Emphasis is placed on the evolution of social media, global communication and the growing marketplace of ideas that surround social media and the Internet.

**Prerequisite:** Permission of instructor

**Offered:** as needed

### **COMM 3313 News Reporting and Writing I**

**3 credit hours**

Basic information gathering and reporting procedures, including news leads, organization of stories, discussion of the role of reporting in traditional and new media. Students develop research and writing skills with multiple exercises in finding facts from various sources, including the Internet, libraries, public documents, databases, surveys and expert resource people. *Writing Intensive course.*

**Prerequisite:** At least one COMM 2000 level course with at least a C

**Offered:** Fall

### **COMM 3322 Digital Video Communication**

**3 credit hours**

This course exposes students to the fundamental theories behind and practices of producing professional level digital video. Particular attention will be paid to journalistic styles and practices of visual storytelling including shooting, editing and writing to video. Students will also have the opportunity to work on alternative styles of visual communication. The course includes intensive instruction in digital video photography and editing.

**Prerequisite:** 6 credit hours of COMM 2000+ level courses  
**OR permission of instructor**

**Offered:** Fall

- COMM 3323 Media Law and Ethics** **3 credit hours**  
First Amendment law, libel, privacy, obscenity, contempt, copyright, trademark, the Federal Communications Act, laws affecting advertising, legal publication and other business activities of the media, including the Internet. Media ethics and performance; functions of the media in relation to the executive, judicial and legislative branches of government; agencies of media criticism; right to know versus right to privacy are presented.  
**Prerequisite: 6 credit hours of COMM 2000+ level courses** **Offered: Fall**  
**OR permission of instructor**
- COMM 3333 News Reporting and Writing II** **3 credit hours**  
This course focuses on writing for the electronic media, paying particular attention to gathering audio and video in the field, learning to incorporate that audio and video into journalistic writing, and bringing these elements together using digital audio and video editing software.  
**Pre-requisite: Minimum of one COMM 2000 level course** **Offered: Spring**  
**with at least a C OR permission of instructor**
- COMM 4301 Communication Independent Study** **3 credit hours**  
Available to students who seek course credit for the study of a media topic that is not readily offered in the current inventory of communication courses at the university.  
**Prerequisite: Permission of instructor** **Offered: as needed**
- COMM 4302 Community Service Communication** **3 credit hours**  
Introduces students to service learning as an extension of the University's mission to serve its surrounding community. Students identify and participate in a communication related community project, either independently in the field or as a class project. Students must produce a project report and presentation of their accomplishments at the end of the semester.  
**Prerequisites: Senior level standing and permission of instructor** **Offered: as needed**
- COMM 4303 Media Entrepreneurship & Management** **3 credit hours**  
An introduction to media management practices across various industries including advertising, entertainment, print, social media, public relations and promotion. The course studies media ownership, ownership regulation, and encourages the exploration and development of entrepreneurial ideas.  
**Prerequisite: 9 credit hours of COMM courses** **Offered: As Needed**  
**OR permission of instructor**
- COMM 4306 Communication Internship** **3 credit hours**  
Offered to advanced students who will participate in an extended internship in a professional work environment. Students will complete an additional 120 clock hours of internship. May be taken simultaneously with **COMM 3303**, if needed.  
**Prerequisites: Junior standing in Communication** **Offered: as needed**  
**with an overall 2.0 University GPA and permission of internship supervisor**
- COMM 4312 Advanced Reporting** **3 credit hours**  
Students develop, research, write, edit and process stories on deadline using multi-media digital news gathering production and communication techniques. Emphasis is placed on developing reporter packages and news productions suitable for inclusion in a resume DVD. *Writing Intensive course.*  
**Pre-requisites: (NR 1, NR 2, DVP with at least a C)** **Offered: Spring**  
**(Majors & Minors only)**

**COMM 4333 Media Analysis****3 credit hours**

This course teaches students to evaluate and critically analyze mediated and mass communicated messages. Course content varies depending upon the instructor and student interests. Qualitative and/or quantitative social science methods may be employed. Individual or class research projects will be developed and executed over the course of the semester.

**Prerequisite: 9 credit hours of COMM courses  
OR permission of instructor**

**Offered: As Needed****COMM 4393 Senior Seminar in Communication****3 credit hours**

Students develop a senior project of their design in consultation with the seminar advisor. Project areas include a research paper on a topic of their selection, a senior portfolio reflective of a semester media project or a refinement of media projects the student has developed over their enrollment in various media courses. The latter projects must show significant editorial refinement of previously produced works. Students will work in conjunction with an advisor during the semester. The course culminates with a presentation of student research papers and/or portfolios.

**Prerequisite: Advanced senior standing and  
permission from the course instructor and advisor**

**Offered: as needed**

## **THE BACHELOR OF ARTS DEGREE IN ENGLISH**

### **Mission Statement**

The English program strives to help students develop the reading, writing, speaking, research, and critical thinking skills necessary for their professional, civic, and personal success.

The English program is a fundamental component of the University's core curriculum. All HT students take two semesters of first-year composition and rhetoric and one semester of sophomore literature. English also offers courses that meet the core curriculum writing intensive and diversity course requirements.

The English major is designed to prepare students for graduate school and/or for professional careers in areas where critical thinking and effective communication are valued. The required courses lay the foundation for the successful pursuit of graduate degrees in the humanities, law, communication, education, creative writing, etc., as well as for careers in such fields as teaching, journalism, public relations, and publishing. Students wishing to pursue careers as professional writers (in technical, journalistic, or creative fields) may also elect to take courses in these areas.

Students in the English major may choose either the Literary Arts concentration or the Writing Arts concentration. The two concentrations share a common set of major course requirements, and each concentration includes a set of courses that focus on developing skills and knowledge in the chosen area. Students in the English Literary Arts track can also choose to complete degree requirements for secondary education certification.