

# COMMUNICATION STUDIES

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**Y**ou get a text message on your phone that's three letters but tells you everything you need to know. You see an image on a billboard that makes you smile. You watch a one minute video on YouTube that makes your heart ache. How can so little communicate so much? Our communication studies majors learn how and why communication works.

Communication studies courses help students understand how communication can persuade, comfort or alienate. Our new major in Digital Communication gives students a deeper understanding of how people use digital technology to communicate while at the same time equipping them with the hands on skills they will need to succeed in the marketplace. Our new Communication Advocacy major helps students understand everything from non-profit groups to political campaigns, preparing students for a number of possible career paths.

The communication studies major is part of Loyola's School of Communication, which offers undergraduate programs in advertising and public relations, communication studies, and journalism. Additionally, the school is partnered with the College of Arts and Sciences to support an interdisciplinary major in international film and media studies.



*The School of Communication is located at Loyola's Water Tower Campus, in the heart of downtown Chicago, one the world's great centers of communication and commerce.*

## THE MAJOR

### **BA in Communication Studies**

The Communication Studies major proudly places itself at the intersection of theory and practice. Its students are led both to understand and to use, to critique and to appreciate, to embrace communication as it is presently practiced in society and to hone it for more effective service to the human community. Loyola University Chicago communication studies majors' benefit from our unparalleled location within the scholarly Loyola community and in the midst of the Chicago media hub.

Communication studies students gain not only scholarly insights but also sound preparation for productive careers. Some graduates pursue careers in the various communication industries; others enter a wide range of professions ready to achieve the excellence that only good communication can afford.

The communication studies program encourages its students to use their knowledge and skill to make the world a better place, contributing to the Jesuit Catholic heritage of Loyola. Through examination of global ethical issues, students focus on communication's role in achieving a just world.



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## Career Opportunities

Because the study of communication involves such a diversity of concepts and skills, communication studies majors may pursue various career paths:

- Communication-related professions (law, politics, religion, education, media, and human resource development)
- Communication industries (broadcast/cablecast and print, commercial, and not-for-profit)
- Graduate study in communication, filmmaking, law, or business school

Course sequences are designed to prepare students for such specific careers as:

- Business communication
- Community organizing
- Cross-cultural communication
- Documentary studies
- Filmmaking
- Gender studies
- Global media studies
- Interpersonal communication
- Media management
- Non-profit
- Organizational consulting
- Secondary teaching
- Web production

## Internships

The School of Communication's career and internship specialist helps prep communication studies majors for a complex and demanding professional world through various internship opportunities. Interns learn professional discipline and organizational practices while acquiring communication skills and technical expertise under the direction of experienced communication professionals. Communication internships can be in such areas as network and cable television; selected radio stations; corporate communication; audio/video production companies; newspapers and magazines; community and nonprofit organizations; government and social agencies; specialized publications; human resource development; sales and marketing; and Web design and production.

## Resources

Communication studies majors enjoy access to the latest digital technology, including digital still and video cameras and audio recorders. Students gain hands-on experience as on-air talent, production staff, or promotion staff at WLWU, Loyola's radio station. The Water Tower campus also houses state-of-the-art computer labs in addition to a convergence studio which features a fully functional broadcast newsroom.

The Center for Global Media and Documentary Studies fosters exploration into contemporary issues of global media as witnessed in the documentary genre. The Center holds events to bring communication specialists, filmmakers, and scholars to Loyola's campuses and the city of Chicago. In addition, the Center sponsors faculty and student initiatives, and maintains an archive of departmental multimedia research projects. In addition, the Center for Digital Ethics and Policy fosters opportunities for more dialogue, research, and guidelines regarding ethical behavior in online and digital environments.

## Special Activities

Students are encouraged to become involved in the following extracurricular organizations, which provide experience and a deeper understanding of professional and social communication:

- Lambda Pi Eta is the national undergraduate honor society for communication studies majors. Qualified students can join the Beta Rho chapter at Loyola.
- The International Association of Business Communicators, a global network of communication professionals, has a student chapter in Chicago.
- The Loyola University Debate Team, a member of the National Parliamentary Debate Association, participates in up to 10 tournaments per academic year.
- Many of our students write for the Loyola Phoenix, the student newspaper.
- Mosaic is a student-produced university community magazine.
- Rambler Productions is a student video and production company.

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## School of Communication Faculty

**Dean: Donald Heider, PhD**, University of Colorado–Boulder

**Jessica Brown, MA**, Syracuse University

**Elizabeth Coffman, PhD**, University of Florida

**Sammy R. Danna, PhD**, University of Missouri–Columbia

**Meghan Dougherty, PhD**, University of Washington

**Kay Felkins, PhD**, University of Missouri–Columbia

**Connie Fletcher, PhD**, Northwestern University

**Aaron Greer, MFA**, Temple University

**Jeffery Harder, MFA**, Ohio University

**Beth Konrad, MA**, Wayne State University

**Majorie Kruvand, PhD**, University of Missouri–Columbia

**Patricia Lamberti, MA**, University of Illinois, Chicago

**Julia Lieblich, MTS**, Harvard University

**Elizabeth Lozano, PhD**, Ohio University

**Adrienne Massanari, PhD**, University of Washington

**Pamela Morris, PhD**, Syracuse University

**Bren Ortega Murphy, PhD**, Northwestern University

**Gilda Parrella, PhD**, University of Washington

**Mark Pollock, PhD**, Northwestern University

**Phil Ponce, JD**, University of Michigan

**Herb Ritchell, MBA**, Northwestern University

**B. Hannah Rockwell, PhD**, University of Utah

**David Romanelli, MA**, Miami University

**John Slania, MSJ**, Northwestern University

**Bastiaan Vanacker, PhD**, University of Minnesota

**Frank Wirth, MSJ**, Northwestern University

## Major Requirements

Communication Studies (COMM)

### SCHOOL OF COMMUNICATION CORE (10 CREDIT HOURS)

<b>100</b>	SOC Seminar
<b>175</b>	Intro to Communication
<b>200</b>	Communication & New Media
<b>215</b>	Ethics & Communication

### THEORY/CRITICAL ANALYSIS (SIX CREDIT HOURS)

<b>220</b>	Introductions to Rhetoric
<b>227</b>	Social Justice and Communication
<b>265</b>	New Media Criticism
<b>268</b>	Persuasion
<b>271</b>	Media Culture and Communication
<b>272</b>	Intercultural Communication

<b>273</b>	Interpersonal Communication
<b>274</b>	Introduction to Cinema
<b>277</b>	Organizational Communication

### APPLIED ANALYSIS (SIX CREDIT HOURS)

<b>130</b>	Introduction to Audio Production
<b>135</b>	Introduction to Video Production
<b>230</b>	Argumentation and Advocacy
<b>231</b>	Conflict Management and Communication
<b>232</b>	Film Production
<b>234</b>	Interviewing for Communication
<b>236</b>	Persuasive Presentations
<b>237</b>	Small Group Communication
<b>275</b>	Web Design and Usability
<b>323</b>	Remix(ing) Culture

### RESEARCH METHODS (THREE CREDIT HOURS)- CHOOSE ONE

<b>365</b>	Naturalistic Methods of Communication Research
<b>366</b>	Observing and Measuring Communication Behavior
<b>367</b>	Rhetorical Criticism
<b>368</b>	Critical Ethnography*

\*Prerequisite 175

### ELECTIVES (15 CREDIT HOURS)-

May be chosen from any of the following courses offered in the School of Communication, as well as from other courses above.

<b>101</b>	Public Speaking & Critical Thinking
<b>102</b>	Voice & Articulation
<b>103</b>	Business and Professional Speaking
<b>140</b>	Intercollegiate Debate
<b>201</b>	Media Theory and Criticism (IFMS 201)
<b>203</b>	Cinema History
<b>204</b>	Community as Story
<b>205</b>	Reporting & Writing Across Platforms
<b>206</b>	Writing for the Web
<b>207</b>	Photojournalism
<b>208</b>	Technology for Journalists
<b>210</b>	Public Relations
<b>211</b>	Principles in Advertising
<b>212</b>	Int'l Advertising & Communication
<b>213</b>	History of Advertising
<b>229</b>	Journalistic Interviewing
<b>233</b>	Magazine Writing and Editing
<b>235</b>	Communication, Politics and Technology
<b>239</b>	Moving China (Beijing Center)
<b>254</b>	Literary Journalism
<b>256</b>	Broadcast News
<b>257</b>	Radio/TV Writing
<b>258</b>	Game Studies
<b>259</b>	News Editing
<b>261</b>	Sociable Media
<b>262</b>	Feature & Opinion Writing
<b>263</b>	Layout & Editing

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264	Sports Journalism
267	Business Journalism
269	Journalism in China
270	Computer-Mediated Interpersonal Communication
276	Media & Society
278	Int'l Public Relations (Rome Center)
279	Historical & Critical Issues in Journalism
280	Communication Technologies History
281	Communication, Language, and Gender
282	Media Law
283	Global Media
383	Radio Practicum
284	TV Reporting
285	Contemporary Media Industries & Policy
296	Themes in Communication Studies
297	Themes in Advertising/Public Relations
298	Themes in Journalism
300	Persuasive Campaigns
301	Discovering China through Film
302	Media in China
303	Media, Politics & Propaganda
304	Rhetoric of the Cold War & 9/11
306	Environmental Advocacy
307	The Rhetoric of Social Change (Topics)
312	Special Events Planning
313	Corporate & Organizational Communication
314	Public Relations Cases
315	Advanced Reporting
316	Advertising Creative Copywriting
317	Media Planning
318	Public Relations Writing (Rome Center)
319	Communication Consulting
320	Public Service Communication
321	Advertising Campaigns
322	Guerilla Media
324	Film Genre (topics)
326	Screenwriting
327	New Media Campaigns
331	Writing & Marketing Articles
332	Investigative & Public Affairs Reporting
333	Radio Documentary
335	City News Bureau
339	Video Documentary
340	Politics & the Press (Political Science, PLSC 387)

341	Journalism & Race
342	Human Rights Reporting
352	Health Reporting
358	Newscasting & Producing
359	Advanced Post Production
360	Digital Media Ethics
362	Journalism Research Methods
363	Ad/PR Research Methods
364	Research Methods Topics
370	Special Topics: Communication Studies
371	Special Topics: Advertising/Public Relations
372	Special Topics: Journalism
380	Debate Practicum
381	Communication Practicum
384	Film Practicum
393	Communication Studies Internship
398	Directed Study

## **THE NEW AND DIGITAL MEDIA STUDIES CONCENTRATION (40 credit hours)**

This concentration focuses on the history and development of new and digital media, implementation of digital media research skills, games studies, usability, effective program design, and how to curate and archive digitized histories. Students will develop an essential understanding of new media while also learning essential Internet skills for current job markets.

## **SCHOOL OF COMMUNICATION CORE (10 CREDIT HOURS)**

100	SOC Seminar
175	Intro to Communication
200	Communication & New Media
215	Ethics & Communication

## **THEORY/HISTORY/LAW (SIX CREDIT HOURS)**

280	Communication Technologies History
282	Media Law
285	New Media Industries & Policy
361	New Media Criticism (required)

## **APPLIED (SIX CREDIT HOURS)**

130	Intro to Audio Production
135	Intro to Video Production
265	Web Design & Usability (required)
323	Remix(ing) Culture

## **ETHICS (THREE CREDIT HOURS)**

360	Digital Media Ethics
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## **RESEARCH METHODS (THREE CREDIT HOURS)**

364	Research Methods Special Topics: Digital Ethnography
365	Naturalistic Methods of Communication Research
366	Observing & Measuring Communication Behavior
367	Rhetorical Criticism
368	Critical Ethnography in Communication

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## ENGAGED LEARNING (THREE CREDIT HOURS)

- 379** New Media Practicum  
**393** Communication Internship  
**398** Directed Study

## ELECTIVES (NINE CREDIT HOURS)

Electives can be selected from any of the above courses not taken to fulfill a requirement or any of the courses below.

- 130** Intro to Audio Production  
**135** Intro to Video Production  
**235** Communication, Politics, & Technology  
**258** Game Studies  
**271** Media Culture & Communication  
**276** Media & Society  
**280** Communication Technology Histories  
**282** Media Law  
**285** New Media Industries & Policy  
**296** Themes in Communication  
**303** Media, Politics & Propaganda  
**322** Guerilla/Alternative Media  
**323** Remix(ing) Culture  
**359** Advanced Post-Production  
**360** Digital Media Ethics  
**364** Research Methods Special Topic: Digital Ethnography  
**366** Observing & Measuring Communication Behavior  
**367** Rhetorical Criticism  
**368** Critical Ethnography in Communication  
**370** Special Topics: Communication Studies  
**379** New Media Practicum  
**387** New & Digital Media Capstone  
**3xx** Internet Research Methods\*  
**3xx** Technology, Communication & the City\*  
**393** Communication Internship  
**398** Directed Study

\*New courses planned for this concentration.

## ADVOCACY AND SOCIAL CHANGE CONCENTRATION (40 credit hours)

After completing this concentration, students will be able to

- Select and use various communication strategies including persuasion, argumentation, conflict management, negotiation and mediation, leading to ethical and social change;
- Define, analyze, invent and interpret messages; and
- Demonstrate effectiveness as a rhetoric, critic and decision maker.

## SCHOOL OF COMMUNICATION CORE (10 CREDIT HOURS)

- 100** SOC Seminar  
**175** Intro to Communication  
**200** Communication & New Media  
**215** Ethics & Communication

## ORAL ADVOCACY (THREE CREDIT HOURS)

- 101** Public Speaking & Critical Thinking  
**236** Persuasive Presentations

## THEORY & ANALYSIS (SIX CREDIT HOURS)

- 220** Introduction to Rhetoric

OR

- 268** Persuasion

AND

- 220** Introduction to Rhetoric  
**227** Social Justice & Communication  
**268** Persuasion  
**272** Intercultural Communication  
**277** Organizational Communication

## APPLIED (SIX CREDIT HOURS)

- 230** Argumentation & Advocacy

AND

- 231** Conflict Management & Mediation OR  
**237** Small Group Communication

## RESEARCH METHODS (THREE CREDIT HOURS)

- 367** Rhetorical Criticism  
**368** Critical Ethnography

## ELECTIVES (12 CREDIT HOURS)

- 281** Communication: Language & Gender  
**296** Themes in Communication  
**300** Persuasive Campaigns  
**303** Media, Politics & Propaganda  
**304** Rhetoric of Cold War & 9/11  
**306** Environmental Advocacy  
**307** The Rhetoric of Social Change  
**3xx** Negotiation & Mediation\*  
**3xx** Conflict & Media\*  
**3xx** Feminism & Rhetoric\*  
**3xx** New Media Advocacy\*  
**3xx** Politics, Communication & Technology\*  
**370** Special Topics: Communication Studies  
**381** Communication Practicum  
**391** Communication Internship  
**398** Directed Study

\*Courses marked "3xx" are not yet available and are being developed for this curriculum.

In addition to fulfilling major requirements to earn an undergraduate degree (usually 120 credit hours), students are required to complete Loyola's Core Curriculum, which teaches them important skills and values, and develops their own interests by taking general electives.

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## Other Majors and Minors

Because the field of communication enhances other areas of study, courses in communication studies support the following majors and minors:

### MAJORS:

- Advertising and Public Relations: Students create integrated campaigns, write copy, and design messages using new media technologies in a global context (46 credit hours).
- International Film and Media Studies: This interdisciplinary major is for students interested in both the production and study of global film, video, and digital arts (42 credit hours).
- Journalism: Students learn reporting, writing, interviewing, media management, and production skills within the context of a concern for public journalism and convergence media. May be completed as a major (43 credit hours) or minor (18 credit hours).

### MINORS:

- Communication Studies: This minor is for students pursuing other majors who wish to enhance their insights and abilities in communication (18 credit hours).
- Journalism: Students learn reporting, writing, interviewing, media management, and production skills within the context of a concern for public journalism and convergence media. May be completed as a major (43 credit hours) or minor (18 credit hours).

For details about all programs, visit the departmental Web site at [LUC.edu/soc](http://LUC.edu/soc).

*Information in this brochure is correct as of July 2011.*

*For the most up-to-date information, visit [LUC.edu/undergrad/academics](http://LUC.edu/undergrad/academics)*

*Loyola is an equal opportunity educator/employer.*

## Core Curriculum

- Focuses on desired knowledge, skills, and values in addition to academic disciplines.
- Includes 45 credit hours of coursework, developing important skills through 10 required areas of knowledge:
  - Important skills include communication, critical thinking, ethical awareness, information literacy, quantitative and qualitative analysis, research methods, and technological literacy.
  - Required areas include college writing seminar(s), artistic knowledge and experience, historical knowledge, literary knowledge, scientific literacy, societal and cultural knowledge, philosophical knowledge, theological and religious studies, and ethics.
- “Values Across the Curriculum” requirements:
  - 15 credit hours completed through the Core, major, or electives, focusing on:
    - Understanding and promoting justice
    - Understanding diversity in the United States and the world
    - Understanding spirituality or faith in action in the world
    - Promoting civic engagement or leadership
- Makes up about one-third of a student’s Loyola academic experience, complemented by the major and electives.
- Incorporates greater flexibility with a wide choice of courses from which to choose for each required area. Courses may be completed at any time during a student’s Loyola education.  
For more information, please visit  
» [LUC.edu/core](http://LUC.edu/core)

## CONTACT US

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