

# COMMUNICATION STUDIES

## A LIBERAL ARTS-BASED PROGRAM

Approximately one-third of your experience as a Communication Studies student at Buffalo State will focus on courses in the major – a 14-course, 42-credit-hour program. Departmental requirements fall into three categories: Communication core, required major courses and Communication electives. Grades below C in major courses must be repeated.

### Communication Core (12 credits, 4 courses)

COM 100 *Media Literacy*

or COM 103 *Introduction to Human Communication*

SPC 205 *Introduction to Oral Communication*

COM 210 *Introduction to Media Writing* (ENG/CWP 101 with minimum grade of C is prerequisite)

COM 215 *Introduction to Visual Communication*

Students must maintain a 2.6 major GPA to register for the following courses: COM 301, 302, 303, 304, 308, 312, 319, 322, 325, 328, 329, 336, 337, 338, 390, 400, 401, 405, 418, 428, 429, 431, 432, 433, 434 & 450

### Oral Communication Requirement (3 credits, 1 course)

SPC 306 *Public Speaking*

or SPC 307 *Group Communication* (prerequisite COM 205)

### Written Communication Requirement (3 credits, 1 course)

COM 303 *Print News I: Reporting*

or COM 304 *Writing for Television*

or COM 308 *Public Relations Writing*

or COM 325 *Feature Writing*

or COM 337 *Electronic News I: Producing*

or COM 390 *Special Topics in Journalism*

### Visual Communication Requirement (3 credits, 1 course)

COM 322 *Communication Graphics*

or COM 329 *Video Production*

or COM 336 *Web Publishing*

### Theory and Criticism Requirement (6 credits, 2 courses)

SPC 309 *Persuasion and Propaganda*

or COM 310 *International Communication*

or SPC 311 *Intercultural Communication*

or SPC 321 *Rhetorical Criticism*

or COM 327 *Literary Journalism*

or SPC 333 *Minorities and the Media*

or COM 400 *Communication Law*

or COM 401 *Communication Research*

or COM 407 *Organizational Communication*

or COM 410 *Communication History*

or SPC 422 *Media Criticism*

### Senior Seminar (3 credits, 1 course)

COM 450 *Communication and Society* (to be taken after completion of 30 credits in Communication)

### Communication Electives (12 credits, 4 courses)

Students take 300- and 400-level courses as COM or SPC electives within the Communication Department. Students can tailor their academic program with options such as COM 495 *Independent Project* or COM 499 *Independent Study*. Communication Studies majors generally do not participate in COM 488 *Internship* unless they have the required GPA and have completed the internship prerequisite courses in media production, journalism, public relations or advertising.

### Liberal Arts Base (78 credits, 26 courses)

As a Bachelor of Arts program, Communication Studies is based in the liberal arts. All students take about one-third of their courses in arts, humanities, civilization, and natural, applied and social sciences. Another third is electives in other departments. The final third is courses in the major.

Note: Because of the department's commitment to liberal arts education, any COM credits beyond 40 hours will add to the required 120 credit hours needed for graduation. This is consistent with standards of the Accrediting Council on Education in Journalism and Mass Communications requiring students to take at least 80 credit hours in courses outside the major, 65 of these as liberal arts and sciences.

*Communication Studies allows students much flexibility to tailor a program of theory-based and applied courses. It meets the needs of students preferring a generalist approach to communication, as well as for students seeking a more academic, less applied approach.*

*Students in Communication Studies prepare for careers in organizational communication, lobbying, research, media analysis, speechwriting, fundraising, and other fields that require a liberal arts education enhanced with communication expertise.*

*The major also provides a base for graduate education in communication, law, management, and other professional areas.*

*With careful planning, Communication Studies students can design their own path among the department's many courses.*



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