

# Communication Studies

Promoting self-awareness, understanding the world in which we live, increasing the range of choices available to us—these are traditional goals of liberal education. The study of communication is an excellent way of achieving these goals.

Communication examines how people connect with each other and media documents the world: through oral communication that includes accurate and effective public speaking; through interpersonal and organizational communication, pursued in ways that encourage community; through advocacy and public relations; and through applied communication skills produced through journalism, advertising, radio, film, video, and the exploding world of the Internet.

The communication studies program is part of Loyola's new School of Communication, opening in Fall 2008, which will offer undergraduate programs in advertising and public relations, communication studies, and journalism. Additionally, the school will partner with the College of Arts and Sciences to support an interdisciplinary major in international film and media studies.



## 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.

As a contributor to the Jesuit Catholic heritage of Loyola, the communication studies program encourages its students to use knowledge and skill to make the world a better place. Through universal attention to issues of ethics and values, and particular consideration of communication's role in achieving a world of justice, the program leads its students to a deep appreciation of the gifts and challenges located in the human capacity for communication.



## CAREER OPPORTUNITIES

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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
- Health care
- Interpersonal communication
- Media management
- Organizational consulting
- Secondary teaching
- Television production
- University teaching
- Web production

## INTERNSHIPS

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Internships prepare communication studies majors for a complex and demanding professional world. 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

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Communication studies majors enjoy access to the latest digital technology, including digital still and video cameras and audio recorders. Students may gain hands-on experience as on-air talent, production staff, or promotion staff at WLUW, Loyola's radio station. The Water Tower Campus houses a new, state-of-the-art computer lab. 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.

## SPECIAL ACTIVITIES

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

- The Lake Shore Community Media Project is an organization offering students a service-learning course using radio for community outreach.
- 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 Debating Society, 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.

## SCHOOL OF COMMUNICATION FACULTY

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**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

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

**Connie Fletcher, PhD**, Northwestern University

**Aaron Greer, MFA**, Temple University

**Mary Pat Haley, BVM, PhD**, Northwestern 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

Following are the communication courses that fulfill Core Curriculum requirements:

*Communication Studies (CMUN)*

- 160** Communication Practices
- 217** Ethics and Communication

### SEQUENCE OF COURSES

The communication studies major requires 39 credit hours which include three introductory courses; two theory/critical analysis courses; two applied courses; one research methods course; and 15 credit hours of electives.

### INTRODUCTORY COURSES (All required)

- 101** Public Speaking and Critical Thinking
- 150** Communication Processes
- 160** Communication Practices

### THEORY/CRITICAL ANALYSIS (Select two)

- 201** Media Theory and Criticism
- 216** Contemporary Culture and Communication
- 217** Ethics and Communication
- 218** Intercultural Communication
- 219** Interpersonal Communication
- 222** Introduction to Cinema
- 223** Media and Society
- 224** Organizational Communication
- 225** Persuasion
- 226** Rhetorical Foundations of Human Communication
- 227** Social Justice and Communication

### APPLIED (Select two)

- 230** Argumentation and Advocacy
- 231** Conflict Management and Communication
- 232** Film Production
- 234** Interviewing
- 235** Introduction to Video Production
- 236** Persuasive Presentations
- 237** Small Group Communication
- 238** Introduction to Audio Production
- 271** Reporting and Writing

### RESEARCH METHODS (Select one)

- 246** Naturalistic Methods of Communication Research
- 249** Rhetorical Criticism
- 321** Critical Ethnography in Communication
- 348 - 349** Communication Research Methods Topics

### ELECTIVES

The 15 credit hours of electives may be chosen from any of the following courses offered in the department, as well as from the other courses above:

- 125** Oral Interpretation of Literature
- 131** Voice and Articulation
- 133** Intercollegiate Debate
- 146** Community Radio Production
- 203** Media Theory and Criticism
- 209** Screenwriting
- 228** Historical and Critical Issues in Journalism
- 240** Introduction to Communication and Technology
- 250** Mass Media Advertising
- 251** Business and Professional Speaking
- 252** Mass Communication Law
- 253** International Mass Media
- 254** Communication, Language, and Gender
- 256** Broadcast News
- 257** Radio/TV Writing
- 258** History of American Broadcasting
- 259** Copy Editing
- 260** Cinema History
- 262** Feature and Opinion Writing
- 263** Layout and Editing
- 264** Nonverbal Communication
- 265** Public Relations
- 266** Writing and Marketing Articles
- 267** Writing for Business and Trade Publications
- 273** Writing for the Web
- 275** Photojournalism
- 296 - 298** Themes in Communication
- 315** Advanced Reporting and Writing
- 317** Advanced Public Relations
- 319** Communication in the Legal System
- 323 - 324** Film Genre, such as Documentary, French, New Wave
- 328** Persuasive Campaigns
- 329** Environmental Advocacy
- 330** Media, Politics, and Propaganda
- 332** Investigative and Public Affairs Reporting
- 333** Radio Documentary
- 334** Rhetoric, Cold War, and 9/11
- 335** Radio/TV Programming
- 337** The Rhetoric of Social Change: Agitation and Resistance
- 339** Video Documentary

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## MAJOR REQUIREMENTS [CONTINUED]

340	Politics and the Press
350	Advanced Advertising Applications
352	Public Service Communication
367	Communication Consulting
370 - 372	Special Topics in Communication
380	Debate Practicum
381	Communication Practicum
382	Journalism Practicum
383	Radio Practicum
384	Film Practicum
385	Television Practicum
390	Honors Tutorial
396	Communication Internship
398	Directed Study

In addition to fulfilling major requirements to earn an undergraduate degree (usually 128 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.

## 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 (42 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 (39 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).
- **Organizational and Business Communication:** Students learn about strategic planning, conflict resolution, team building, and supervision to improve communication in personal and professional life (18 credit hours).
- **Information, Communication, and Technology:** This minor helps students to understand the global impact of new media and communication technologies, especially the computer and the Internet, and to use these technologies in an effective and ethical manner (18 credit hours).

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

## CORE CURRICULUM

Loyola's Core Curriculum focuses on desired outcomes in addition to academic disciplines. This varied curriculum instills important skills, which prepare students for success regardless of desired career paths. These skills include: communications, critical thinking, ethical awareness, information literacy, quantitative and qualitative analysis, research methods, and technological literacy. Students develop these skills by completing Loyola's 10 required areas of knowledge through coursework, which includes: college writing seminar(s), artistic knowledge and experience, historical knowledge, literary knowledge, quantitative analysis, scientific literacy, societal and cultural knowledge, philosophical knowledge, theological and religious studies, and ethics. Loyola's Core integrates values across the curriculum through 12 credit hours completed in the Core, major, or electives. These values focus on: understanding and promoting justice, understanding diversity in the U.S. and the world, understanding spirituality or faith in action in the world, and promoting civic engagement or leadership. This 45-credit hour curriculum: makes up about one-third of a student's coursework; is complemented by a major and electives; and may be completed at any time during the Loyola academic experience.

For more information, please visit [LUC.edu/core](http://LUC.edu/core).

## LOYOLA UNIVERSITY CHICAGO

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## FOR MORE INFORMATION

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To access this and other undergraduate program brochures—and any updated information—please visit [LUC.edu/undergrad/academics](http://LUC.edu/undergrad/academics).