

# COMMUNICATION ARTS MAJOR (B.A.)

<https://manchester.unh.edu/program/ba/communication-arts-major>

## Description

Communication Arts majors explore the creativity, artistry, and impact of human communication. The program offers a rich variety of learning experiences, including:

- Working with cutting-edge digital media in state-of-the-art sound and video production studios and a high-definition editing suite with full Adobe creative cloud access.
- Discovering how communication theories and practices shape personal identity, social skills, professional relationships, and human relations.
- Enhancing your media writing, social media, public relations, and strategic communication skills.
- Exploring the history of media using a super-tech screening room with surround sound.
- Developing hands-on research activities, creative media projects, and internship experiences that link students with businesses, nonprofits, and the community.

To complete the major, students can take courses from across the Communication Arts curriculum, or they may choose to focus their coursework in one of four suggested areas of study: Advertising and Public Relations\*, Cinema and Media Arts\*, Digital Media\*, or Human Relations\*.

A degree in Communication Arts prepares students for today's communication-driven society. The program offers students the knowledge and skills they need to succeed as professional communicators, media artists, and entrepreneurs working in a variety of careers. Our alumni have gone on to work in fields such as radio, television, film, web, digital video, corporate communications, journalism, public relations, social media, advertising, sales, strategic communication, audience research, counseling, conflict mediation, human resources, and more. A Communication Arts degree also creates pathways to careers in government, social services, public education, and community affairs, where employers seek graduates who can think creatively and communicate effectively to a variety of audiences and constituents.

Communication Arts faculty bring exceptional expertise to the classroom and are actively engaged in their own creative and scholarly work. They regularly share their knowledge with audiences around the state, the country, and the world. Some are also experienced professionals who bring current, real-world knowledge from the workplace to the classroom. In addition to classroom instruction, the program also provides students with exceptional access to experiential learning opportunities (internships, community-based research, service learning, and media production projects) that occur within real-life settings.

For more information, contact the UNH Manchester Office of Admissions ([unhm.admissions@unh.edu](mailto:unhm.admissions@unh.edu)), (603) 641-4150.

\* Advertising and Public Relations, Cinema and Media Arts, Digital Media, and Human Relations are **Degree Options** that appear on the official UNH transcript and diploma. The specific requirements for each Degree Option are presented elsewhere in this catalog. Students are encouraged to contact the Communication Arts program coordinator or their academic advisor to discuss whether a Degree Option is the right choice for them.

## Requirements

### Degree Requirements

**Minimum Credit Requirement:** 128 credits

**Minimum Residency Requirement:** 32 credits must be taken at UNH

**Minimum GPA:** 2.0 required for conferral\*

**Core Curriculum Required:** Discovery & Writing Program Requirements

**Foreign Language Requirement:** Yes

All Major, Option and Elective Requirements as indicated.

\*Major GPA requirements as indicated.

### Major Requirements

Communication Arts (CA) majors must complete 10 courses (40 credits) and maintain a minimum overall grade point average of 2.0 in the major. Transfer students must complete at least 20 credits in the Communication Arts major at UNH. Communication Arts majors may use up to two CMN and/or CA courses toward both the Communication Arts major and UNH Discovery Program requirements.

Code	Title	Credits
<b>I. Required Core Courses</b> <sup>1</sup>		
CMN 455	Introduction to Media Studies	4
CMN 456	Propaganda and Persuasion	4
CMN 457	Introduction to Language and Social Interaction	4
<b>II. Selected Coursework</b> <sup>2</sup>		
Select three courses from area A, two from area B, two from area C below.		28
<b>Total Credits</b>		<b>40</b>

<sup>1</sup> Students must earn a "C" or better in each course to satisfy CA degree requirements.

<sup>2</sup> Students must earn a "C-" or better in each course to satisfy CA degree requirements.

Code	Title	Credits
<b>A. Communication Practices</b>		
Select three courses from the following:		12
CA 450	Introduction to Public Speaking	
CA 500	Media Writing	
CA 501	Internship/Communication in the Urban Community	
CA 502	Image and Sound	
CA 507	Relational Violence	
CA 508	Conflict in Relational Communication	
CA 512	Screenwriting	
CA 514	Fundamentals of Video Production	
CA 515	Advanced Video Production	
CA 517	Fundamentals of Audio Prod	
CA 520	Special Topics in Applied Communication	

CA 522	Graphic Design I	
CA 523	Graphic Design II	
PSYC 762	Counseling	
<b>Total Credits</b>		<b>12</b>

Code	Title	Credits
<b>B. Communication Practices: Organization, History, and Policy</b>		
Select two courses from the following:		8
CA 527	History of Film	
CA 531	History and Organization of Advertising	
CA 532	Typography I	
CA 536	LGBT Images and Perspectives	
CA 538	Gender	
CA 539	Communicating in Families	
CA 540	Public Relations	
CA 542	Social Media for Organizations and Business	
CA 550	Special Topics in Communication Organization, History, and Policy	
COMP 560	Ethics and the Law in the Digital Age	
ENGL 534	21st Century Journalism: How the News Works	
PHIL 565	Philosophy Through Film	
Total Credits		8

Code	Title	Credits
<b>C. Communication Practices: Theory and Research</b>		
Select two courses from the following:		8
CA 610	Communication Technologies and Culture	
CA 612	Narrative	
CA 615	Film History/Theory and Method	
CA 618	Documentary	
CA 720	Seminar	
CA 795	Independent Study	
Total Credits		8

## Capstone Requirement

The capstone requirement will be satisfied in a student’s senior year by completion of a specific four-credit capstone course at the 600 or 700 levels. Students may not enroll in a capstone course until they have completed all three CA program core courses (CMN 455 Introduction to Media Studies, CMN 456 Propaganda and Persuasion, and CMN 457 Introduction to Language and Social Interaction) and at least one Area A course and one Area B course. Students must also have completed the prerequisites for the particular capstone course they seek to take. Exceptions to this rule must be approved by the student’s academic advisor and CA program coordinator. The capstone course can also fulfill an Area C course requirement.

The capstone experience offers seniors an opportunity to synthesize and apply knowledge and skills gained throughout their communication arts major coursework. The capstone course requires students to conduct an original research study, a creative media project, an internship, community-based research, or an advanced service learning project in communication arts under the close supervision of a communication arts faculty member. Students are strongly encouraged to share their capstone projects with the larger UNH community through participation in the Undergraduate Research Conference, a presentation in the Brown Bag lunch series, publication in the UNH undergraduate journal *Inquiry*, or presentation in some other public venue. Students should work closely with their advisors to make sure the capstone requirement has been satisfied.

Courses that satisfy this requirement include, but are not limited to:

Code	Title	Credits
<b>Capstone Courses</b>		
CA 612	Narrative	4

CA 615	Film History/Theory and Method	4
CA 720	Seminar	4
CA 795	Independent Study	4

## Degree Plan

This degree plan is a sample and does not reflect the impact of transfer credit or current course offerings. UNH Manchester undergraduate students will develop individual academic plans with their professional advisor during the first year at UNH.

## Sample Course Sequence

First Year		Credits
<b>Fall</b>		
UMST 401	First Year Seminar	1-2
or UMST 402 or Transfer Seminar		
ENGL 401	First-Year Writing	4
CMN 455	Introduction to Media Studies	4
Discovery Course		4
Elective		4
Credits		17-18

<b>Spring</b>		
Quantitative Reasoning		4
CMN 456	Propaganda and Persuasion	4
Discovery Course		4
Elective		4
Credits		16

<b>Second Year</b>		
<b>Fall</b>		
Foreign Language		4
CMN 457	Introduction to Language and Social Interaction	4
Major Elective		4
Discovery Course		4
Credits		16

<b>Spring</b>		
Foreign Language		4
Major Elective		4
Major Elective		4
Discovery Course		4
Credits		16

<b>Third Year</b>		
<b>Fall</b>		
Major Elective		4
Discovery Course		4
Elective		4
Elective		4
Credits		16

<b>Spring</b>		
Major Elective		4
Discovery Course		4
Elective		4

Elective	4
<b>Credits</b>	<b>16</b>
<b>Fourth Year</b>	
<b>Fall</b>	
Major Elective	4
Discovery Course	4
Elective	4
Elective	4
<b>Credits</b>	<b>16</b>
<b>Spring</b>	
Major Elective	4
Discovery Course	4
Elective	4
Elective	4
<b>Credits</b>	<b>16</b>
<b>Total Credits</b>	<b>129-130</b>

## Student Learning Outcomes

### Program Learning Outcomes

**Upon completion of the Communication Arts program, students will be able to:**

- Analyze how creativity, artistry, narrative, identity, persuasion, and ethics shape messages and relationships produced within a variety of social, organizational, and industry contexts.
- Demonstrate knowledge and skills that give them expertise and proficiency in areas such as human relations, social media, digital video, audio production, graphic design, writing, and speaking.
- Know the history of communication practices and understand how media technologies and messages have impacted societies, cultures, organizations, and businesses.
- Effectively research and creatively explore communication practices, experiences, and trends using high quality sources of information, multiple modes of inquiry, and multiple presentation formats.
- Identify professional interests or career paths by working with the Internship and Career Planning Office and by engaging with communication settings outside the classroom through internships, service learning, field trips, and independent studies.