

COMMUNICATION ARTS (CA)

Shaping skilled communicators through creativity, technology and hands-on experience

With expert faculty, state-of-the-art studios and a vast network of internship opportunities, our Communication Arts program gives you the skills and experience to turn your passion into a profession. Our highly interdisciplinary program opens doors to limitless career possibilities – shaping the next generation of filmmakers, journalists, HR specialists, marketers and beyond.

Recent data from the American Academy of Arts & Sciences shows that Communication Arts is the largest and most popular of the humanities disciplines. Part of this interest is because we live in a world where communication is a vital part of daily life, regardless of career or industry. But another part, potentially even more important, is the inherent flexibility that students find – not only during college, but in the job market after graduation.

Your interests inspire what you study, allowing you to focus your degree in areas like Cinema and Media Arts (<http://manchester.unh.edu/academics/degree-programs/communication-arts/cinema-media-arts-option>), Digital Media (<http://manchester.unh.edu/academics/degree-programs/communication-arts/digital-media-option>), Human Relations (<http://manchester.unh.edu/academics/degree-programs/communication-arts/human-relations-option>), Media History and Cultural Studies, or News and Public Relations. Students can also take courses in graphic design, advertising design and typography through our partnership with the New Hampshire Institute of Art.

Through hands-on learning in our classrooms, in the field and in our audio, video and editing studios, you'll shape the interpersonal and technical communication skills you need for success in industries from media to business, healthcare, education and more.

<http://manchester.unh.edu/academics/degree-programs/communication-arts>

Programs

- Communication Arts Major (B.A.) (<http://catalog.unh.edu/archives/2017-2018/undergraduate/manchester/programs-study/communication-arts/communication-arts-ba>)
- Communication Arts Major: Cinema and Media Arts Option (B.A.) (<http://catalog.unh.edu/archives/2017-2018/undergraduate/manchester/programs-study/communication-arts/communication-arts-major-cinema-media-arts-option-ba>)
- Communication Arts Major: Digital Media Option (B.A.) (<http://catalog.unh.edu/archives/2017-2018/undergraduate/manchester/programs-study/communication-arts/communication-arts-major-digital-media-option-ba>)
- Communication Arts Major: Human Relations Option (B.A.) (<http://catalog.unh.edu/archives/2017-2018/undergraduate/manchester/programs-study/communication-arts/communication-arts-major-human-relations-option-ba>)

- Communication Arts Minor (<http://catalog.unh.edu/archives/2017-2018/undergraduate/manchester/programs-study/communication-arts/communication-arts-minor>)

Courses

Communication Arts (CA)

CA #444 - Manipulating Media: Exploring Image and Sound Aesthetics
Credits: 4

An introductory exploration of moving image and sound with an emphasis on discovering how aesthetic choices impact media messages. Students investigate aesthetic principles by finding, making, and working with digital media, animation, video, audio, and film. This is not a production class, but rudimentary, hands-on production is taught. No credit earned if credit received for CA 502. Special fee.

Attributes: FinePerformingArts(Discovery); Fine Arts GP 6; Inquiry (Discovery)

CA 450 - Introduction to Public Speaking

Credits: 4

Theories of rhetoric applied to the practice of speech composition, oral performance, and critical evaluation. Focus on student speeches for a variety of situations and audiences. Not for credit if credit earned for CMN 500.

CA 500 - Media Writing

Credits: 4

An introduction to business, creative and freelance writing for a variety of media. Writing, editing and rewriting in areas such as video scripts, short magazine articles, audio scripts, ads, press releases, news, short one-act plays, blogs and more. Prereq: ENG 401. Writing intensive.

Attributes: Writing Intensive Course

CA 501 - Internship/Communication in the Urban Community

Credits: 1-4

Field-based learning experiences. Connects students to the urban community and integrates their classroom education within a business or organizational setting. Students work under the direction of a faculty advisor and workplace supervisor to fulfill the obligations of the workplace internship plan and to complete individually-designed academic projects. Projects must be approved in advance by the faculty advisor. Open to matriculated students with a GPA of 2.50 or better and junior standing. Permission of instructor required. May be repeated for up to 8 credits, with 4 credits maximum accepted toward satisfaction of requirements for the CA major. Cr/F.

CA 502 - Image and Sound

Credits: 4

Image and Sound is a foundation course in the aesthetics of motion picture and sound production. This course explores the aesthetic principles that are used to communicate stories, emotions and messages in popular media. Students will study film, television and new media and survey production methods. This is not a production course per se, but is particularly helpful to students interested in video and film production. No credit for students who have completed CA #444.

Attributes: FinePerformingArts(Discovery); Fine Arts GP 6

CA #503 - Techniques for News Reporting**Credits: 4**

Focuses on the essential elements of fact-based reporting and discussion of the principles and ethics of independent journalism. Techniques include determining the different perspectives and voices that belong in a story, developing research skills for locating information, strategies for reconciling conflicting information, and procedures for effective interviewing. Prereq: ENGL 401 plus CMN 455; or permission.

CA #504 - Film Criticism**Credits: 4**

An introduction to the practice of film criticism. Critique of film as both art form and medium of communication. Examines the process of film production, basic principles of film form, techniques of film style, and major approaches to film criticism. Prereq: ENGL 401 and CMN 455 or permission. Special fee.

CA 506 - Gender**Credits: 4**

How gender is created, maintained, repaired, and transformed through communication in particular historical, cultural, and relational contexts. Examines a variety of topics including the relationship between sex and gender, language, cultural mythologies, identity, health care, sexuality, and strategies for resisting conventional gender definitions. Prereq: CMN 457 or permission.

CA 507 - Relational Violence**Credits: 4**

This course explores relational violence and its impact on individuals, families, and communities. Topics include relational violence as a continuum, types of relational violence (domestic, gangs, hate crimes), causes of relational violence, PTSD, responding to relational violence, silencing, compassion fatigue, and restorative justice. Prereq: CMN 457 or permission of the instructor.

CA #508 - Conflict in Relational Communication**Credits: 4**

Introduces communication theories relevant to the study of conflict interaction in interpersonal relationships. Considers interpersonal concerns contributing to conflict such as power, face-saving, and goals. Examines behaviors that affect our ability to resolve conflict, and strategies, such as mediation, to resolve conflict. Develops the ability to diagnose productive and destructive conflict patterns in relationships. The course is both theoretical and practical in orientation. A combination of lecture, discussion, case studies, and in-class group assignments are employed. Prereq: CMN 457.

CA 512 - Screenwriting**Credits: 4**

Examines the preproduction phase of moving image media, focusing especially on the art and business of writing for the screen. Covers the process of developing student work from original story idea to completed, first draft screenplay. Topics include script formats, narrative structure, plot development, characterization, style, and marketing strategies. Prereq: ENGL 401, CMN 455 or CMN 456; or permission. Cannot receive credit if credit received for CA 512 Scriptwriting. Writing intensive.

Attributes: Writing Intensive Course

CA 514 - Fundamentals of Video Production**Credits: 4**

Beginning electronic field production using digital video and nonlinear editing formats. Covers basic aesthetic principles and practices of video communication. Introduces techniques for effective image and sound recording in the field, fundamentals of shot and sequence construction, and basic postproduction practices on nonlinear editing systems. Prereq: ENGL 401, CA 502 or CA #444, CMN 455, or permission. Preference given to CA majors. Special fee.

CA 515 - Advanced Video Production**Credits: 4**

Advanced electronic field production and post production using digital video and nonlinear editing formats. Emphasizes original student work of increasing conceptual, formal, and technical complexity that begins to incorporate a wider range of images, sounds, and editing techniques. Prereq: CA 514 or permission. Preference given to CA majors. May be repeated, with permission, to a maximum of 8 credits. Special fee.

CA #516 - Speechwriting**Credits: 4**

The strategies of art and persuasion in the craft of professional speechwriting for a variety of modes, audiences, and exigencies. Examines a wide array of famous speeches from political, literary and cinematic sources to uncover the fundamental theories of rhetoric and persuasion at work in these texts. Application of these theories and strategies of persuasion in original speechwriting projects. Prereq: ENGL 401 plus CMN 456; or permission.

CA 517 - Fundamentals of Audio Prod**Credits: 4**

This course provides students with an introduction to the history, principles, and techniques of audio production. Through hands-on experience, class projects, and homework assignments, student learn how to use voice, music, writing, sound effects, and audio hardware and software to design sound and tell a story. This class will also look at the radio industry and how sound design is being used by a variety of industries. Special fee.

CA 518 - Advanced Topics in Digital Media Production**Credits: 1-4**

Advanced topics in digital media production not covered in depth in other course offerings. Topics vary and change. May be repeated for up to 12 credits if topics differ. Prereq: CA 514 or CIS 515 or permission.

CA #519 - Advanced Screenwriting**Credits: 4**

Advanced examination of the preproduction phase of moving image media, focusing on the art and business of screenwriting. Develops students works from original idea through the numerous steps to completed, second draft screenplay. Advanced topics and genres may vary. Prereq: CA 512. May be repeated, with permission, to a maximum of 8 credits. Cannot receive credit if credit earned for CA 520 Special Topics in Communication: Advanced Screenwriting.

CA 520 - Special Topics in Applied Communication**Credits: 1-4**

New or specialized topics in applied communication not covered in regular course offerings. Topics vary; descriptions listing course content and any prerequisites are available during preregistration. May be repeated for credit if topics differ for a maximum of 12 credits. Prereq: contingent on topic. Writing intensive when topic is advanced feature scriptwriting.

CA 522 - Graphic Design I**Credits: 4**

Presents fundamentals of Graphic Design while touching on foundation art theories and vocabulary. Through examination and analysis of professional graphic design, students become familiar with the relationship between graphic design process, creative solutions and critical thinking. Students work with a variety of traditional and digital media, with an emphasis on the process of design, composition and typography. Class includes a significant amount of computer lab and creative studio time.

CA 523 - Graphic Design II**Credits: 4**

Students explore the creative process that helps them communicate ideas and information to a target audience. Higher level, theoretical ideas related to communication, design and cognitive theories will be introduced. Students will engage in intermediate design projects through software and traditional media. Class includes a significant amount of computer lab and creative studio time. Prereq: CA 522, or permission of instructor.

CA #525 - Media Programming**Credits: 4**

Process of program planning for electronic media. Covers the contexts – social, cultural, institutional, economic, technical, regulatory – within which decisions concerning program selection, form, content, and scheduling are made. Prereq: CMN 455 or permission.

CA #526 - Organization of Newswork**Credits: 4**

Examines news as socially situated discourse. The professional norms, work routines, representational practices, ideologies, and ethics of news producing organizations. Prereq: CMN 455 or permission.

CA 527 - History of Film**Credits: 4**

The history of film since 1948. Historical analysis of the development of cinema since the emergence of television, both in the United States and abroad. Selected topics include cinema and the cold war, international stylistic movements, film exhibition, the decline of the studio system, new technologies, third cinema, globalization and economic consolidation. Prereq: CMN 455 or permission. Special fee.

CA 531 - History and Organization of Advertising**Credits: 4**

Examines the development of advertising in historical context, focusing on the evolving structure and function of advertising agencies, market research practices, advertising design, anthropological approaches to advertising and consumer culture, and contemporary policy issues. Prereq: CMN 455 or permission.

CA 532 - Typography I**Credits: 4**

Typography is the formal study of letterforms. Students gain perspective into this important field by starting with a focus on early visual communication, symbols, handwritten letterforms, calligraphy and the development of movable type. Students explore ways to categorize type into families and identify and define similarities and subtle differences in classical typefaces. Class discussions, projects, critiques and lectures focus of typography terminology, as well as the aesthetic discipline of using type effectively as designer.

CA 533 - Typography II**Credits: 4**

This course builds on skills learned in Typography I. The goal is to explore type as a two dimensional element and to explore the elements and components needed to design multiple page projects. Emphasis given to both the creative process and the production/printing process. Students learn to communicate with graphic design using page layout, hierarchy, grids, and the relationship of typography and imagery. Students learn how to use InDesign, Illustrator and Photoshop. Prereq: CA 532, or instructor permission.

CA 536 - LGBT Images and Perspectives**Credits: 4**

This course explores the perspectives and images of lesbian, gay, bisexual, trans, and queer individuals, from antiquity through modern day. Topics include: history, aging, religion, the media, and the law. Prereq: CMN 457 or permission of the instructor; majors only.

CA 537 - Health Communication**Credits: 4**

Introduces students to foundation concepts and theories in health communication, and their application to real-world settings. Explores how health communication is embedded in social, cultural, economic, political, technological, and historical contexts. Examines a range of issues, including the meaning of health and illness; physician-patient interactions; caregiving; the impact of illness on identity; media campaigns; popular cultural narratives; end of life; and ethics. Discusses healthcare careers. Prereq: CMN 457 or permission.

CA 539 - Communicating in Families**Credits: 4**

Explores the role of communication in the creation, maintenance, and transformation of family systems. Focus on how meanings of "family" are constructed through familial and popular discourses, and the consequences these communication practices have for lived experience. Prereq: CMN 457 or permission.

CA 540 - Public Relations**Credits: 4**

This course provides students with an overview of the field of public relations, including its history, ethics, and current practices. Will include case studies of major public relations issues that have occurred both historically and in recent years; individual and class projects that enable students to determine how best to plan for and respond to public relations issues; and quest practitioners who work in various fields, including business, government, the non-profit sector, and education. Prereq: CMN 456 or CMN 455 or permission.

CA 542 - Social Media for Organizations and Business**Credits: 4**

Focuses on the history, development and practical use of social media for organizational and business communications. A primary focus is on the latest social media tools and their use in developing social media campaigns. Hands-on student work is an important part of the course. Prereq: ENGL 401, CMN 455 or CA 500 - or permission. Cannot receive credit if earned for CA 520 Social Media for Organizations and Business.

CA 550 - Special Topics in Communication Organization, History, and Policy**Credits: 1-4**

New or specialized topics in the organization, history, and policy of communication practices not covered in regular course offerings. Topics vary; descriptions of course content and any prerequisites are available during preregistration. May be repeated for a maximum of 12 credits if topics differ. Prereq: contingent on topic.

CA #600 - Research Methods in Media**Credits: 4**

Qualitative research practices for the study of mass communication. Tools for investigating the production contexts of media institutions, the cultural and ideological meanings of media texts, and the social dimensions of media consumption in home and family. Emphasis on how to review literature, develop a research question, define a unit of analysis, select and apply method, interpret data, and draw conclusions grounded in theory. Prereq: any two 500 level CA courses (excluding CA 501), one of which must have CMN 455 as prerequisite or permission. Writing intensive.

Attributes: Writing Intensive Course

CA 601 - Exploring Relationships**Credits: 4**

Critically examines the myriad ways qualitative researchers approach the study of interpersonal communication. With an emphasis on the artistic practice of fieldwork, the course considers the process of research design, the relationship between researcher and researched, the moral and ethical aspects of research, issues of representation and audience, and evaluation strategies. Students design, conduct, and present original qualitative research projects. Prereq: any two 500 level CA courses (excluding CA 501), one of which must have CMN 457 as a prerequisite or permission. Writing intensive.

Attributes: Writing Intensive Course

CA 610 - Communication Technologies and Culture**Credits: 4**

The role of communication technologies in shaping cultural meanings and human consciousness. Covers the work of Innis, McLuhan, Ong, Postman, Carey and others to understand the historical development of shifting communication technologies and patterns of culture from orality to computer communication. Also explores the dynamic between mass culture and sub-cultural appropriations of media forms and content. Prereq: any two CA courses (excluding CA 501), one of which must have CMN 455 as a prerequisite or permission. Writing intensive.

Attributes: Writing Intensive Course

CA #611 - Theories of Relational Communication**Credits: 4**

Critically examines a variety of theories which seek to explain the dynamics of interpersonal relationships including performance theory, social construction theory, systems theory, feminist theory, and narrative theory. Prereq: any two 500 level courses (excluding CA 501), one of which must have CMN 457 as a prerequisite, or permission. Writing intensive.

Attributes: Writing Intensive Course

CA 612 - Narrative**Credits: 4**

Considers the ways humans make sense of experience through the stories we construct within particular relational, cultural, and historical contexts. Explores a variety of topics including narrative conventions, canonical stories, subjectivity and reflexivity, the relationship between story and audience, space and time, memory and imagination, and narrative truth. Each student will conduct an original narrative research project. Prereq: any two 500 level CA courses (excluding CA 501), one of which must have CMN 457 as a prerequisite, or permission. Writing intensive.

Attributes: Writing Intensive Course

CA 614 - Communication and Power**Credits: 4**

Explores the concept of power – how we conceive of power, how we enact power, and the effects of power in our interpersonal relationships. Using a variety of theoretical approaches such as relational theory, feminist theory, and social constructionist, we will consider the idea that the expression of power is an act of self-definition, that power resides in the ability to define one's reality while identifying and choosing courses of action, and that disempowerment is the end result of the loss of freedom of action. Prereq: Any two 500 level CA courses (excluding CA 501), one of which must have CMN 457 as a prerequisite, or permission. Writing intensive.

Attributes: Writing Intensive Course

CA 615 - Film History/Theory and Method**Credits: 4**

Intensive study of philosophical, rhetorical, and methodological issues in film history research. Examines a series of selected historical problems in the areas of social, aesthetic, industrial, and technological film history up to 1948 and reviews existing historiography on these problems. Focus is on original student research. Prereq: any two 500 level CA courses (excluding CA 501), one of which must have CMN 455 as a prerequisite, or permission. Special fee. Writing intensive.

Attributes: Writing Intensive Course

CA 618 - Documentary**Credits: 4**

Exploration of the historical development, ethics, funding, socio-cultural significance, and communication strategies of documentary film and video. May focus on a particular genre or genres. Prereq: any two 500 level CA courses (excluding CA 501), one of which must have CMN 455 as a prerequisite, or permission. Special fee. Writing intensive.

Attributes: Writing Intensive Course

CA 720 - Seminar**Credits: 4**

Intensive readings and research course in a highly focused area of study. Topics vary. Descriptions of course content and any prerequisites are available during preregistration. May be repeated for credit to a maximum of 12 credits if topics differ. Prereq: contingent on topic. Writing intensive.

Attributes: Writing Intensive Course

CA 795 - Independent Study**Credits: 1-4**

Advanced individual study under the direction of a faculty member. Content area and research project to be developed in consultation with faculty supervisor. Prereq: permission. May be repeated for up to 8 credits, with 4 credits maximum accepted toward satisfaction of requirements for the CA major.

Faculty

Communication Arts Faculty (<http://manchester.unh.edu/academics/degree-programs/communication-arts/#unhstyleCollapsePane73>)