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 (https://manchester.unh.edu/program/ba/communication-arts-major-advertising-public-relations-option)*, Cinema and Media Arts (https://manchester.unh.edu/program/ba/communication-arts-major-cinema-media-arts-option)*, Digital Media (https://manchester.unh.edu/program/ba/communication-arts-major-digital-media-option)*, or Human Relations (https://manchester.unh.edu/program/ba/communication-arts-major-human-relations-option)*. 

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.

* 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

Students must complete a minimum of 128 credits and satisfy the University's Discovery Program and foreign language 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.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>CA #444</td>
<td>Manipulating Media: Exploring Image and Sound Aesthetics</td>
<td>12</td>
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<tr>
<td>CA 450</td>
<td>Introduction to Public Speaking</td>
<td>4</td>
</tr>
<tr>
<td>CA 500</td>
<td>Media Writing</td>
<td>4</td>
</tr>
<tr>
<td>CA 501</td>
<td>Internship/Communication in the Urban Community</td>
<td>4</td>
</tr>
<tr>
<td>CA 502</td>
<td>Image and Sound</td>
<td>4</td>
</tr>
<tr>
<td>CA #503</td>
<td>Techniques for News Reporting</td>
<td>4</td>
</tr>
<tr>
<td>CA #504</td>
<td>Film Criticism</td>
<td>4</td>
</tr>
<tr>
<td>CA 508</td>
<td>Conflict in Relational Communication</td>
<td>4</td>
</tr>
<tr>
<td>CA 512</td>
<td>Screenwriting</td>
<td>4</td>
</tr>
<tr>
<td>CA 514</td>
<td>Fundamentals of Video Production</td>
<td>4</td>
</tr>
<tr>
<td>CA 515</td>
<td>Advanced Video Production</td>
<td>4</td>
</tr>
<tr>
<td>CA #516</td>
<td>Speechwriting</td>
<td>4</td>
</tr>
<tr>
<td>CA 517</td>
<td>Fundamentals of Audio Prod</td>
<td>4</td>
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</table>

1. Students must earn a "C" or better in each course to satisfy CA degree requirements.
2. Students must earn a "C-" or better in each course to satisfy CA degree requirements.

A. Communication Practices

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>CMN 455</td>
<td>Introduction to Media Studies</td>
<td>4</td>
</tr>
<tr>
<td>CMN 456</td>
<td>Propaganda and Persuasion</td>
<td>4</td>
</tr>
<tr>
<td>CMN 457</td>
<td>Introduction to Language and Social Interaction</td>
<td>4</td>
</tr>
<tr>
<td>Total Credits</td>
<td>40</td>
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</tbody>
</table>
Communication Arts Major (B.A.)

CA 518  Advanced Topics in Digital Media Production  
CA 519  Advanced Screenwriting  
CA 520  Special Topics in Applied Communication  
CA 522  Graphic Design I  
CA 523  Graphic Design II  
COMP #515  Multimedia: Introduction and Applications  
HIST 595  Explorations  
PSYC 762  Counseling  

Total Credits  12

B. Communication Practices: Organization, History, and Policy

<table>
<thead>
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<th>Title</th>
<th>Credits</th>
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</thead>
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<tr>
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<td>Select two of the following:</td>
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<tr>
<td>CA #525</td>
<td>Media Programming</td>
<td></td>
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<tr>
<td>CA #526</td>
<td>Organization of Newswork</td>
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</tr>
<tr>
<td>CA 527</td>
<td>History of Film</td>
<td></td>
</tr>
<tr>
<td>CA 531</td>
<td>History and Organization of Advertising</td>
<td></td>
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<tr>
<td>CA 532</td>
<td>Typography I</td>
<td></td>
</tr>
<tr>
<td>CA 533</td>
<td>Typography II</td>
<td></td>
</tr>
<tr>
<td>CA 536</td>
<td>LGBT Images and Perspectives</td>
<td></td>
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<tr>
<td>CA #537</td>
<td>Health Communication</td>
<td></td>
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<tr>
<td>CA 538</td>
<td>Gender</td>
<td></td>
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<tr>
<td>CA 539</td>
<td>Communicating in Families</td>
<td></td>
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<tr>
<td>CA 540</td>
<td>Public Relations</td>
<td></td>
</tr>
<tr>
<td>CA 542</td>
<td>Social Media for Organizations and Business</td>
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<tr>
<td>CA 550</td>
<td>Special Topics in Communication Organization, History, and Policy</td>
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<tr>
<td>ENGL 534</td>
<td>21st Century Journalism: How the News Works</td>
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Total Credits  8

C. Communication Practices: Theory and Research

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<tr>
<td>CA #600</td>
<td>Research Methods in Media</td>
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<tr>
<td>CA 601</td>
<td>Exploring Relationships</td>
<td></td>
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<tr>
<td>CA 610</td>
<td>Communication Technologies and Culture</td>
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<td>CA #611</td>
<td>Theories of Relational Communication</td>
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<tr>
<td>CA 612</td>
<td>Narrative</td>
<td></td>
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<tr>
<td>CA #614</td>
<td>Communication and Power</td>
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<tr>
<td>CA 615</td>
<td>Film History/Theory and Method</td>
<td></td>
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<tr>
<td>CA 720</td>
<td>Seminar</td>
<td></td>
</tr>
<tr>
<td>CA 795</td>
<td>Independent Study</td>
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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 all CA Area A and Area B requirements. 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:

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</thead>
<tbody>
<tr>
<td>CA 601</td>
<td>Exploring Relationships</td>
<td>4</td>
</tr>
<tr>
<td>CA 612</td>
<td>Narrative</td>
<td>4</td>
</tr>
<tr>
<td>CA #614</td>
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<td>Independent Study</td>
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For more information, contact Jeff Klenotic (jeffrey.klenotic@unh.edu), program coordinator, at (603) 641-4130, or contact the Office of Admissions (unhm.admissions@unh.edu), (603) 641-4150.