COMMUNICATION ARTS

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 Advertising and Public Relations, Cinema and Media Arts, Digital Media, Human Relations, History and Cultural Studies. 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.

https://manchester.unh.edu/academics/degree-programs/communication-arts

Programs

- Communication Arts Major (B.A.) (http://catalog.unh.edu/undergraduate/manchester/programs-study/communication-arts/communication-arts-ba)
- Communication Arts Major: Cinema and Media Arts Option (B.A.) (http://catalog.unh.edu/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/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/undergraduate/manchester/programs-study/communication-arts/communication-arts-major-human-relations-option-ba)
- Communication Arts Minor (http://catalog.unh.edu/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); 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)
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.

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  
This course focuses on the principles of graphic design, including art theory and foundation. Through hands-on exercises and projects, students develop a vocabulary and understanding of graphical design principles.  

CA 523 - Graphic Design II  
Credits: 4  
This course expands on the principles of graphic design, focusing on layout, typography, and design principles. Students use InDesign, Illustrator, and Photoshop to create professional design projects.  

CA 524 - Typography I  
Credits: 4  
This course introduces the principles of typography, focusing on the history and development of type. Students learn about type families, the basics of typography, and how to use typography software.  

CA 525 - Typography II  
Credits: 4  
This course builds on the principles of typography, focusing on advanced typography techniques and the history and development of type. Students learn about advanced typography techniques and the history and development of type.  

CA 533 - Typography II  
Credits: 4  
This course builds on the principles of typography, focusing on advanced typography techniques and the history and development of type. Students learn about advanced typography techniques and the history and development of type.  

CA 527 - History of Film  
Credits: 4  
The history of film since 1948. Historical analysis of the development of the cinema since the emergence of television, both in the United States and abroad.  

CA 531 - History and Organization of Advertising  
Credits: 4  
This course provides an overview of advertising, its history, and its role in contemporary society.  

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 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 457 as a 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 constructionism, 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. Focus is on original student research. Prereq: any two 500 level CA courses (excluding CA 501), one of which must have CMN 457 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 457 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)