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 Jeff Klenotic (jeffrey.klenotic@unh.edu), program coordinator or contact the UNH Manchester Office of Admissions (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

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>
</tr>
</thead>
<tbody>
<tr>
<td>I. Required Core Courses 1</td>
<td>Introduction to Media Studies</td>
<td>4</td>
</tr>
<tr>
<td>CMN 465</td>
<td>Propaganda and Persuasion</td>
<td>4</td>
</tr>
<tr>
<td>CMN 456</td>
<td>Introduction to Language and Social Interaction</td>
<td>4</td>
</tr>
<tr>
<td>CMN 457</td>
<td></td>
<td></td>
</tr>
<tr>
<td>II. Selected Coursework</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Select three from area A, two from area B, two from area C 2</td>
<td>28</td>
<td></td>
</tr>
</tbody>
</table>

Total Credits 40

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>
</tr>
</thead>
<tbody>
<tr>
<td>CA 450</td>
<td>Introduction to Public Speaking</td>
<td></td>
</tr>
<tr>
<td>CA 500</td>
<td>Media Writing</td>
<td></td>
</tr>
<tr>
<td>CA 501</td>
<td>Internship/Communication in the Urban Community</td>
<td></td>
</tr>
<tr>
<td>CA 502</td>
<td>Image and Sound</td>
<td></td>
</tr>
<tr>
<td>CA 507</td>
<td>Relational Violence</td>
<td></td>
</tr>
<tr>
<td>CA 508</td>
<td>Conflict in Relational Communication</td>
<td></td>
</tr>
<tr>
<td>CA 512</td>
<td>Screenwriting</td>
<td></td>
</tr>
</tbody>
</table>

Total Credits 12
with their advisors to make sure the capstone requirement has been satisfied.

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

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CA 612</td>
<td>Narrative</td>
<td>4</td>
</tr>
<tr>
<td>CA 615</td>
<td>Film History/Theory and Method</td>
<td>4</td>
</tr>
<tr>
<td>CA 720</td>
<td>Seminar</td>
<td>4</td>
</tr>
<tr>
<td>CA 795</td>
<td>Independent Study</td>
<td>4</td>
</tr>
</tbody>
</table>

### 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

**Fall**
- UMST 401 or UMST 402: First Year Seminar or Transfer Seminar
- ENGL 401: First-Year Writing
- CMN 455: Introduction to Media Studies

**Credits:** 17-18

#### Second Year

**Fall**
- Foreign Language
- CMN 457: Introduction to Language and Social Interaction

**Credits:** 16

**Spring**
- Quantitative Reasoning
- CMN 456: Propaganda and Persuasion
- Discovery Course
- Elective

**Credits:** 16

#### Third Year

**Fall**
- Major Elective
- Discovery Course
- Elective

**Credits:** 16
Elective 4

Credits 16

Spring
Major Elective 4
Discovery Course 4
Elective 4
Elective 4

Credits 16

Fourth Year
Fall
Major Elective 4
Discovery Course 4
Elective 4
Elective 4

Credits 16

Spring
Major Elective 4
Discovery Course 4
Elective 4
Elective 4

Credits 16

Total Credits 129-130

Student 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.