

Communication, BA

Bachelor of Arts in Communication Degree Program Requirements

The Communication Program at Prairie View A&M University is designed to integrate theory with technology to prepare students for careers as communication professionals. The faculty teach classes using up-to-date skills and techniques and a sophisticated understanding of the organization of various media formats. With access to cutting-edge facilities and equipment for media content creation, course offerings enhance the acquisition of knowledge of the methods used in television and video production, news broadcasting, and writing and editing for print media. In addition, students are trained in public speaking, debate, public relations, advertising, and ethics and laws that govern public communication.

Students choose one of two concentrations for the Bachelor of Arts degree in Communication, either the **Communication Studies** track or the **Mass Communication** track. Both tracks give students a foundation in important concepts and skills including law and ethics, interpersonal communication, disciplinary writing, theory, research, and criticism.

Complete Core Curriculum Listing at <https://catalog.pvamu.edu/universitycorecurriculum/>

Core Curriculum 42 Credit Hours

| | |
|---|---|
| Communication (Select Two) | 6 |
| Mathematics (Select One) | 3 |
| Life and Physical Sciences (Select Two) | 6 |
| Language, Philosophy, and Culture (Select One) | 3 |
| Creative Arts (Select One) ¹ | 3 |
| American History (Select Two) | 6 |
| Government/Political Science | 6 |
| POSC 2305 American Government | |
| POSC 2306 Texas Government | |
| Social and Behavioral Sciences (Select One) | 3 |
| Component Area Option One (Select One) | 3 |
| Component Area Option Two (Select One) ¹ | 3 |

Foreign Language Requirements (Any One Language) 6

Core Major Requirements 18

| | |
|--------------|------------------------------------|
| COMM 1307 | Introduction to Mass Communication |
| COMM 1318 | Interpersonal Communication |
| COMM 3351 | Communication Law & Ethics |
| COMM 4350 | Media Criticism |
| or COMM 4351 | Rhetorical Criticism |
| COMM 4353 | Communication Research |
| COMM 4389 | Senior Communication Capstone |

Communication Writing Requirements 6

| | |
|------------------------------|--|
| COMM 2351 | Principles of Writing for the Discipline |
| Select one of the following: | |
| COMM 2339 | Screen Writing |
| COMM 2315 | News Writing and Reporting |
| COMM 3352 | Feature and Magazine Writing |
| COMM 4354 | Advanced Writing for the Discipline |
| COMM 2311 | Broadcast Writing |

Concentration (Select one from below) 18

Minor Requirements ² 18

Unrestricted Electives ³ 12

Total Hours 120

¹ COMM 2300 and COMM 1318 are options for the core, but they may not satisfy both core and major requirements.

² Communication majors are required to select a minor of their choice. They must satisfy the catalog requirements for the selected minor.

³ Unrestricted electives may be chosen from any area, though additional COMM courses are encouraged. If the selected minor is more than 18 SCH, unrestricted electives may be reduced.

Communication Studies Concentration

Communication Studies is a concentration dealing with the processes and theories of human communication interaction. This concentration deals with interpersonal, family, health, intercultural, workplace, organizational, and other communication interactions. This concentration analyzes human communication experiences as they relate to persuasion, theory, social scientific exploration, critical and cultural examination, and rhetorical analysis. Students who choose this concentration can find employment in human resources, business, consulting, and education as well as other fields; and it is the perfect stepping-stone for further study at the graduate level. Flexible in nature, this 18 SCH concentration offers a large pool of course options and allows students to choose five courses (15 SCH) that align with their career goals and personal interests. Students in the Communication Studies Concentration are also required to take Small Group Communication.

Required Concentration Course

3

| | |
|-----------|--|
| COMM 2333 | Discussion and Small Group Communication |
|-----------|--|

Concentration Electives (choose 5)

15

| | |
|-----------|--|
| COMM 2375 | Introduction to Performance |
| COMM 2355 | Communication, Globalization, International Media |
| COMM 2335 | Argumentation and Debate |
| COMM 1342 | Voice and Diction |
| COMM 2300 | Media Literacy |
| COMM 2371 | Visual Communication |
| COMM 3321 | Media Management |
| COMM 3360 | Persuasion |
| COMM 3364 | Nonverbal Communication |
| COMM 3365 | Gender Communication |
| COMM 3366 | Intercultural Communication |
| COMM 3371 | Communication Technology |
| COMM 3374 | Principles of Advertising |
| COMM 3375 | Principles of Public Relations |
| COMM 3385 | Communication as Storytelling |
| COMM 4344 | The Message: Hip Hop as Communication |
| COMM 4375 | Advanced Performance |
| COMM 4352 | Communication Theory |
| COMM 4360 | Organizational Communications |
| COMM 4361 | Political Communication |
| COMM 4369 | Special Topics in Communication Studies ¹ |
| COMM 4370 | Professional Internship |
| COMM 4371 | Voice and Performance |

Total Hours

18

¹ May be repeated up to 6 SCH with different topics.

Mass Communication Concentration

The Mass Communication Concentration is designed for students who are interested in pursuing careers in the mass media industries. This includes careers in television, film, radio, magazines, newspapers, digital media, and the music industry. Students in this concentration will develop skills in media production (e.g., shooting and editing audio and video, social media content creation) and media writing (e.g., journalism, screenwriting), as well as critical analysis of media content and its influence on society. The Mass Communication Concentration is also appropriate for students who aspire to enter media-related industries such as advertising and public relations. Flexible in nature, this 18 SCH concentration offers a large pool of course options and allows students to choose five courses (15 SCH) that align with their career goals and personal interests. Students in the Mass Communication Concentration are also required to complete a professional internship (for course credit) in their field of interest.

| | | |
|--|---|-----------|
| Required Concentration Course | | 3 |
| COMM 4370 | Professional Internship | |
| Concentration Electives (choose five) | | 15 |
| COMM 1336 | Video Production I | |
| COMM 2303 | Digital Audio Production I | |
| COMM 2375 | Introduction to Performance | |
| COMM 2355 | Communication, Globalization, International Media | |
| COMM 1342 | Voice and Diction | |
| COMM 2300 | Media Literacy | |
| COMM 2371 | Visual Communication | |
| COMM 2305 | Copy and Editing Production | |
| COMM 3304 | Multimedia Audio Production and Design | |
| COMM 3321 | Media Management | |
| COMM 3365 | Gender Communication | |
| COMM 3366 | Intercultural Communication | |
| COMM 3371 | Communication Technology | |
| COMM 3372 | Digital Video Production I | |
| COMM 3373 | Television Studio Production | |
| COMM 3374 | Principles of Advertising | |
| COMM 3375 | Principles of Public Relations | |
| COMM 3385 | Communication as Storytelling | |
| COMM 4344 | The Message: Hip Hop as Communication | |
| COMM 4352 | Communication Theory | |
| COMM 4361 | Political Communication | |
| COMM 4370 | Professional Internship ¹ | |
| COMM 4371 | Voice and Performance | |
| COMM 4372 | Digital Video Production II | |
| COMM 4373 | Advanced Nonlinear Editing | |
| COMM 4375 | Advanced Performance | |
| COMM 4379 | Special Topics in Mass Communication ² | |
| Total Hours | | 18 |

¹ May be repeated up to 6 SCH. COMM 4370 is a professional internship required of communication majors with a concentration in mass communication.

² May be repeated up to 6 SCH with different topics.

Bachelor of Arts in Communication Degree Sequence

Core: <https://catalog.pvamu.edu/universitycorecurriculum/>

Freshman

| Fall - Semester 1 | Hours | Spring - Semester 2 | Hours |
|-----------------------------------|-------|-------------------------------------|-----------|
| Communication Core | | 3 Communication Core | 3 |
| ENGL 1301 | | ENGL 1302 | |
| American History Core | | 3 American History Core | 3 |
| Government/Political Science Core | | 3 Government/Political Science Core | 3 |
| POSC 2305 | | POSC 2306 | |
| Life and Physical Sciences Core | | 3 Life and Physical Sciences Core | 3 |
| Component Area Option One Core | | 3 COMM 1307 | 3 |
| Total | | 15 Total | 15 |

Total Hours: 30

Sophomore

| Fall - Semester 1 | Hours | Spring - Semester 2 | Hours |
|--|--------------|------------------------------------|--------------|
| Mathematics Core | | 3 Concentration Requirement Course | 3 |
| Language, Philosophy, and Culture Core | | 3 Creative Arts Core | 3 |
| Social and Behavioral Science Core | | 3 Component Area Option Two Core | 3 |
| COMM 1318 | | 3 COMM Writing Course Requirement | 3 |
| COMM 2351 | | 3 Minor Requirement I | 3 |
| Total | | 15 Total | 15 |

Total Hours: 30**Junior**

| Fall - Semester 1 | Hours | Spring - Semester 2 | Hours |
|----------------------------------|--------------|------------------------------------|--------------|
| Foreign Language I | | 3 Foreign Language II | 3 |
| COMM 3351 | | 3 Concentration Requirement Course | 3 |
| Concentration Requirement Course | | 3 COMM 4350 | 3 |
| Concentration Requirement Course | | 3 Minor Requirement III | 3 |
| Minor Requirement II | | 3 Minor Requirement IV | 3 |
| Total | | 15 Total | 15 |

Total Hours: 30**Senior**

| Fall - Semester 1 | Hours | Spring - Semester 2 | Hours |
|----------------------------------|--------------|------------------------------------|--------------|
| COMM 4353 | | 3 COMM 4389 | 3 |
| Minor Requirement V | | 3 Minor Requirement VI | 3 |
| Concentration Requirement Course | | 3 Concentration Requirement Course | 3 |
| Unrestricted Elective I | | 3 Unrestricted Elective III | 3 |
| Unrestricted Elective II | | 3 Unrestricted Elective IV | 3 |
| Total | | 15 Total | 15 |

Total Hours: 30

| Name | Unit |
|-------------|-------------|
|-------------|-------------|

Total Semester Credit Hours: 120

Marketable Skills

Marketable skills, as defined by the Texas Higher Education Coordinating Board's 60x30TX Plan (<http://www.60x30tx.com/>), include interpersonal, cognitive, and applied skill areas, are valued by employers, and can be either primary or complementary to a major. Marketable skills are acquired by students through education, including curricular, co-curricular, and extracurricular activities.

BA Communication**Degree Skills**

1. Communicate ideas effectively to a variety of audiences
2. Utilize a variety of communication tools and styles
3. Conduct research, analyze data, and identify key findings

Concentration Skills

1. Produce audiovisual media content appropriate for various personal and professional needs
2. Work collaboratively to solve problems and/or deliver messages in a variety of formats
3. Utilize communication theory to solve real-world problems and provide useful insights in personal and professional settings

Co-curricular and Extracurricular Skills

1. Produce media content across a variety of platforms
2. Develop research-based arguments and engage in informed and civil debate