

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
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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	Digital Audio Production II	
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
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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