

COMMUNICATION STUDIES (B.A.)

Bachelor of Arts

Program Code: BA-AS

Major Code: COM

Communication Department

Buckham Hall B120

(716) 878-3606

communication.buffalostate.edu/ (<http://communication.buffalostate.edu/>)

This major allows students much flexibility to tailor a program of theory-based and applied courses. It meets the needs of students preferring a generalist approach to communication, as well as for students seeking a more academic, less applied approach. Compare this major with journalism, media production, and public relations and advertising.

Career Opportunities

Students in Communication Studies prepare for careers in corporate communication, social media management, consulting, government careers, research, media analysis, lobbying, speechwriting, fundraising, event management, sports communication, and other fields that require a liberal arts education enhanced with communication expertise.

The major also provides a base for graduate education in communication, law, management, and other professional areas.

The profile of a successful communication studies graduate is a person with strong writing and speaking proficiency, keen ethical insight, competence in analyzing and thinking critically, and skill in working effectively both independently and in teams.

Academic Standards

Only grades of C or higher may be applied toward requirements for any communication degree; courses with lower grades must be repeated. Consistent with standards of the Accrediting Council for Education in Journalism and Mass Communication, the number of communication courses that students may take is capped, encouraging a broad-based liberal arts education. The department encourages students to take minors or second majors and requires evidence of an academic concentration or area of expertise outside the Communication Department.

Admissions Requirements

Incoming freshman and transfer students can declare the major.

See communication.buffalostate.edu (<http://communication.buffalostate.edu/>) for application forms and additional information, including a list of equivalent core

courses at community colleges. Transfer students from two-year schools may apply only core courses toward this major for a maximum of 12 credits. Students generally require four semesters of study after completing communication core courses.

Program Requirements

Code	Title	Credit Hours
General Education 23 Requirements (http://ecatalog.buffalostate.edu/undergraduate/collegewide-degree-requirements-baccalaureate-degrees/#IF_Courses)		
33 credit hours		33
Communication Major Requirements (42 credit hours)		
<i>Communication Core (12 credit hours)</i>		
COM 100 or SPC 103	MEDIA LITERACY INTRODUCTION TO HUMAN COMMUNICATION	3
COM 210	INTRODUCTION TO MEDIA WRITING	3
COM 215	INTRODUCTION TO VISUAL COMMUNICATION	3
SPC 205	INTRODUCTION TO ORAL COMMUNICATION	3
<i>Upper-Level Oral Communication Course (3 credit hours)</i>		
Select one from the following:		3
SPC 306	PUBLIC SPEAKING	
SPC 307	GROUP COMMUNICATON	
SPC 315	MEDIA PERFORMANCE	
<i>Upper-Level Written Communication Course (3 credit hours)</i>		
Select one from the following:		3
COM 303	WRITING FOR PRINT AND ONLINE JOURNALISM	
COM 304	WRITING FOR BROADCAST (TV, RADIO, FILM)	
COM 308	PUBLIC RELATIONS WRITING	
COM 325	FEATURE WRITING	
COM 390	SPECIAL TOPICS: JOURNALISTIC WRITING	
COM 347	DIGITAL AND BROADCAST PRODUCING	
<i>Upper-Level Visual Communication Course (3 credit hours)</i>		

Select one from the following: 3

- COM 312 BASIC MEDIA PRODUCTION
- COM 322 COMMUNICATION GRAPHICS
- COM 336 WEB AND SOCIAL MEDIA PRODUCTION

Communication Theory and Criticism (6 credit hours)

Select two from the following: 6

- COM 310 INTERNATIONAL COMMUNICATION
- COM 400 COMMUNICATION LAW
- COM 401 APPLIED COMMUNICATION RESEARCH
- SPC 309 PERSUASION AND PROPAGANDA
- SPC 311 INTERCULTURAL COMMUNICATION
- SPC 321 RHETORICAL CRITICISM
- SPC 326 FILM ANALYSIS AND EVALUATION
- SPC 333 RACE, CLASS AND GENDER IN THE MEDIA
- SPC 407 ORGANIZATIONAL COMMUNICATION
- SPC 422 MEDIA CRITICISM
- SPC 426 DOCUMENTARY FILM ANALYSIS

Senior Seminar (3 credit hours)

COM 450 COMMUNICATION AND SOCIETY 3

Communication Electives (12 credit hours)

Select 12 credit hours: 12

- COM 495 SPECIAL PROJECT
or COM 4 INDEPENDENT STUDY
- Or 300/400-level COM or SPC electives by advisement

All College Electives

39-45 credit hours 39-45

Total Credit Hours 120

Students will:

1. understand and apply First Amendment principles and the law appropriate to professional practice relevant to the major
2. demonstrate an understanding of the history and role of professionals and institutions in shaping communication relevant to the major
3. demonstrate an understanding of gender and gender identity, race, ethnicity, class, sexual orientation, and, as appropriate, other forms of diversity, equity, and inclusion in domestic and global societies and their significance in the major
4. understand concepts and apply theories in the use and presentation of images and information relevant to the major
5. demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity

6. think critically, creatively and independently
7. conduct research and evaluate information by methods appropriate to the communication professions in which they work
8. write correctly and clearly in forms and styles appropriate for the communication professions, audiences and purposes they serve
9. critically evaluate their own work and that of others for accuracy, fairness, clarity, creativity, effective storytelling and/or professional style as appropriate to the major
10. apply basic numerical and statistical concepts appropriate to the major
11. apply tools and technologies appropriate to the major
12. demonstrate competence in professional speaking and presentational skills appropriate to the major