

2009-2010

B.A. in Communication

College of Humanities and Social Sciences

What Is the Study of Communication?

According to our National Communication Association, we focus on how people use messages to generate meanings. We promote effective and ethical practices across different channels, cultures, situations and media.

Why Should I Consider This Major?

Communication graduates qualify for a variety of careers. Strong attention to research and writing provides students with skills needed for entry-level positions in organizational training and development, public relations, marketing, electronic media and other information-oriented occupations. The entire Communication field is growing rapidly with increased diversification of employment opportunities.

Most people are born with the ability to acquire communication skills, and we can help you realize your full potential. We believe the educational techniques of direct instruction, guided rehearsals and modeling provide tools for developing effective communication practices. In addition, you can learn more about developing stronger communities through ethical interaction, civil public discourse and cooperative decision-making.

How to Declare:

Students wishing to declare a major in Communication must have completed 90 credits, 12 to 15 of which have been completed at WWU with a GPA of 2.7 or above. Declaration Portfolios are to be submitted to the department on or before Monday of the fourth week of classes fall, winter or spring quarters. The department will review portfolios and announce names of successful applicants approximately three weeks later. Note: although there is no GPA requirement for admission into the department, the current average grade point for those accepted into the program is 3.18. The number of applicants and the quality of content in the portfolios will be considered when admissions decisions are made. An applicant may make a maximum of two attempts to enter the major. Students contemplating a major in communication are encouraged to register as pre-majors in CF 203.

Mid-Program Checkpoint:

Students intending to complete a Bachelor's of Arts degree in Communication within four years should complete the following courses by the start of their junior year. Students are expected to follow all prerequisite requirements for courses and seek early departmental advisement.

Coursework:

Complete COMM 101 or 235 with a B- or better.

Complete COMM 220 with a B- or better.

Complete one of COMM 235, LBRL 125, or LBRL 201 with a C or better.

Other Activities:

Submit portfolio application to the Communication Department. When accepted, enroll in COMM 398.

Discuss national and international study abroad opportunities with the International Programs and Exchanges Office.

Contact Information:

Communication Department
Website:
<http://www.wvu.edu/depts/communication/>

Department Chair:
Anna Eblen
CF293; 650-3890
Anna.Eblen@wwu.edu

Department Manager:
Ann Reynolds
CF295; 650-3870
Ann.Reynolds@wwu.edu

For pre-major advising, visit the drop-in Communication Peer Advisors in CF203, or the Communication Department Manager in CF295.

Sample Careers:

Consumer Affairs Specialist

Personnel Specialist

Public Relations Specialist

Promotions Manager

Recruiter

Mediator

Training and Development Specialist

Bank Officer

Real Estate Agent



Communication Major Requirements: 50 Credits

Prerequisites for Declaring Major

Complete with a B- or better:

COMM 101: Fundamentals of Speech

Or COMM 235: Exposition and Argumentation (4)

COMM 220: Communication Theory (5)

Major Requirements:

COMM 398 Research Methods in Communication (5)

COMM 498 Communication Ethics (4)

One course emphasizing library research strategies and skills:

COMM 235 Exposition and Argumentation (4)

HIST 398 Methods of Research and Analysis (4)

LBRL 125 Introduction to Information Literacy (2)

LBRL 201 Introduction to Research Strategies (2)

PSY 301 Overview of Research Methods (5)

Select 30 credits of departmental courses from the following:

COMM 144 Global Media Environment (4)

COMM 224 Small Group Processes (4)

COMM 225 Communication, Diversity and Controversy (4)

COMM 230 Introduction to Rhetorical Theory and Criticism (5)

COMM 235 Exposition and Argumentation (4)

COMM 244 Advocacy through Media (4)

COMM 318 Professional Communication (5)

COMM 322 Civil Discourse as Learning Interaction (4)

COMM 325 Introduction to Intercultural Communication (5)

COMM 327 Interpersonal Communication (5)

COMM 331 Advanced Public Speaking (3)

COMM 350 Emerging Communication Technologies (5)

COMM 416 Topics in Communication (3-5)

COMM 420 Advanced Communication Theory (5)

COMM 425 Issues in Intercultural Communication (4)

COMM 427 Issues of Interpersonal Communication (4)

COMM 428 Organizational Communication (5)

COMM 430 Visual Rhetoric (5)

COMM 435 Principles of Persuasion (4)

COMM 442 Video Workshop (2)

COMM 444 Media Literacy (5)

COMM 454 Instructional Communication (5)

A total of not more than six credits from the following list may be applied to the 30 credits:

COMM 236 Intercollegiate Forensics (2)

COMM 300 Directed Independent Study (1-12)

COMM 339 Practicum in Applied Communication (1-3)

COMM 400 Directed Independent Study (1-12)

COMM 436 Advanced Forensics and Debate (2)

COMM 450 Communication Pedagogy I (3)

COMM 451 Communication Pedagogy II (3)

COMM 459 Field Internship in Communication (3, 6, 9, 12)

Official minor of 25 or more credits

Other Communication Options:

B.A.Ed. in Elementary Communication (50 credits)

Minor in Communication (25 credits)

Minor in Internet Resource Creation and Management (28-29 credits)

These courses are offered within this major and may be used to satisfy GUR or Writing Proficiency requirements.

BCOM: COMM 101, 224, and 235

WP1: COMM 398, 420, 425, 427, 428, 444, 454, and 498 (verify on *Classfinder*)

WP: Three Writing Proficiency points are required for graduation (they are noted as WP1, WP2, and WP3). Check [Classfinder](#) or [Online Timetable](#) for departmental offerings each quarter.