

COMMUNICATION (BA)

The Communication major leads to a bachelor of arts degree. The major examines communication at multiple levels of society and in different settings, including interpersonal, nonverbal, organizational, intercultural, and international communication, while also considering the roles of media and technology in communication processes. Training in the basic theories, principles, best practices, and current research methods of communication can qualify students for a variety of communications and media industry positions in business, advertising, public relations, marketing, digital media production, government/politics, and promotion.

The department of Communication offers courses that span the discipline, enabling students to acquire breadth and depth in their education and training. A variety of focal areas are identified in the COMM curriculum, and students may focus their coursework in one or more of these areas to further their academic and professional goals. Across the curriculum, courses are numbered to reflect these focal areas:

- X100: Professional Communication (e.g. COMM 2100 Professional Communication, COMM 3110 Organizational Communication, COMM 3120W Small Group Communication)
- X200: Interpersonal Communication (e.g. COMM 2200 Interpersonal Communication, COMM 3222 People of Color and Interpersonal Communication, COMM 4200 Advanced Interpersonal Communication)
- X300: Media Effects and Audiences (e.g. COMM 2300 Effects of Mass Media, COMM 3310W Media Literacy and Criticism, COMM 4300 Advanced Media Effects)
- X400: Communication in Context (e.g. COMM 3410 Political Communication, COMM 3420 Health Communication, COMM 3430 Science Communication)
- X500: Persuasion and Promotion (e.g. COMM 2500 Persuasion, COMM 3510 Marketing Communication, COMM 4530W Public Relations Writing)
- X600: Communication Technology (e.g. COMM 2600 Media in the Information Age, COMM 3600 New Communication Technologies, COMM 4640 Social Media: Research and Practice)
- X700: Multimedia Production (e.g. COMM 2700 Fundamentals of Digital Production, COMM 3700 Visual Communications, COMM 4710)

Requirements

Students majoring in Communication must complete the following:

1. Introductory courses: COMM 1000 The Process of Communication and COMM 1100 Principles of Public Speaking. These courses should be completed by the end of sophomore year, if possible.
2. A minimum of 30 credits in Communication at the 2000 level or above (typically 10 COMM courses). Note that many students take more than the minimum of 30 credits in communication, choosing to expand their learning in one or more areas in the discipline. These 30 credits must include the following:
 - a. Core courses: At least four of the following Core courses:

Course	Title	Credits
COMM 2100	Professional Communication	3
COMM 2200	Interpersonal Communication	3
COMM 2300	Effects of Mass Media	3
COMM 2500	Persuasion	3

COMM 2600	Media in the Information Age	3
COMM 2700	Fundamentals of Digital Production	3

Core courses introduce students to the range of work within the discipline.

- b. Research methods in Communication: COMM 2000Q Research Methods in Communication or COMM 2010Q Applied Communication Research Methods. Most students complete this requirement by taking COMM 2000Q Research Methods in Communication. Students double majoring in Psychological Sciences and Communication may substitute PSYC 2100WQ Principles of Research in Psychology for this requirement but will need to complete an additional elective course in Communication to meet the minimum of 30 credits of upper-level Communication courses required for the major.
- c. Writing-intensive course: At least one "W" course in Communication.
- d. Three credits in Immersion courses: All Communication majors complete at least three credits across one or more immersion courses:

Course	Title	Credits
COMM 4799	Independent Study in Multimedia Production	1-6
COMM 4979	Digital Portfolio	1-3
COMM 4981	Internship in Communication	1-3
COMM 4982	Research Practicum in Communication	1-3
COMM 4996	Undergraduate Research in Communication	1-3
COMM 4997W	Senior Thesis	1-6
COMM 4999	Independent Study	1-6

Immersion courses provide students an opportunity to pursue research, experiential, and professional development within the field.

- e. Electives: Three more communication courses at a minimum, in order to complete the minimum of 30 credits in communication.
3. Related Group Requirement: Students must complete an additional 12 credits of coursework outside of Communication at the 2000 level or above. The department maintains a list of courses pre-approved as satisfying the related requirement (see the department website). Courses that do not appear on the list must be approved by a Communication advisor.

Internship

All students are encouraged to do at least one internship (COMM 4981 Internship in Communication). Internships can be taken during the academic year or summer, and suffice the Immersion course requirement for the major. Students must have completed 12 credits in Communication courses at the 2000-level or above to be eligible to register for the course and receive internship credit.

Undergraduate Research

The Department encourages students to participate in its research activities:

- The research practicum (COMM 4982 Research Practicum in Communication) is designed to allow students to participate in

ongoing departmental research and learn about conducting research in the discipline.

- Students who wish to design and conduct their own projects can enroll in Undergraduate Research (COMM 4996 Undergraduate Research in Communication) with the supervision of a faculty member.
- Honors students may complete a Senior Thesis (COMM 4997W Senior Thesis) on a topic of their choosing with the support of their honors thesis advisor.

Each research course is particularly helpful preparation for graduate work in the field of Communication.

Writing Courses

To satisfy the writing in the major requirement, students must pass at least one 3000-level or above “W” course approved for this major. A number of “W” courses are available to meet this requirement. For students interested in media and public relations careers, journalism courses are recommended for additional writing competency.

Information Literacy

To satisfy the information literacy competency, all students must pass COMM 1000 The Process of Communication, COMM 1100 Principles of Public Speaking, and COMM 2000Q Research Methods in Communication or COMM 2010Q Applied Communication Research Methods. An education in communication is inextricably linked to information literacy, so students exploring further coursework within the major will continue to develop their information literacy competency.

A minor in Communication is described in the “Minors” section.

Double Majors and Dual/Multiple Degrees

Students are encouraged to meet with a Communication advisor to discuss ways to integrate a major in Communication with other majors and degrees.

FastTrack Accelerated B.A./M.A. Program

The department offers a FastTrack Program whereby eligible students can enroll in up to 12 credits of graduate-level coursework in Communication while completing their undergraduate degree; these credits count toward the Bachelor of Arts degree requirements and can also count toward the Communication Master of Arts, allowing students to complete a master’s degree in as little as one additional year. The department encourages students interested in this program to begin planning for the program by completing COMM 2000Q Research Methods in Communication and two core courses by the end of their sophomore year. Information about the program and application process can be found at www.comm.uconn.edu/fasttrack (<https://catalog.uconn.edu/Http://comm.uconn.edu/fasttrack/>).

University General Education Requirements

Every student must meet a set of core requirements to earn a baccalaureate degree, in addition to those required by the student’s major course of study and other requirements set by the student’s school or college. For more information about these requirements, please see General Education Requirements (<https://catalog.uconn.edu/undergraduate/gen-ed-requirements/>).

College of Liberal Arts and Sciences Degree Requirements

Students must meet a set of requirements established by the college in addition to the University’s General Education requirements. For more information, see the College of Liberal Arts and Sciences (<https://catalog.uconn.edu/undergraduate/liberal-arts-sciences/#requirementstext>) section of this catalog.

FastTrack BA/MA in Communications

Students pursuing a UConn undergraduate B.A. degree in Communication and who enroll in the accelerated M.A. program can apply to use up to 12 credits of graduate-level coursework taken as an undergraduate towards an M.A. degree in Communication.