



Major Handbook 2008-2009

203 St. Augustine Center

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www.communication.villanova.edu

Communication Department

Table of Contents

Full Time Faculty	1
Administrative Staff	4
Specialization Experts.....	5
Key Contacts.....	5
Major Overview	6
College Curriculum	6
College Core in Brief	7
College Core in Detail	8
The Basic Communication Major Curriculum	12
Suggested Schedule for Majors.....	13
Specializations.....	14
Specialization Requirements	15
Interpersonal Communication	16
Journalism	17
Media Production.....	18
Media Studies.....	19
Organizational Communication	20
Performance Studies	21
Public Relations	22
Rhetorical Studies	23
Master of the Arts in Communication.....	24
Communication Graduate Certificate Program.....	26
Undergraduate Enrollment in Graduate Courses.....	27
Senior Project Alternative.....	27

Communication Department

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Communication Department

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Communication Department

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Communication Department

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SPECIALIZATION EXPERTS

Specialization Experts are faculty members who have volunteered to talk to students about specialization-related questions. These faculty members have a breadth of knowledge to share regarding coursework, research, and careers in their respective specialization.

Interpersonal Communication

Dr. Sheryl P. Bowen
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Organizational Communication

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Rhetorical Studies

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KEY CONTACTS IF INTERESTED IN...

A Graduate Degree in Communication

Dr. Emory Woodard
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An Internship in Communication

Dr. John O'Leary
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The Communication Honor Society

Dr. Stacey Wieland
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The Public Relations Student Society of America

Ms. Jill Flanagan
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The Study Abroad Program in Greece

Dr. Bryan Crable
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The Vatican Internship Program

Mr. Paul Wilson
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THE MAJOR

The goal of the Communication Department at Villanova University is to produce well-rounded communicators who are capable of speaking and listening well, thinking critically, and writing clearly. Students develop their expertise in the field by taking courses that span the entire Communication field: Rhetorical Studies, Performance Studies, Interpersonal Communication, Organizational Communication, Journalism, Public Relations, Media Studies, and Media Production. Regardless of the number of credits earned, students are required to follow the curriculum in place at the time they enroll. This is often referred to as the catalog year.

THE COLLEGE CURRICULUM

Every degree program in the College of Liberal Arts and Sciences is made up of three components: the Core Curriculum, Courses in the Major, and Electives.

The courses in the Core Curriculum treat a broad range of disciplines from a variety of approaches; at the same time, the Core strives to ensure depth of study and intellectual sophistication while recognizing that learning implies different modes of inquiry. Fact learning alone is not enough to justify the existence of a Core Curriculum; rather the purpose of the core is to achieve a synthesis of knowledge that provides a basis for informed judgment. The Core also seeks to promote literacy as a foundation for intelligent discourse and the articulation of informed views.

The Core aims to advance culture in a broad sense, training students to understand and to appreciate the interrelated patterns of customary beliefs and practices, social forms, aesthetics, and material traits that act to define a culture and its position within a larger historical and intellectual framework. This educational program does not simply look to the past, but acknowledges that culture is vibrant and continuously redefined. The Core challenges students to understand how the present is recognizably formed from past influences, and that in order to assess our culture and arrive at a view of its future, students must be trained to scrutinize and bring into perspective the relationship of the present culture with that of the past.

THE COLLEGE CURRICULUM (continued)

In fostering active participation in learning, the Core prepares students to become active participants within society, to engage in the process of informed political debate, and to encourage an understanding and appreciation of the diversity of cultures and experiences, a respect for the individual, and the development of a multi-cultural and international perspective. The Core thus encourages personal development in preparing students to regard themselves as citizens living in a democratic society, as belonging to a world community, and as therefore having communal responsibilities.

THE COLLEGE CORE IN BRIEF

- 1) Augustine and Culture: The Villanova Seminar: 2 courses
- 2) College Ethics: 1 course
- 3) Fine Arts: 1 course
- 4) Foreign Language: 2 courses
- 5) History: 2 courses
- 6) Literature: 2 courses
- 7) Mathematics: 1 course
Mathematics /Computing Science: 1 course
- 8) Philosophy: 2 courses
- 9) Theology and Religious Studies: 2 courses
- 10) Social Sciences: 3 courses
- 11) Natural Sciences: 2 courses w/labs

Distribution Requirements

The core courses listed above, courses required by the Major, and available electives must have attributes that include the following: five writing intensive courses, three writing enriched courses, and two diversity courses.

THE COLLEGE CORE IN DETAIL

Augustine and Culture: The Villanova Seminar

The following two courses must be taken by all students during the first year of study:

ACS 1000 Traditions in Conversation

ACS 1001 Modernity and Its Discontents

NOTE: Students are not allowed to drop or withdraw from Augustine and Culture: The Villanova Seminar without academic penalty.

College Ethics (1 course)

This course is normally taken during the sophomore year.

ETH 2050 Ethical Traditions and Contemporary Life

Fine Arts (1 course)

Each student is required to take one course in Fine Arts. The purpose of the Fine Arts Requirement is to develop an understanding and appreciation of artistic creativity encompassing both the creative processes that go into making a work of art as well as analysis and interpretation of the products of that artistic creativity. Special designated courses in Theater, Studio Art, Art History, English and Communication (Rhetoric/Performance and Media/Film Studies) fulfill this requirement. Consult Novasis under the Attribute screen each semester at pre-registration time for a list of courses that will fulfill this requirement. Scroll down to the fine arts requirement under the Attributes window. *Please note that not all Studio Art courses meet the fine arts requirement.*

Majors are encouraged to take COM 1300, Film Analysis, to fulfill their Fine Arts requirement.

Foreign Language (2 courses in most cases)

There are three options that a student may choose to fulfill the foreign language requirement. **Please see the Enchiridion for details.** *Note: the credit value of language courses varies from three to six credits. Regardless of the number of credits, a language course only counts as one course.*

History (2 courses)

HIS 1050 Themes in Modern World History; or HIS 1040, Themes in Pre Modern World History;

A second history course, with a course number of 2000 or higher, chosen from the History departmental course offerings.

THE COLLEGE CORE IN DETAIL (continued)

Literature (z courses)

ENG 1050 The Literary Experience

A second English literature course, with a course number of 2100 or higher, chosen from the English departmental course offerings, or a literature course in another language offered by the Department of Classical and Modern Languages and Literatures.

Mathematical Sciences/Computing Sciences (2 courses)

Two courses from the Department of Mathematical Sciences or One course from the Department of Mathematical Sciences and one course from the Department of Computing Sciences. All courses for which a student has the appropriate pre-requisites or equivalent experience may be used to satisfy this requirement. Beginning a course in a particular series does not obligate a student to finish that series. For example, a student taking MAT 1320 (Calculus I for the Liberal Arts) is not required to take MAT 1325 (Calculus II for the Liberal Arts).

Note: Majors are encouraged to take Introductory Statistics: MAT 1230 and 1235 or CSC 1040 Computing with Images and another Math class.

Philosophy (2 courses)

PHI 1050 Introduction to Philosophy

A second philosophy course, with a course number of 2000 or higher, chosen from the Philosophy departmental course offerings.

Theology and Religious Studies (2 courses)

THL 1050 or THL 1051 Christian Theology: An Introduction or Christianity in History

A second Theology and Religious Studies course, with a course number of 2000 or higher, chosen from the Theology departmental course offerings.

Social Sciences (3 courses)

Each student is required to take three social science courses; one introductory course in each of two distinct disciplines, and one advanced course (2000 level or above) in one of those two disciplines. The Social Sciences disciplines are: Criminology, Economics, Geography, Political Science, Psychology, and Sociology.

THE COLLEGE CORE IN DETAIL (continued)

Natural Sciences (2 courses with 2 labs)

Each student is required to complete two semesters of natural sciences with accompanying laboratories by the end of the sophomore year. ***Please see the Enchiridion for details.***

Core Curriculum Distribution Requirements

In addition to satisfying the curricular requirements listed above, students are required to satisfy certain distribution requirements. The distribution requirements may be satisfied by courses used to satisfy either core, major or elective requirements. Additionally, a single course may satisfy more than one of the distribution requirements.

Writing Requirement (8 courses)

Each student must take at least five courses that are designated as Writing Intensive; and at least three additional courses that are designated as Writing Enriched. These designations will appear in the Master Schedule available during pre-registration each semester.

NOTE: The Augustine and Culture Seminars (ACS 1000 and ACS 1001) and the Introductory Literature course (ENG 1050) fulfill three of the four Writing Intensive course requirements. The fourth Writing Intensive course requirement is to be taken in the student's major area (COM 1200 and COM 5050 are Writing Intensive). College Ethics (ETH 2050) fulfills one of the three Writing Enriched requirements.

Writing Intensive Course Characteristics

- At least 20 pages of assigned writing, a portion of which should be polished prose reflecting disciplinary conventions
- Much of the writing for the course is the result of a revision process involving discussion and un-graded evaluation of student texts
- A significant portion of class time is devoted to disciplinary prose
- Writing intensive courses are limited to 16-22 students

THE COLLEGE CORE IN DETAIL (continued)

Writing Enriched Course Characteristics

- At least 10 pages of writing in response to at least two assignments
- At least one revision in response to evaluative feedback on rough drafts
- At least some attention to rhetorical dimensions of the disciplines

(COM 4001 and 4002 are among many Writing Enriched courses)

Integrative Sequences (2 sequences of 2 courses each)

Integrative courses enable a student to examine a topic or theme from the perspective of several disciplines. One of these sequences is to be in the humanities and the other is to be in the sciences. The two Augustine and Culture Seminars fulfill the former and the Natural Science core requirement fulfills the latter.

Research Requirement

A research course taken in one's major in either the sophomore or junior year. Departments are responsible for the research course(s) in their individual programs. COM 1200 Introduction to Communication Research will fulfill this requirement.

Diversity Requirement (2 courses)

Each student is required to select one course in two of the following three areas:

- Diversity (1): Courses which provide a focus on studies emphasizing ethnic and minority experiences in the United States (**e.g., COM 3207 African American Rhetoric**).
- Diversity (2): Courses which provide a focus on women's experiences and highlight the ways in which gender influences experience (**e.g., COM 3341 Gender & Film**).
- Diversity (3): Courses which provide a focus on the culture, economics, politics or ecology of societies and nations other than those of Europe and the United States.

NOTES:

- A student may not use a single course to fulfill more than one category of the diversity requirement.
- The diversity requirement cannot be fulfilled by independent study or a senior thesis.
- Language courses cannot fulfill the requirement, although literature courses in a foreign language can fulfill the requirement provided they focus on appropriate material.

Communication Department

THE BASIC MAJOR CURRICULUM

Requirements for the Major (12 Courses total = 36 credits)

In order to declare COM as a major, you have to have a minimum GPA of 2.5 or higher, and you have to at least be enrolled in the following two courses:

- COM 1000, Survey of Communication Studies
- COM 1100, Public Speaking

Students will have to satisfy the following distribution of classes for a degree in Communication:

3 Required Introductory Courses:

COM 1000—Survey of Communication Studies

COM 1100—Public Speaking

COM 1200—Introduction to Communication Research

2 Theory Courses (2000 level):

COM 2200 - Theories of Rhetoric

COM 2240 - Theories of Performance Studies

COM 2280 - Theories of Persuasion

COM 2300 - Theories of Mass Communication

COM 2340 - Theories of Visual Communication & Culture

COM 2400 - Theories of Interpersonal Communication

COM 2440 - Theories of Organizational Communication

5 Advanced Topics Courses (3000 level) covering three of the following areas:

Interpersonal Communication *Organizational Communication*

Journalism *Performance Studies*

Media Production *Public Relations*

Media Studies *Rhetorical Studies*

1 Advanced Research Course:

COM 4001 - Qualitative Research in Communication

COM 4002 - Quantitative Research in Communication

1 Capstone Course:

COM 5050—Senior Project

SUGGESTED SCHEDULE FOR MAJORS

FIRST YEAR STUDENTS:

- 1ST SEMESTER: Standard 1st year Villanova schedule;
- 2ND SEMESTER: At least one of the two required courses (e.g. COM 1000 and/or 1100), and preferably both. Remainder: core classes.

SECOND YEAR STUDENTS:

- 1ST SEMESTER: COM 1000 or COM 1100 (unless you took both during your first year), and COM 1200. Remainder: core classes (Natural science, ethics, other core courses).
- 2ND SEMESTER: Any remaining required courses, and at least one 2000-level COM course (which serve as prerequisites for our 3000-level courses). Remainder: core classes (Natural science 2, other core classes).
- SUMMER: Study Abroad in Greece, or other VU study abroad!

Note: If you are interested in Media Studies or Media Production, we recommend you take COM 1300, Film Analysis, for your Fine Arts requirement during your 2nd year. You also should consider taking a Statistics or Computer Science course to fulfill your Core Math requirements.

THIRD YEAR STUDENTS:

- 1ST SEMESTER: Remaining 2000-level COM course, 1 3000-level course, COM 4001/4002 (prerequisite for COM 5050) or another 3000-level course. Remainder: core classes/courses toward a minor.
- 2ND SEMESTER: 1-2 3000-level COM courses, COM 4001/4002 (prerequisite for COM 5050) or additional 3000-level course. Remainder: core classes/courses toward a minor.
- SUMMER: Study Abroad in Greece, Internship

FOURTH YEAR STUDENTS:

- 1ST SEMESTER: Remaining 3000-level COM courses, COM 5050, core requirements, courses toward a minor, and/or an internship.
- 2ND SEMESTER: Remaining 3000-level COM courses, COM 5050, core requirements, courses toward a minor, and/or an internship.

Please note that this is just a suggested schedule--for a variety of reasons (AP credit, etc...), you may choose a slightly different path.

SPECIALIZATIONS

After enrolling in the required prerequisites, COM 1000, 1100, and 1200, and declaring the Communication major, students may consult their academic advisers and choose one of the Department's specializations. Students are not required to choose a specialization and may instead obtain a general degree in Communication. However, choosing a specialization may provide focus for student's intellectual and career pursuits.

Interpersonal Communication--studies the role of communication in the formation and negotiation of intimate relationships, families, and friendships. This specialization is great if you're interested in conflict mediation, counseling, intercultural training, or communication consulting.

Journalism--studies creation and framing of news in print, electronic, and broadcast media. This gives you a great background for a career as a journalist, sportswriter, newscaster, photojournalist, or e-journalist.

Media Production--studies design, production, and editing of content for television, film/video, audio, radio, and multimedia contexts. This is a perfect specialization for a career in audio production or sound recording, radio and internet radio broadcasting, television production, video editing and production, and multimedia production.

Media Studies--studies mass mediated content (film, television, new media), media technology, media audiences, and mass media as an industry. This area is ideal if you're interested in television production or management, entering film school, the film industry, or if you're interested in the study, criticism, and public policy related to the mass media (film, television, internet, etc...).

Organizational Communication--studies communication as a process occurring within organization, as well as the role of communication in structuring relationships, values, and cultures central to the organizing process. This is a perfect track for a career in corporate training and development, corporate or international negotiations, human relations/resources, communication management, or organizational consulting.

SPECIALIZATIONS (continued)

Performance Studies--studies public performance (texts, culture, advocacy), performance art, embodiment, folklore & orality. This is a great area if you're interested in theater, acting, or performance art.

Public Relations--studies image creation and maintenance, media relations, strategic campaign planning and implementation, and crisis communication. This is perfect if you're interested in a career in any area of public relations, marketing, advertising, or integrated communication.

Rhetorical Studies--studies law, advocacy, social justice/human rights. This is an ideal pre-law major, or a strong preparation for a career in advocacy, politics, or human rights work.

Student may combine specializations to unite multiple interests-- for example, combine public relations and organizational communication, or performance studies and media production, or rhetorical studies and journalism. Students may also pursue the general degree in Communication and create a specialization of their own.

SPECIALIZATION REQUIREMENTS

In order to achieve one or more of the Specializations listed above, students will have to satisfy specific requirements. Specialization requirements must be satisfied *in addition* to general major requirements to obtain a degree in communication with a particular specialty. In many cases, Specializations do not require any additional coursework. They do require careful planning. Specialization requirements are listed on the following pages. Should you have any questions, please contact a Specialization Expert listed on page 5 of this handbook.

Majors who choose internships, or whose specializations require internships, will use them to fulfill their free elective requirements. Majors who wish to specialize in Media Production or Media Studies are strongly encouraged to take COM 1300, Film Analysis, to fulfill their Fine Arts requirement so that they do not have to use a free elective on this required course for these specializations.

INTERPERSONAL COMMUNICATION

Required Introductory Courses:

Students must complete the 3 required introductory courses:

- COM 1000—Survey of Communication Studies
- COM 1100—Public Speaking
- COM 1200—Introduction to Communication Research

Theory Courses (2000 level):

The following theory course is required for this specialization:

- COM 2400 - Theories of Interpersonal Communication

Students must choose one (1) additional theory class from the following:

- COM 2200 - Theories of Rhetoric
- COM 2240 - Theories of Performance Studies
- COM 2280 - Theories of Persuasion
- COM 2440 - Theories of Organizational Communication

Advanced Topics Courses (3000 level):

Students must choose three (3) Interpersonal classes from the following:

- COM 3401 - Relational COM Studies
- COM 3402 - Family Communication
- COM 3403 - Intercultural Communication
- COM 3404 - Communication & Conflict
- COM 3405 - Health Communication
- COM 3406 - Gender & Communication
- COM 3407 - Nonverbal Communication

Students must choose one (1) Organizational class from the following:

- COM 3440 - Leadership
- COM 3441 - Negotiation & Dialogue
- COM 3442 - Teambuilding & Small Group Communication
- COM 3443 - Training & Development
- COM 3444 - Interviewing
- COM 3445 - Communication Consulting in Organizations
- COM 3447—Globalization Work and Organizations

Students must choose one (1) complementary 3000 level course in a third area.

Advanced Research Course (4000 level):

Students may take either:

- COM 4001 - Qualitative Research in Communication or
- COM 4002 - Quantitative Research in Communication

Capstone Course (5000 level):

Students must complete the Capstone Course:

- COM 5050—Senior Project

Communication Department

JOURNALISM

Required Introductory Courses:

Students must complete the 3 required introductory courses:

- COM 1000—Survey of Communication Studies
- COM 1100—Public Speaking
- COM 1200—Introduction to Communication Research

Theory Courses (2000 level):

The following theory course is required for this specialization:

- COM 2340 - Theories of Visual COM & Cultural (starting with class 2011)

Students must choose one (1) additional theory class from the following:

- COM 2200—Theories of Rhetoric
- COM 2300 - Theories of Mass Communication
- COM 2240 - Theories of Performance Studies
- COM 2280 - Theories of Persuasion

Advanced Topics Courses (3000 level):

Students must complete the following classes:

- COM 3360 - Introduction to Journalism
- COM 3361 - Journalism Practices
- COM 3460 - Public Relations

Students must choose one (1) Journalism class from the following:

- COM 3362 - Feature Writing
- COM 3363 - Broadcast Journalism
- COM 3364 - Photojournalism

Students must choose one (1) 3000 level course from the following:

COM 3353 Media & Politics; COM 3201 Rhetoric & Social Justice;
COM 3203 Communication Law & Policy; COM 3245 Voice & Diction;
COM 3304 Documentary Theory & Practice; COM 3351 Media & Society;
COM 3444 Interviewing

Students must complete a Journalism Internship for this specialization. The Internship must be approved by the Specialization Expert.

Advanced Research Course (4000 level):

Students must take either:

- COM 4001 - Qualitative Research in Communication or
- COM 4002 - Quantitative Research in Communication

Capstone Course (5000 level):

Students must complete the Capstone Course:

- COM 5050—Senior Project

Communication Department

MEDIA PRODUCTION

Students must complete the 4 required introductory courses:

- COM 1000—Survey of Communication Studies
- COM 1100—Public Speaking
- COM 1200—Introduction to Communication Research
- COM 1300—Film Analysis*

* Students are encouraged to take this class to satisfy the Fine Arts Core Curriculum requirement.

Theory Courses (2000 level):

The following theory course is required for this specialization:

- COM 2340 - Theories of Visual Communication & Culture

Students must choose one (1) additional theory class from the following:

- COM 2240 - Theories of Performance Studies
- COM 2280 - Theories of Persuasion
- COM 2300 - Theories of Mass Communication
- COM 2400 - Theories of Interpersonal Communication

Advanced Topics Courses (3000 level):

Students must complete the following class:

- COM 3301 - Introduction to Film & Video Production

Students must choose two (2) from the following classes:

- COM 3302 - Advanced Film & Video Production*
- COM 3303—Screenwriting (*prerequisite for 3302)
- COM 3304 - Documentary Theory & Practice
- COM 3305 - Radio Broadcasting
- COM 3306 - Audio Production
- COM 3307 - Multimedia Production
- COM 3308—Digital Image Production

Students must choose one (1) Media Studies course from the following:

COM 3340 Film History; COM 3341 Gender and Film; COM 3342 International Cinema; COM 3343 Contemporary Cinema; COM 3351 Media & Society; COM 3352 Media & Technology; COM 3353 Media & Politics; COM 3354 Media Criticism; COM 3355 Media Effects

Students must choose any *other* (1) complementary 3000 level course in a third area.

Students must complete a Production Internship for this specialization. The Internship must be approved by the Specialization Expert.

Advanced Research Course (4000 level):

Students must take either:

- COM 4001 - Qualitative Research in Communication or
- COM 4002 - Quantitative Research in Communication

Capstone Course (5000 level):

Students must complete the Capstone Course:

- COM 5050—Senior Project

Communication Department

MEDIA STUDIES

Required Introductory Courses:

Students must complete the 4 required introductory courses:

- COM 1000—Survey of Communication Studies
- COM 1100—Public Speaking
- COM 1200—Introduction to Communication Research
- COM 1300—Film Analysis*

* Students are encouraged to take this class to satisfy the Fine Arts Core Curriculum requirement.

Theory Courses (2000 level):

Students must choose at least one (1) theory class from the following:

- COM 2300 - Theories of Mass Communication
 - COM 2340 - Theories of Visual Communication & Culture
- Students may choose one (1) additional theory class from the following:
- COM 2200 - Theories of Rhetoric
 - COM 2280 - Theories of Persuasion
 - COM 2440 - Theories of Organizational Communication

Advanced Topics Courses (3000 level):

Students must choose three (3) Media Studies course from the following:

- COM 3340 Film History
- COM 3341 Gender and Film
- COM 3342 International Cinema
- COM 3343 Contemporary Cinema
- COM 3351 Media & Society
- COM 3352 Media & Technology
- COM 3353 Media & Politics
- COM 3354 Media Criticism
- COM 3355 Media Effects

Students must also complete the following class:

- COM 3301 - Introduction to Film & Video Production

Students must choose any ***other*** (1) non-media studies/production course at the 3000 level .

Advanced Research Course (4000 level):

Students must take either:

- COM 4001 - Qualitative Research in Communication or
- COM 4002 - Quantitative Research in Communication

Capstone Course (5000 level):

Students must complete the Capstone Course:

- COM 5050—Senior Project

ORGANIZATIONAL COMMUNICATION

Required Introductory Courses:

Students must complete the 3 required introductory courses:

- COM 1000—Survey of Communication Studies
- COM 1100—Public Speaking
- COM 1200—Introduction to Communication Research

Theory Courses (2000 level):

The following theory course is required for this specialization:

- COM 2440 - Theories of Organizational Communication

Students may choose one (1) from :

- COM 2200 - Theories of Rhetoric
- COM 2240 - Theories of Performance Studies
- COM 2280 - Theories of Persuasion
- COM 2400 - Theories of Interpersonal Communication

Advanced Topics Courses (3000 level):

Students must choose three (3) Organizational classes from the following:

- COM 3440 - Leadership
- COM 3441 - Negotiation & Dialogue
- COM 3442 - Teambuilding
- COM 3443 - Training & Development
- COM 3444 - Interviewing
- COM 3445 - Communication Consulting in Organizations
- COM 3447 - Globalization, Work and Organizations

Students must choose one (1) Interpersonal class from the following:

- COM 3401 - Relational Communication Studies
- COM 3402 - Family Communication
- COM 3403 - Intercultural Communication
- COM 3404 - Communication & Conflict
- COM 3405 - Health Communication
- COM 3406 - Gender & Communication
- COM 3407 - Nonverbal Communication

Students must choose any ***other*** (1) complementary 3000 level course in a third area.

Advanced Research Course (4000 level):

Students may take either:

- COM 4001 - Qualitative Research in Communication or
- COM 4002 - Quantitative Research in Communication

Capstone Course (5000 level):

Students must complete the Capstone Course:

- COM 5050—Senior Project

Communication Department

PERFORMANCE STUDIES

Required Introductory Courses:

Students must complete the 3 required introductory courses:

- COM 1000—Survey of Communication Studies
- COM 1100—Public Speaking
- COM 1200—Introduction to Communication Research

Theory Courses (2000 level):

The following theory course is required for this specialization:

- COM 2240 - Theories of Performance Studies

Students must choose one (1) additional theory class from the following:

- COM 2200 - Theories of Rhetoric
- COM 2280 - Theories of Persuasion
- COM 2300 - Theories of Mass Communication
- COM 2340 - Theories of Visual Communication & Culture
- COM 2400 - Theories of Interpersonal Communication
- COM 2440 - Theories of Organizational Communication

Advanced Topics Courses (3000 level):

Students must choose three (3) Performance classes from the following:

- COM 3240 Performance for Social Change
- COM 3241 Performance of Literature
- COM 3242 African American Performance
- COM 3243 Performance Art
- COM 3244 Folklore and Oral Traditions
- COM 3245 Voice and Diction
- COM 3246 Performance of Greek Literature
- COM 3290 Special Topics in Rhetoric and Performance

Students must choose one (1) class each from two (2) other areas in the major:

Advanced Research Course (4000 level):

Students must take:

- COM 4001 - Qualitative Research in Communication

Capstone Course (5000 level):

Students must complete the Capstone Course:

- COM 5050—Senior Project

Communication Department

PUBLIC RELATIONS

Required Introductory Courses:

Students must complete the 3 required introductory courses:

- COM 1000—Survey of Communication Studies
- COM 1100—Public Speaking
- COM 1200—Introduction to Communication Research

Theory Courses (2000 level):

Students must choose one (1) theory class from the following:

- COM 2300 - Theories of Mass Communication
- COM 2440 - Theories of Organizational Communication

Students must choose any additional (1) theory (2000 level) class

Advanced Topics Courses (3000 level):

Students must complete the following classes:

- COM 3460 - Public Relations
- COM 3462 - Public Relations Writing
- COM 3464 - Public Relations Campaigns

Students must choose one (1) advanced topic class each from two (2) distinct areas:

Interpersonal Communication (COM 3401– COM 3407)
Journalism (COM 3360—COM 3390)
Media Production (COM 3301— COM 3308)
Media Studies (COM 3340—COM 3355)
Organizational Communication (COM 3440—COM 3447)
Performance Studies (COM 3240—COM 3290)
Rhetorical Studies (COM 3201—COM 3207)

**Students must complete a Public Relations Internship for this specialization and join the Public Relations Student Society of America.
The Internship must be approved by the Specialization Expert.**

Advanced Research Course (4000 level):

Students must take either:

- COM 4001 - Qualitative Research in Communication or
- COM 4002 - Quantitative Research in Communication

Capstone Course (5000 level):

Students must complete the Capstone Course:

- COM 5050—Senior Project

Communication Department

RHETORICAL STUDIES

Required Introductory Courses:

Students must complete the 3 required introductory courses:

- COM 1000—Survey of Communication Studies
- COM 1100—Public Speaking
- COM 1200—Introduction to Communication Research

Theory Courses (2000 level):

The following theory course is required for this specialization:

- COM 2200 - Theories of Rhetoric

Students must choose one (1) additional theory class from the following:

- COM 2240 - Theories of Performance Studies
- COM 2280 - Theories of Persuasion
- COM 2300 - Theories of Mass Communication
- COM 2340 - Theories of Visual Communication & Culture

Advanced Topics Courses (3000 level):

Students must choose three (3) Rhetoric classes from the following:

- COM 3201 Rhetoric and Social Justice
- COM 3202 Rhetoric, Identity and Conflict
- COM 3203 Communication Law and Policy
- COM 3204 Rhetoric and Democracy
- COM 3205 Advanced Speaking and Writing
- COM 3206 Argument and Advocacy
- COM 3207 African American Rhetoric
- COM 3208 Rhetoric and Myth
- COM 3290 Special Topics in Rhetoric and Performance

Students must choose two (2) other classes from two (2) distinct areas:

Performance: COM 3240 Performance for Social Change; COM 3241 Performance of Literature; COM 3244 Folklore and Oral Traditions; COM 3246 Performance of Greek Literature

Media Studies: COM 3341 Gender and Film; COM 3351 Media and Society; COM 3353 Media and Politics; COM 3354 Media Criticism

Interpersonal Communication: COM 3404 Communication & Conflict

Public Relations: COM 3460 Introduction to Public Relations

Journalism: COM 3360 Introduction to Journalism

Advanced Research Course (4000 level):

Students must take:

- COM 4001 - Qualitative Research in Communication

Capstone Course (5000 level):

Students must complete the Capstone Course:

- COM 5050—Senior Project

Communication Department

MASTER OF ARTS IN COMMUNICATION

Program Requirements

The M.A. degree requires completion of at least 34 credit hours:

- Required courses (7 hrs):
COM 8008, Introduction to Graduate Studies (1 hr)
COM 8100, Strategic Communication Theory (3 hrs)
and
COM 8001, Qualitative Research in Communication (3 hrs)
and
COM 8002, Quantitative Research in Communication (3 hrs)
- Concentration (at least 15 hrs) in either Strategic Communication or Media and Culture
- At least 1 course (3 hrs) in the other concentration
- Completion of Degree Capstone (6 hrs):
Comprehensive Written/Oral Examination plus six additional credits
or
Written Master's Thesis (6 hrs)

Concentrations

The Communication Department at Villanova University offers a program of study leading to a Master of Arts in Communication with a concentration either in Strategic Communication or Media and Culture.

Strategic Communication concerns the creation, placement, and management of purposive messages for the realization of individual, organizational, and/or societal goals, while acknowledging the consequences and complexities of interacting with various audiences in various contexts. It focuses on developing leaders capable of strategic and ethical thinking about messages and audiences, and strategic and ethical performance in speaking, writing and research. It prepares students for careers in public relations, advertising, corporate communication, health communication, organizational consulting, human resources/relations, advocacy, journalism, or doctoral programs in Communication.

Media and Culture concerns the design, adaptation, and analysis of mediated messages, focusing on the impact of messages on audiences and contemporary culture. It features courses in the production of mediated messages, media industries, and the interpretation/assessment of media content. It focuses on developing critical, ethical producers and consumers of media, capable of uniting specialized techniques of message creation with the theoretical perspectives and research designs of rigorous media analysis. It prepares students for careers in journalism, media research, television, or media production, and doctoral programs in Mass Communication or Media Studies.

MASTER OF ARTS IN COMMUNICATION

Master Program Courses

Media and Culture

8100 Strategic Communication Theory
8001 Qualitative Research in Communication
8002 Quantitative Research in Communication
8303 Mass Media Industries
8304 Advanced Journalism
8305 Media Literacy
8306 Media Production
8307 Visual Communication & Culture
8308 Theories/Effects of Mass Communication
8309 Public Opinion/Attitude Change
8310 New Media
8003 Internship in Communication
8004 Independent Study in Communication
8005 Special Topics in Communication
8006 Thesis Direction I
8007 Thesis Direction II

Strategic Communication

8100 Strategic Communication Theory
8001 Qualitative Research in Communication
8002 Quantitative Research in Communication
8101 Persuasive Performance
8200 Teambuilding & Leadership
8201 Health Communication
8202 Administrative Communication
8300 Writing for Media
8301 Strategic Public Relations
8302 Advertising
8203 Organizational Research & Consulting
8204 Communication, Conflict, and Negotiation
8205 Intercultural Communication
8206 Leadership & Diversity in Groups/Teams
8207 Organizational Communication
8003 Internship in Communication
8004 Independent Study in Communication
8005 Special Topics in Communication
8006 Thesis Direction I
8007 Thesis Direction II

1 Credit Seminars

8008 Introduction to Graduate Studies
8009 Personal Promotion in Communication
8010 Scholarly Promotion in Communication

COMMUNICATION GRADUATE CERTIFICATE PROGRAM

Program requirements

The Certificate requires completion of 15 credit hours, as follows:

- Required courses (6 hrs):
COM 8100, Strategic Communication Theory (3 hrs)
and
COM 8001, Qualitative Research in Communication (3 hrs)
or
COM 8002, Quantitative Research in Communication (3 hrs)
- Elective courses (at least 9 hrs) in either Strategic Communication or Media and Culture (see list on previous page). With permission students may take 1 non-communication course toward the certificate.

Certificate Admissions Requirements

Candidates for a certificate must have an undergraduate GPA of 3.0, a degree in Communication or a related field (e.g., English, Political Science, Psychology, Business, and Sociology) or significant communication-related work experience. For students who do not have an undergraduate degree in Communication an undergraduate research methods course is usually required. Candidates from an unrelated undergraduate program without significant communication-related work experience are required to take 15 to 18 undergraduate credits in communication to be considered for the program. In rare cases, there may be some exceptions to the above requirements.

Applicants must submit:

- All undergraduate and graduate transcripts
- Two letters of recommendation
- A short writing sample (professional or academic) up to 10 pages

UNDERGRADUATE ENROLLMENT IN GRADUATE CLASSES

A fourth-year student with a minimum cumulative grade point average of 3.0 may enroll in a graduate course with the written approval of:

- his/her academic advisor,
- the graduate course instructor,
- the chairperson of the department offering the course,
- the Arts & Science Dean, and
- the Graduate Dean.

To facilitate the necessary approvals for enrollment, a red permission card must be completed. The permission cards are available in the main office (SAC 203) and the Undergraduate Dean's office of Arts and Sciences. A drop/add slip accompanying the approval red card must be taken to the Graduate Office.

Enrollment is usually limited to one graduate class per semester for undergraduates. One graduate course taken at the undergraduate level may be counted toward a Graduate Certificate in Communication. Two graduate courses taken at the undergraduate level may be counted toward a Master of the Arts in Communication degree.

SENIOR PROJECT ALTERNATIVE

Undergraduate Communication Majors with a grade point average (GPA) of 3.2 or greater may substitute COM 8001 Qualitative Research in Communication or COM 8002 Quantitative Research in Communication for COM 5000 Senior Project. This is a wonderful opportunity for undergraduates interested in graduate school to get an early start on their graduate education. To take advantage of this opportunity, please follow undergraduate enrollment in graduate classes instructions listed above.

Communication Department

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