**COMMUNICATION STUDIES (COMM) – Electronic Media Emphasis**

**UNIVERSITY OF LYNCHBURG**
**SCHOOL OF SOCIAL SCIENCES**

**ACADEMIC STRATEGIES (1 Credit)**

<table>
<thead>
<tr>
<th>SEM</th>
<th>GR</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**UNIVERSITY DELL REQUIREMENTS (42 Credits)**

**Core (12 Credits)**

<table>
<thead>
<tr>
<th>SEM</th>
<th>GR</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Integrative Seminars**

<table>
<thead>
<tr>
<th>NMBR</th>
<th>SEM</th>
<th>GR</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Artistic & Creative Thinking** (3 Credits)

**Ethics or Civic Engagement** (3 Credits)

**Historical Interpretation** (3 Credits)

**Language & Intercultural Competence** (6 Credits)

**Literary Analysis** (3 Credits)

**Living Well** (2 Credits)

**Quantitative Reasoning** (3 Credits)

**Scientific Literacy** (4 Credits)

**Social Science Literacy** (3 Credits)

**FREE ELECTIVES** (21-28 Credits)

**NOTES**
*Refer to class schedule for lists of courses that satisfy University requirements.
**Must take two sequential courses.
***Courses that do not satisfy a major or DELL requirement. Can include coursework for a minor.

**Total credits required for graduation: 124 Credits**

For graduation with Honors, see Undergraduate Catalog
The Communication Studies programs are designed to meet the needs and interests of students that are seeking a career path or and understanding of the field of communications. Any of the four emphases will lead a student to new and interesting opportunities in any career path that they choose. Careers available to students studying communications are wide and varied.

The Communication Studies Department also offers all emphases as minors along with a minor in Popular Culture.

**PUBLIC RELATIONS MINOR (18 HOURS)**
Core Courses (9 Credits):
- COMM 171 Media and Culture
- COMM 201 Media Writing I (WE)
- COMM 260 Introduction to Public Relations

Public Relations Electives (9 Credits):
- COMM 104 Introduction to Media Technology
- COMM 202 Media Writing II
- COMM 322 Adv. Reporting and Writing
- COMM 338 Environmental Communication (WE)
- COMM 341 Professional & Organizational Communication
- COMM 350 Political Communication
- COMM 362 Crisis Communication
- COMM 377 Study Abroad
- COMM 382 Documentary Design & Production
- COMM 405 Communication Law and Ethics
- COMM 440 Public Relations Media and Campaigns

**COMMUNICATION AND SOCIAL INFLUENCE MINOR (18 HOURS)**
Core Courses (9 credits):
- COMM 112 Interpersonal Communication
- COMM 171 Media and Culture
- COMM 230 Persuasion (WE)

CSI Electives (9 credits):
- COMM 114 Small Group Communication
- COMM 228 Public Presentation
- COMM 232 Debate and Freedom of Speech
- COMM 251 Intercultural Communication
- COMM 260 Introduction to Public Relations
- COMM 301 Rhetorical Criticism
- COMM 316 American Public Address
- COMM 341 Professional & Organizational Communication
- COMM 350 Political Communication
- COMM 377 Study Abroad
- COMM 398 Special Topics in Communication
- COMM 405 Communication Law and Ethics

**CONVERGENT JOURNALISM MINOR (18 HOURS)**
Core Course (9 Credits):
- COMM 104 Introduction to Media Technology
- COMM 171 Media and Culture
- COMM 201 Media Writing I (WE)

Convergent Journalism Electives (9 Credits):
- COMM 180 Stage and Studio Television
- COMM 202 Media Writing II
- COMM 322 Adv. Reporting and Writing
- COMM 338 Environmental Communication (WE)

- COMM 377 Study Abroad
- COMM 381 Convergence Media: Storytelling in Internet World
- COMM 382 Documentary Design and Production
- COMM 405 Communication Law and Ethics
- COMM 411 Supervised Practicum: Critograph
- COMM 450 Producing and Editing Across Media

**ELECTRONIC MEDIA MINOR (18 HOURS)**
Core Courses (9 Credits):
- COMM 104 Introduction to Media Technology
- COMM 171 Media and Culture
- COMM 201 Media Writing I (WE)
- COMM 206 Advertising and Production Design

Electronic Media Electives (9 Credits):
- COMM 180 Stage and Studio Television
- COMM 304 Digital Editing and Motion Graphics
- COMM 377 Study Abroad
- COMM 381 Convergence Media: Storytelling in Internet World
- COMM 382 Documentary Design and Production
- COMM 405 Communication Law and Ethics
- COMM 499 Donovan Media Development Center Practicum

**POPULAR CULTURE MINOR (18 HOURS)**
Core Courses (12 credits):
- COMM 171 Media and Culture
- COMM 372 Media Criticism
- SOCI 201 Introduction to Sociology
- SOCI 203 Culture, Identity, and Consumption

Popular Culture Electives (6 Credits):
- ART 340 20th Century Art & Contemporary Issues
- COMM 229 Introduction to Film
- COMM 275 Visual Rhetoric
- COMM 394 Cultural Industries, Audiences, & the Superhero
- COMM 395 Cultural Impact of Popular Culture
- MST 201 Curatorial Practices
- MUSC 215 Jazz and the Origins of Rock Music
- SOCI 233 Music, Culture, and Representation
- SOCI 253 Globalization and Cinema
- SOCI 339 Sociology of the South
- SOCI 374 Field Work
- SPMG 300 Sport in American Society
- SPMG 350 Gender and Sport: Issues and Controversies
- THEA 212 Theatre History and Literature II (WE)

**STUDENT ORGANIZATIONS:**
Lambda Pi Eta Communication Honor Society: Inductions every spring to honor those in the department (majors or minors) that have completed the requirements for membership. Faculty Advisor is Dr. Mike Robinson.

Public Relations Student Society of America (PRSSA): A student run organization that allows students to experience and practice their Public Relations skill in real-world situations. They work with other on-campus organizations and even local businesses. Faculty Advisor is Dr. Jeremy Langett.

The Critograph: Student run Newspaper for campus news and events. Participation counts for credit hours towards a Convergent Journalism Major or Minor, but all emphases are welcome to join. Faculty advisor is Dr. Ghislaine Lewis.