COMMUNICATION STUDIES MAJOR, B.A.

Contact Information
Department of Communication
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The study of communication is essential for participating in an increasingly complex and mediated global environment.

Department Programs

Majors
- Communication Studies Major, B.A. (p. 1)
- Interdisciplinary Studies Major, B.A.—Cultural Studies (http://catalog.unc.edu/undergraduate/programs-study/interdisciplinary-studies-major-ba-cultural-studies)

Minor
- Writing for the Screen and Stage Minor (http://catalog.unc.edu/undergraduate/programs-study/writing-screen-stage-minor)

Graduate Programs
- M.A. in Communication Studies (http://catalog.unc.edu/graduate/schools-departments/communication)
- Ph.D. in Communication Studies (http://catalog.unc.edu/graduate/schools-departments/communication)

Requirements
In addition to the program requirements listed below, students must
- attain a final cumulative GPA of at least 2.0
- complete a minimum of 45 academic credit hours earned from UNC-Chapel Hill courses
- take at least half of their major course requirements (courses and credit hours) at UNC-Chapel Hill
- earn a minimum of 18 hours of C or better in the major core requirements (some majors require 21 hours).

For more information, please consult the degree requirements section of the catalog (http://catalog.unc.edu/undergraduate/general-education-curriculum-degree-requirements/#degreerequirementstext).

Core Requirements
Three courses from the following with a grade of C or better in each: 9

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 120</td>
<td>Introduction to Interpersonal and Organizational Communication H</td>
</tr>
<tr>
<td>COMM 140</td>
<td>Introduction to Media History, Theory, and Criticism H</td>
</tr>
<tr>
<td>COMM 160</td>
<td>Introduction to Performance Studies H</td>
</tr>
</tbody>
</table>

COMM 170 | Rhetoric and Public Issues |
|---------|--------------------------|
Four COMM courses in a concentration (see descriptions below) 12
Three COMM electives 9
A minimum of 10 COMM courses, except for those students pursuing the new media option in the media and technology studies and production concentration described below
Three COMM courses must be numbered 400 or higher.

Total Hours 30

H Honors version available. An honors course fulfills the same requirements as the nonhonors version of that course. Enrollment and GPA restrictions may apply.

A maximum of 15 COMM courses (45 hours) may be applied toward the B.A. degree.

Students are invited to work closely with faculty members in courses and through independent study, cocurricular programs, and research projects. Many courses are also open to nonmajors whose personal and professional goals require an understanding of human communication (consult course descriptions for restrictions).

Communication Studies (COMM) course descriptions (http://catalog.unc.edu/undergraduate/departments/communication/#coursestext).

Pre-Selected Concentrations in Communication Studies
Students should select one of the following concentrations and take a minimum of four courses within that concentration. Core courses do not count as one of the four required courses within the selected concentration. Additional courses that are not listed under any concentration may be used to meet major requirements.

Concentrations include:
- Interpersonal and Organizational Communication (p. 1)
- Media and Technology Studies and Production (p. )
  - New Media (p. )
- Performance Studies (p. )
- Rhetorical Studies (p. )
- Specialized Concentration in Communication Studies (p. ).

Interpersonal and Organizational Communication
COMM 120/MNGT 120 is a prerequisite for most of the interpersonal and organizational communication courses; consult course descriptions.

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 312</td>
<td>Persuasion</td>
</tr>
<tr>
<td>COMM 390</td>
<td>Special Topics in Communication Study (based on topic)</td>
</tr>
<tr>
<td>COMM 411</td>
<td>Critical Perspectives</td>
</tr>
<tr>
<td>COMM 422</td>
<td>Family Communication H</td>
</tr>
<tr>
<td>COMM 423</td>
<td>Critical Perspectives on Work, Labor, and Professional Life</td>
</tr>
<tr>
<td>COMM 490</td>
<td>Special Topics in Communication Studies (based on topic)</td>
</tr>
<tr>
<td>COMM 521</td>
<td>Communication and Social Memory</td>
</tr>
<tr>
<td>COMM 523</td>
<td>Communication and Leadership</td>
</tr>
<tr>
<td>COMM 525</td>
<td>Organizational Communication</td>
</tr>
<tr>
<td>COMM 526</td>
<td>Critical-Cultural Approaches to Organizational Communication</td>
</tr>
</tbody>
</table>
### Media and Technology Studies and Production

COMM 140 is a prerequisite for most of the media studies courses; consult course descriptions.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARTS/COMM 636</td>
<td>Interactive Media</td>
<td>3</td>
</tr>
<tr>
<td>COMM 130</td>
<td>Introduction to Media Production</td>
<td>3</td>
</tr>
<tr>
<td>COMM 142</td>
<td>Popular Music</td>
<td>3</td>
</tr>
<tr>
<td>COMM 150</td>
<td>Introduction to New Media</td>
<td>3</td>
</tr>
<tr>
<td>COMM 230</td>
<td>Audio/Video/Film Production and Writing</td>
<td>3</td>
</tr>
<tr>
<td>COMM 249</td>
<td>Introduction to Communication Technology, Culture, and Society</td>
<td>3</td>
</tr>
<tr>
<td>COMM 251</td>
<td>Introduction to American Film and Culture, 1965-2015</td>
<td>3</td>
</tr>
<tr>
<td>COMM 330</td>
<td>Introduction to Writing for Film and Television</td>
<td>3</td>
</tr>
<tr>
<td>COMM 390</td>
<td>Special Topics in Communication Study (based on topic)</td>
<td>3</td>
</tr>
<tr>
<td>COMM 411</td>
<td>Critical Perspectives</td>
<td>3</td>
</tr>
<tr>
<td>COMM 412</td>
<td>Critical Theory</td>
<td>3</td>
</tr>
<tr>
<td>COMM 413</td>
<td>Freud</td>
<td>3</td>
</tr>
<tr>
<td>COMM 431</td>
<td>Advanced Audio Production</td>
<td>3</td>
</tr>
<tr>
<td>COMM 432</td>
<td>Visual Culture</td>
<td>3</td>
</tr>
<tr>
<td>COMM 450</td>
<td>Media and Popular Culture</td>
<td>3</td>
</tr>
<tr>
<td>COMM 452</td>
<td>Film Noir</td>
<td>3</td>
</tr>
<tr>
<td>COMM 453</td>
<td>The History of New Media Technology in Everyday Life</td>
<td>3</td>
</tr>
<tr>
<td>COMM 454</td>
<td>Media and Activism</td>
<td>3</td>
</tr>
<tr>
<td>COMM 490</td>
<td>Special Topics in Communication Studies (based on topic)</td>
<td>3</td>
</tr>
<tr>
<td>COMM 534</td>
<td>Aesthetic and Technical Considerations in Making Short Videos</td>
<td>3</td>
</tr>
<tr>
<td>COMM 545</td>
<td>Pornography and Culture</td>
<td>3</td>
</tr>
<tr>
<td>COMM 546</td>
<td>History of Film I, 1895 to 1945</td>
<td>3</td>
</tr>
<tr>
<td>COMM 547</td>
<td>History of Film II, 1945 to Present</td>
<td>3</td>
</tr>
<tr>
<td>COMM 548</td>
<td>Humor and Culture</td>
<td>3</td>
</tr>
<tr>
<td>COMM 549</td>
<td>Sexuality and Visual Culture</td>
<td>3</td>
</tr>
<tr>
<td>COMM 550</td>
<td>American Independent Cinema</td>
<td>3</td>
</tr>
<tr>
<td>COMM 551</td>
<td>Hitchcock and the Sign</td>
<td>3</td>
</tr>
<tr>
<td>COMM 635</td>
<td>Documentary Production</td>
<td>3</td>
</tr>
<tr>
<td>COMM 638</td>
<td>Game Design</td>
<td>3</td>
</tr>
<tr>
<td>COMM 645</td>
<td>The Documentary Idea</td>
<td>3</td>
</tr>
<tr>
<td>COMM 646</td>
<td>Introduction to the Art and Mechanics of Two-Dimensional Digital Animation</td>
<td>3</td>
</tr>
<tr>
<td>COMM 647</td>
<td>Advanced Projects in Media Production</td>
<td>3</td>
</tr>
<tr>
<td>COMM 650</td>
<td>Cultural Politics of Global Media Culture</td>
<td>3</td>
</tr>
<tr>
<td>COMM 652</td>
<td>Media and Difference</td>
<td>3</td>
</tr>
<tr>
<td>COMM 653</td>
<td>Experimental Video</td>
<td>3</td>
</tr>
<tr>
<td>COMM 654</td>
<td>Motion Graphics, Special Effects, and Compositing</td>
<td>3</td>
</tr>
<tr>
<td>COMM 655</td>
<td>Television Culture</td>
<td>3</td>
</tr>
<tr>
<td>COMM 681</td>
<td>Contemporary Film Theory</td>
<td>3</td>
</tr>
<tr>
<td>COMM 682</td>
<td>History of the Moving Image: Past, Presents, Futures</td>
<td>3</td>
</tr>
<tr>
<td>COMM 683</td>
<td>Moving-Image Avant-Garde and Experimentalism</td>
<td>3</td>
</tr>
<tr>
<td>COMM 690</td>
<td>Advanced Topics in Communication Studies (based on topic)</td>
<td>3</td>
</tr>
<tr>
<td>COMM 691</td>
<td>Women in Film</td>
<td>3</td>
</tr>
</tbody>
</table>

H: Honors version available. An honors course fulfills the same requirements as the nonhonors version of that course. Enrollment and GPA restrictions may apply.

### New Media

Students wishing to pursue the new media option in the media and technology studies and production concentration should consult the departmental advisor.

In addition to the preliminary core requirements (including COMM 140) above, students must take:

- COMM 150
- COMP 110
- two approved courses from the Department of Computer Science (COMP) (http://catalog.unc.edu/undergraduate/departments/computer-science/#coursestext) or the School of Information and Library Science (INLS) (http://catalog.unc.edu/undergraduate/schools-college/information-library-science/#coursestext) (see recommendations below)
- three COMM classes above 400 selected from the following list:

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<td>ARTS/COMM 636</td>
<td>Interactive Media</td>
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</tr>
<tr>
<td>COMM 431</td>
<td>Advanced Audio Production</td>
<td>3</td>
</tr>
<tr>
<td>COMM 490</td>
<td>Special Topics in Communication Studies (based on topic, prior approval required)</td>
<td>3</td>
</tr>
<tr>
<td>COMM 638</td>
<td>Game Design</td>
<td>3</td>
</tr>
<tr>
<td>COMM 646</td>
<td>Introduction to the Art and Mechanics of Two-Dimensional Digital Animation</td>
<td>3</td>
</tr>
<tr>
<td>COMM 650</td>
<td>Cultural Politics of Global Media Culture</td>
<td>3</td>
</tr>
<tr>
<td>COMM 654</td>
<td>Motion Graphics, Special Effects, and Compositing</td>
<td>3</td>
</tr>
</tbody>
</table>
Recommended cross-disciplinary classes include:

<table>
<thead>
<tr>
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<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 690</td>
<td>Advanced Topics in Communication Studies (based on topic, prior approval required)</td>
<td>3</td>
</tr>
<tr>
<td>H</td>
<td>Honors version available. An honors course fulfills the same requirements as the nonhonors version of that course. Enrollment and GPA restrictions may apply.</td>
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</tbody>
</table>

**Performance Studies**

COMM 160 is a prerequisite for most of the performance studies courses; consult course descriptions.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMP 180</td>
<td>Enabling Technologies H</td>
<td>3</td>
</tr>
<tr>
<td>COMP 185</td>
<td>Serious Games H</td>
<td>3</td>
</tr>
<tr>
<td>INLS 151</td>
<td>Retrieving and Analyzing Information</td>
<td>3</td>
</tr>
<tr>
<td>INLS 161</td>
<td>Tools for Information Literacy</td>
<td>3</td>
</tr>
<tr>
<td>INLS 201</td>
<td>Foundations of Information Science</td>
<td>3</td>
</tr>
<tr>
<td>INLS 318</td>
<td>Human Computer Interaction</td>
<td>3</td>
</tr>
<tr>
<td>INLS 560</td>
<td>Programming for Information Science</td>
<td>3</td>
</tr>
<tr>
<td>INLS 572</td>
<td>Web Development I</td>
<td>1.5</td>
</tr>
<tr>
<td>H</td>
<td>Honors version available. An honors course fulfills the same requirements as the nonhonors version of that course. Enrollment and GPA restrictions may apply.</td>
<td></td>
</tr>
</tbody>
</table>

**Rhetorical Studies**

COMM 170 is a prerequisite for most of the rhetorical studies courses; consult course descriptions.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 171</td>
<td>Argumentation and Debate</td>
<td>3</td>
</tr>
<tr>
<td>COMM 312</td>
<td>Persuasion</td>
<td>3</td>
</tr>
<tr>
<td>COMM 371</td>
<td>Argumentation</td>
<td>3</td>
</tr>
<tr>
<td>COMM 372</td>
<td>The Rhetoric of Social Movements</td>
<td>3</td>
</tr>
<tr>
<td>COMM 374</td>
<td>The Southern Experience in Rhetoric</td>
<td>3</td>
</tr>
<tr>
<td>COMM 390</td>
<td>Special Topics in Communication Study (based on topic)</td>
<td>3</td>
</tr>
<tr>
<td>COMM 470</td>
<td>Political Communication and the Public Sphere</td>
<td>3</td>
</tr>
<tr>
<td>COMM 471</td>
<td>Rhetorics of Public Memory</td>
<td>3</td>
</tr>
<tr>
<td>COMM 472</td>
<td>Rhetorical Criticism</td>
<td>3</td>
</tr>
<tr>
<td>COMM 490</td>
<td>Special Topics in Communication Studies (based on topic)</td>
<td>3</td>
</tr>
<tr>
<td>COMM 500</td>
<td>Visual and Material Rhetoric</td>
<td>3</td>
</tr>
<tr>
<td>COMM 571</td>
<td>Rhetorical Theory and Practice</td>
<td>3</td>
</tr>
<tr>
<td>COMM 572</td>
<td>Public Policy Argument H</td>
<td>3</td>
</tr>
<tr>
<td>COMM 573</td>
<td>The American Experience in Rhetoric</td>
<td>3</td>
</tr>
<tr>
<td>COMM 575</td>
<td>Presidential Rhetoric</td>
<td>3</td>
</tr>
<tr>
<td>COMM 576</td>
<td>Making and Manipulating “Race” in the United States</td>
<td>3</td>
</tr>
<tr>
<td>COMM 577</td>
<td>Rhetoric and Black Culture</td>
<td>3</td>
</tr>
<tr>
<td>COMM 690</td>
<td>Advanced Topics in Communication Studies (based on topic) H</td>
<td>3</td>
</tr>
<tr>
<td>COMM/ENEC 375</td>
<td>Environmental Advocacy</td>
<td>3</td>
</tr>
<tr>
<td>COMM/PWAD 355</td>
<td>Terrorism and Political Violence</td>
<td>3</td>
</tr>
<tr>
<td>COMM/PWAD 376</td>
<td>The Rhetoric of War and Peace</td>
<td>3</td>
</tr>
<tr>
<td>COMM/PWAD 574</td>
<td>War and Culture</td>
<td>3</td>
</tr>
<tr>
<td>H</td>
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<td></td>
</tr>
</tbody>
</table>

**Specialized Concentration in Communication Studies**

Students may create their own concentrations by selecting at least four courses that constitute a coherent program of study. The courses selected in this concentration must be justified by the student and must be approved by the director of undergraduate studies.
**Special Opportunities in Communication**

**Honors in Communication Studies**
The department participates in the University’s Honors Program. Students eligible for the program (see University requirements) may consult with the departmental honors advisor about enrolling in COMM 693H and COMM 694H, or COMM 691H and COMM 692H for honors students in cultural studies. These courses can be used for elective credit in the major but not for satisfying core course or concentration requirements. Additional information can be found at comm.unc.edu/undergraduate-studies/honors-thesis (http://comm.unc.edu/undergraduate-studies/honors-thesis).

**Independent Study**
The opportunity for independent study is available through enrollment in COMM 396 or COMM 596. Interested students should consult a faculty advisor in the department. Please see comm.unc.edu/undergraduate-studies/independent-study/ (http://comm.unc.edu/undergraduate-studies/independent-study) for details.

**Internships**
The department has an extensive internship program in media-related industries, business, public service, and other organizations. Internships allow students to explore the relationship between communication theory and its practice in everyday life. Credit can be obtained through consultation with the internship advisor and enrollment in COMM 393. More than 100 organizations have participated in the program. The department also offers the Hollywood Internship Program, a summer study and work opportunity for selected students interested in pursuing careers in the film industry. Note: Internship credit counts as elective hours and does not count toward the 30 credit hours required for the major. Information can be found at comm.unc.edu/undergraduate-studies/internships (http://comm.unc.edu/undergraduate-studies/internships).

**WUNC Radio and WUNC-TV**
Limited opportunities exist for internships and employment with the public radio and television stations in Chapel Hill and in the Research Triangle Park.

**Performance Opportunities**
Students are involved in adapting scripts, directing, and staging productions for the public. Additionally, students often appear in regular performances sponsored by graduate students in the Department of Communication and in productions directed by faculty members.

**Student Television (STV)**
STV is a student-run video production operation that provides hands-on opportunities in a variety of programming assignments.

**Study Abroad**
Students may take coursework toward the major through the University’s study abroad program. Departmental approval for major credit is required. The department also offers a London-based summer internship in media production and performance studies for qualified students.

**Undergraduate Awards**
The department offers a number of awards for leadership and contributions to the field, in all areas of specialization. Awards are presented at a department ceremony in the spring semester.