

# COMMUNICATION STUDIES MAJOR, B.A.

## Overview

The study of communication is essential for participating in an increasingly complex and mediated global environment. The Department of Communication's mission is to advance communication for the public good. Through its teaching, research, and service, the department addresses the many ways communication functions to create, sustain, and transform personal life, social relations, political institutions, economic organizations, and cultural and aesthetic conventions in society; promotes competencies required for various modes of mediated and non-mediated communication; and develops skills for analyzing, interpreting, and critiquing communication problems and questions. The curriculum is designed to enable students to develop the capacities to be knowledgeable and responsible producers and consumers of communication through engagement, critique, and creativity. The programs of study offered by the department support a vision of citizen-scholars building a better North Carolina and world.

## New Curriculum in 2024–2025

The new curriculum is intended to be more interdisciplinary, flexible, and student-centric. We are calling it a *pathways approach* to communication. We will continue to give students focused opportunities to engage with the department's core areas of expertise – interpersonal and organizational communication, media arts, media and technology studies, new media, performance studies, rhetoric, and writing for screen and stage – but the new curriculum allows students to bring these areas together in new combinations.

The new curriculum offers students five pathways they can pursue:

1. Communication and Everyday Life
2. Media Arts, Performance, and Critical Practice
3. Media Technologies and Public Culture
4. Organization, Communication, and Work
5. Rhetoric, Activism, and Advocacy

Details about the curriculum can be found on the Requirements tab.

## Student Learning Outcomes

- An understanding of the major theories that define the field of communication and the relevance of these theories to sub-areas of the field. To demonstrate accomplishment of this objective, students should be able to
  - identify and apply major theories of communication
  - discuss the implications of selected communication theories for practice
  - describe the relevance of appropriate communication theories to the students' chosen areas of focus and show how theories can be applied productively to those areas
- An understanding of appropriate research methods in the field of communication and the relevance of these methods to their sub-areas of the field. Specifically, students should demonstrate that they can
  - describe the fundamental procedures of research methods in communication

- critically assess research procedures used in communication research
- make a research argument
- utilize research skills, including finding library and electronic sources, citing and documenting research materials, synthesizing and drawing conclusions from research, and organizing and presenting original research
- describe how communication research methods may be used to answer research questions in the students' chosen areas of specialization.
- A critical approach to the consumption and creation of communication in a communication rich and democratic environment. Specifically, students should demonstrate that they can
  - analyze and evaluate the use and meaning of visual, audio, and other sensory information and the way it conveys information to a viewer, reader, or listener
  - exhibit competence in oral, verbal, and written communication skills
  - critique and engage in performative and mediated forms of communication in "real world" contexts
  - demonstrate knowledge of how communication practices may be used to transform and redefine specific communication situations (e.g., the use of communication strategies to resolve conflict in interpersonal, group, and organizational contexts).

## Requirements

In addition to the program requirements, students must

- earn a minimum final cumulative GPA of 2.000
- complete a minimum of 45 academic credit hours earned from UNC–Chapel Hill courses
- take at least half of their major core requirements (courses and credit hours) at UNC–Chapel Hill
- earn a minimum cumulative GPA of 2.000 in the major core requirements. Some programs may require higher standards for major or specific courses.

For more information, please consult the degree requirements section of the catalog (<https://catalog.unc.edu/undergraduate/degree-requirements/>).

Code	Title	Hours
<b>Core Requirements</b>		
COMM 100	Communication and Social Process	3
Three COMM courses at the 050-300 level within a chosen pathway (including a minimum of 2 starting point courses) <sup>1</sup>		9
Three COMM courses at the 400-600 level within a chosen pathway		9
Three COMM electives (at any level and within any pathway)		9
<b>Additional Requirements</b>		
The 10 courses (30 hours) should also be apportioned in the following ways:		
At least one Modes of Inquiry course (see options below).		
At least one Representation, Identity, and Difference course (see options below).		
At least one COMM Experience course (see options below). <sup>2</sup>		
At least six courses from a single Pathway.		

A minimum of 10 COMM courses, except for those students pursuing the new media option described below.

**Total Hours** **30**

<sup>1</sup> Students can substitute a COMM FY-Seminar for a lower-level course in the Pathway.

<sup>2</sup> This is typically completed in the junior or senior year.

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, co-curricular programs, and research projects. Many courses are also open to non-majors whose personal and professional goals require an understanding of human communication (consult course descriptions for restrictions).

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

The major is organized according to five interdisciplinary pathways that guide students toward developing critical competencies and expertise in different facets of communication. Pathways are designed to be flexible, meaning that students have multiple options within each pathway and that pathways intersect with one another, allowing students to shift from one pathway to another without needing to restart their journey. All pathways bring together the Department of Communication's disciplinary strength areas in Interpersonal and Organizational Communication, Media Arts, Media and Technology Studies, Performance Studies, and Rhetoric.

The five pathways students may pursue are:

1. Communication and Everyday Life
2. Media Arts, Performance, and Critical Practice
3. Media Technologies and Public Culture
4. Organization, Communication, and Work
5. Rhetoric, Activism, and Advocacy


## Communication and Everyday Life

Students will explore the diversity of communicative experiences, practices and processes that permeate our daily lives. Here, the focus is on the practices of everyday life, interpersonal and small group interactions, the ubiquity of our engagement with popular culture, and increasingly our documentation of the seemingly mundane aspects of daily interactions and rituals on social media platforms, quotidian discourses and practices of identity, belonging and exclusion; the performativity of race, gender, and sexuality, citizenship, friendship, and family member, individualism and community membership; the significance of oral history and personal narrative. By focusing on the "everyday," students will focus on how communication is *lived*, and how it is also conditioned, structured and disciplined by structures of power, technological affordances, formations of community and learned aspects of cultural identity.

**Code** **Title** **Hours**













### Pathway Starting Point Courses

Students should select a minimum of two courses from the following list:






COMM 113  Public Speaking 3

COMM 120	 Introduction to Interpersonal and Organizational Communication <sup>H,F</sup>	3
COMM 130	 Introduction to Media Production <sup>1</sup>	3
COMM 140	 Introduction to Media History, Theory, and Criticism <sup>H,F</sup>	3
COMM 160	 Introduction to Performance Studies <sup>H</sup>	3
COMM 171	 Argumentation and Debate	3
COMM/WGST 224	Introduction to Gender and Communication <sup>1,2,H</sup>	3
COMM 249	Introduction to Communication Technology, Culture, and Society	3
COMM 260	Introduction to Performance and Social Change <sup>2</sup>	3
COMM/MNGT 325	 Introduction to Organizational Communication <sup>H</sup>	3

### Additional Lower-Level Courses

COMM 57	 First-Year Seminar: Is There Life after College?: The Meaning of Work in Contemporary Life	3
COMM 73	 First-Year Seminar: Understanding Place through Rhetoric <sup>1</sup>	3
COMM 75	 First-Year Seminar: Researching Society and Culture <sup>1</sup>	3
COMM 85	 First-Year Seminar: Think, Speak, Argue	3
COMM 86	 First-Year Seminar: Surveillance and Society <sup>2</sup>	3
COMM 89	 First-Year Seminar: Special Topics <sup>4,H</sup>	3
COMM/MNGT 223	 Small Group Communication	3
COMM 262	Introduction to the Performance of Culture <sup>1,H</sup>	3
COMM 312	Persuasion	3
COMM 318	 Cultural Diversity <sup>1,2</sup>	3
COMM 340	 The Social Life of Things	3
COMM 348	 Algorithms and Society <sup>2</sup>	3
COMM 349	 Technology and Social Justice <sup>1,2</sup>	3
COMM 360	 Social Media and Society <sup>1,2</sup>	3
COMM 371	Argumentation	3
COMM 390	Special Topics in Communication Study <sup>4</sup>	3
COMM 393	 Internships <sup>3</sup>	1-3
COMM 396	Independent Study and Directed Research	1-3

### Upper-Level Courses

COMM 422	 Family Communication <sup>1,H</sup>	3
COMM 432	Visual Culture <sup>1,2</sup>	3
COMM 435	Memory Acts <sup>H</sup>	3
COMM 437	 United States Black Culture and Performance <sup>2</sup>	3
COMM 450	 Media and Popular Culture	3
COMM 453	 The History of New Media Technology in Everyday Life	3
COMM 455	 Sound Studies <sup>1</sup>	3
COMM 471	Rhetorics of Public Memory <sup>1</sup>	3
COMM 490	Special Topics in Communication Studies <sup>4</sup>	3

COMM 499	The Dark Side of Interpersonal Communication	3
COMM/WGST 524	Gender, Communication, and Culture <sup>2</sup>	3
COMM 562	Oral History and Performance <sup>2,H</sup>	3
COMM 573	The American Experience in Rhetoric	3
COMM 596	Advanced Independent Study/Directed Reading	1-3
COMM 620	Theories of Interpersonal Communication <sup>1</sup>	3
COMM 624	Hate Speech <sup>2</sup>	3
COMM 655	Television Culture	3
COMM 658	Surveillance Cultures	3
COMM 661	Race and Ethnicity <sup>2</sup>	3
COMM 665	Performance, Politics, and Culture <sup>2</sup>	3
COMM 690	Advanced Topics in Communication Studies <sup>4,H</sup>	3
COMM 693H	Honors <sup>3</sup>	3
COMM 694H	Honors <sup>3</sup>	3
COMM 695	Field Methods <sup>1</sup>	3

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

F FY-Launch class sections may be available. A FY-Launch section fulfills the same requirements as a standard section of that course, but also fulfills the FY-SEMINAR/FY-LAUNCH First-Year Foundations requirement. Students can search for FY-Launch sections in ConnectCarolina using the FY-LAUNCH attribute.

<sup>1</sup> Fulfills Modes of Inquiry requirement.

<sup>2</sup> Fulfills Representation, Identity, and Difference requirement.

<sup>3</sup> Approved COMM Experience course.




















<sup>4</sup> With approval, based on topic.

## Media Arts, Performance, and Critical Practice

This pathway brings together a focused depth of study in the craft and aesthetics of artistic practice in Media Art, New Media, and Performance with a focus on the critical interventions the arts, storytelling, performance and media making have on society. It highlights the integral role that media art and performance play in our world – one that is committed to critical practice and formal experimentation. Courses in this pathway facilitate intellectual exchange and create community across artistic practices and with other forms of research and inquiry in the major. It centers this work as fundamental to the department's conceptualization of communication as engagement, creativity, and critique.

Code	Title	Hours
<b>Pathway Starting Point Courses</b>		
Students should select a minimum of two courses from the following list:		
COMM 130	Introduction to Media Production <sup>1</sup>	3
COMM 140	Introduction to Media History, Theory, and Criticism <sup>H,F</sup>	3
COMM 150	Introduction to New Media <sup>1</sup>	3
COMM 160	Introduction to Performance Studies <sup>H</sup>	3

COMM 224	Introduction to Gender and Communication <sup>1,2,H</sup>	3
COMM 260	Introduction to Performance and Social Change <sup>2</sup>	3
COMM 263	Performing Literature <sup>1,H</sup>	3
COMM 330	Introduction to Writing for Film and Television	3
<b>Additional Lower-Level courses</b>		
COMM 61	First-Year Seminar: The Politics of Performance <sup>2</sup>	3
COMM 62	First-Year Seminar: African American Literature and Performance <sup>2</sup>	3
COMM 63	First-Year Seminar: The Creative Process in Performance	3
COMM 84	First-Year Seminar: Make A Zine! Do-It-Yourself Writing, Publishing, and Distribution <sup>1</sup>	3
COMM 88	First-Year Seminar: Technologies of Popular Culture	3
COMM 89	First-Year Seminar: Special Topics <sup>4,H</sup>	3
COMM 142	Popular Music	3
COMM 230	Audio/Video/Film Production and Writing <sup>1</sup>	3
COMM 251	Introduction to American Film and Culture, 1965-Present	3
COMM 262	Introduction to the Performance of Culture <sup>1,H</sup>	3
COMM 318	Cultural Diversity <sup>1,2</sup>	3
COMM 331	Writing the Short Film	3
COMM 334	Writing the One-Hour TV Drama	3
COMM 335	Film Story Analysis	3
COMM 337	Visual Storytelling for Screenwriters	3
COMM/WGST 345	Gender and Film <sup>1,2</sup>	3
COMM 350	Practices of Cultural Studies <sup>1,2</sup>	3
COMM 378	Environmental Filmmaking: Creative Production and Social Impact <sup>2</sup>	3
COMM 390	Special Topics in Communication Study <sup>4</sup>	3
COMM 393	Internships <sup>3</sup>	1-3
COMM 396	Independent Study and Directed Research	1-3
<b>Upper-Level courses</b>		
COMM 412	Critical Theory	3
COMM 430	History of American Screenwriting	3
COMM 431	Advanced Audio Production <sup>1</sup>	3
COMM 432	Visual Culture <sup>1,2</sup>	3
COMM 435	Memory Acts <sup>H</sup>	3
COMM 437	United States Black Culture and Performance <sup>2</sup>	3
COMM 450	Media and Popular Culture	3
COMM 455	Sound Studies <sup>1</sup>	3
COMM 463	Creating the Solo Performance <sup>2</sup>	3
COMM 464	Collaborative Performance <sup>1,H</sup>	3
COMM 466	Advanced Study in Performing Literature	3
COMM 490	Special Topics in Communication Studies <sup>4</sup>	3
COMM 500	Visual and Material Rhetoric <sup>1</sup>	3

COMM 524	 Gender, Communication, and Culture <sup>2</sup>	3
COMM 534	 Aesthetic and Technical Considerations in Making Short Videos <sup>2</sup>	3
COMM 549	Sexuality and Visual Culture <sup>2</sup>	3
COMM 561	 Performance of Women of Color <sup>2,H</sup>	3
COMM 562	 Oral History and Performance <sup>2,H</sup>	3
COMM 564	Performance and Popular Culture	3
COMM 568	Adapting and Directing for the Stage	3
COMM 576	Making and Manipulating "Race" in the United States <sup>2</sup>	3
COMM 596	Advanced Independent Study/Directed Reading	1-3
COMM 635	 Documentary Production <sup>1,2</sup>	3
COMM 636	Interactive Media	3
COMM 638	 Game Design <sup>1</sup>	3
COMM 640	 Game Studio	3
COMM 644	 Documentary Production: First Person Filmmaking <sup>2</sup>	3
COMM 645	The Documentary Idea	3
COMM 646	Introduction to the Art and Mechanics of Two-Dimensional Digital Animation	3
COMM 647	 Advanced Projects in Media Production	3
COMM 650	Cultural Politics of Global Media Economies <sup>2</sup>	3
COMM 652	Media and Difference <sup>2</sup>	3
COMM 653	 Experimental Video	3
COMM 654	 Motion Graphics, Special Effects, and Compositing	3
COMM 656	 Sound for Film and Video: Theory and Practice for Motion Picture Sound Design	3
COMM 660	Advanced Projects in Performance Studies <sup>1</sup>	3
COMM 661	 Race and Ethnicity	3
COMM 662	 Black/African Diaspora Performance <sup>2</sup>	3
COMM 665	 Performance, Politics, and Culture <sup>2</sup>	3
COMM 666	 Media in Performance <sup>1</sup>	3
COMM 667	Performance Activism <sup>2</sup>	3
COMM 676	Digital Media and Live Performance	3
COMM 681	 Contemporary Film Theory	3
COMM 682	History of the Moving Image: Pasts, Presents, Futures	3
COMM 690	Advanced Topics in Communication Studies <sup>4,H</sup>	3
COMM 693H	 Honors <sup>3</sup>	3
COMM 694H	 Honors <sup>3</sup>	3
COMM 695	Field Methods <sup>1</sup>	3

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

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<sup>1</sup> Fulfills Modes of Inquiry requirement.

<sup>2</sup> Fulfills Representation, Identity, and Difference requirement.

<sup>3</sup> Approved COMM Experience course.

<sup>4</sup> With approval, based on topic.

Please note that enrollment in advanced media arts production classes, performance classes and screenwriting is limited, and many classes have prerequisites.






### New Media

**Students wishing to pursue the new media option should consult the departmental advisor.**

To fulfill the New Media option, communication studies majors must be pursuing the Media Arts, Performance, and Critical Practice pathway. While fulfilling all major and pathway requirements (described above), students must take the following starting point classes in the pathway:

- COMM 140 Introduction to Media History, Theory, and Criticism
- COMM 150 Introduction to New Media

Students must also select three upper-level COMM classes from the following list:




Code	Title	Hours
COMM 431	 Advanced Audio Production	3
COMM 490	Special Topics in Communication Studies (based on topic, prior approval required)	3
COMM 636	Interactive Media	3
COMM 638	 Game Design	3
COMM 646	Introduction to the Art and Mechanics of Two-Dimensional Digital Animation	3
COMM 650	Cultural Politics of Global Media Economies	3
COMM 654	 Motion Graphics, Special Effects, and Compositing	3
COMM 690	Advanced Topics in Communication Studies (based on topic, prior approval required) <sup>H</sup>	3
COMM 693H	 Honors	3
COMM 694H	 Honors	3

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

Additionally, the New Media option requires that students take three courses beyond the 10 COMM courses for the major:

- COMP 110 Introduction to Programming and Data Science
- Two approved courses from the Department of Computer Science (COMP) or the School of Information and Library Science (INLS), see course recommendations below.












Recommended cross-disciplinary classes include:
























Code	Title	Hours
COMP 180	 Enabling Technologies <sup>H</sup>	3
COMP 185	Serious Games <sup>H</sup>	3
INLS 151	 Retrieving and Analyzing Information	3
INLS 161	Tools for Information Literacy	3
INLS 201	 Foundations of Information Science	3
INLS 318	Human Computer Interaction	3
INLS 560	Programming for Information Science	3
INLS 572	Web Development I	3

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

## Media Technologies and Public Culture

By following this pathway, students will hone their critical digital literacy skills by exploring the myriad ways that technological systems shape social relations and experiences. Students will develop capacities focused on critical understandings of the economic, political, aesthetic, and cultural factors that shape media and technology's affordances, its uses, and its potential. This pathway will also invite inquiry into the production, negotiation, and contestation of cultural meanings and identities within media spaces. Students pursuing this pathway might seek out careers as media analysts, critics or producers working in the technology industry, or at think tanks, foundations, or in governmental organizations focusing on media law, policy, regulation, and user rights.

Code	Title	Hours
<b>Pathway Starting Point Courses</b>		
Students should select a minimum of two courses from the list below:		
COMM 130	 Introduction to Media Production <sup>1</sup>	3
COMM 140	 Introduction to Media History, Theory, and Criticism <sup>H, F</sup>	3
COMM 150	 Introduction to New Media <sup>1</sup>	3
COMM 224	Introduction to Gender and Communication <sup>1,2, H</sup>	3
COMM 249	Introduction to Communication Technology, Culture, and Society	3
COMM 330	 Introduction to Writing for Film and Television	3
<b>Additional Lower-Level courses</b>		
COMM 75	 First-Year Seminar: Researching Society and Culture <sup>1</sup>	3
COMM 83	 First-Year Seminar: Networked Societies <sup>2</sup>	3
COMM 86	 First-Year Seminar: Surveillance and Society <sup>2</sup>	3
COMM 88	 First-Year Seminar: Technologies of Popular Culture	3
COMM 89	 First-Year Seminar: Special Topics <sup>4, H</sup>	3
COMM 142	 Popular Music	3
COMM 230	Audio/Video/Film Production and Writing <sup>1</sup>	3
COMM 251	Introduction to American Film and Culture, 1965-Present	3
COMM 318	 Cultural Diversity <sup>1,2</sup>	3
COMM 335	 Film Story Analysis	3

COMM 337	 Visual Storytelling for Screenwriters	3
COMM 340	 The Social Life of Things	3
COMM 345	 Gender and Film <sup>1,2</sup>	3
COMM 348	 Algorithms and Society <sup>2</sup>	3
COMM 349	 Technology and Social Justice <sup>1,2</sup>	3
COMM 350	 Practices of Cultural Studies <sup>1,2</sup>	3
COMM 355	Terrorism and Political Violence <sup>1</sup>	3
COMM 360	 Social Media and Society <sup>1</sup>	3
COMM 372	The Rhetoric of Social Movements <sup>2</sup>	3
COMM 390	Special Topics in Communication Study <sup>4</sup>	3
COMM 393	 Internships <sup>3</sup>	1-3
COMM 396	Independent Study and Directed Research	1-3
<b>Upper-Level courses</b>		
COMM 412	 Critical Theory	3
COMM 430	 History of American Screenwriting	3
COMM 431	 Advanced Audio Production <sup>1</sup>	3
COMM 432	Visual Culture <sup>1,2</sup>	3
COMM 450	 Media and Popular Culture	3
COMM 453	 The History of New Media Technology in Everyday Life	3
COMM 454	Media and Activism <sup>2</sup>	3
COMM 455	 Sound Studies <sup>1</sup>	3
COMM 470	Political Communication and the Public Sphere	3
COMM 490	Special Topics in Communication Studies <sup>4</sup>	3
COMM 499	 The Dark Side of Interpersonal Communication	3
COMM 524	 Gender, Communication, and Culture <sup>2</sup>	3
COMM 532	Performing the Screenplay	3
COMM 534	 Aesthetic and Technical Considerations in Making Short Videos	3
COMM 549	Sexuality and Visual Culture <sup>2</sup>	3
COMM 564	Performance and Popular Culture	3
COMM 574	War and Culture	3
COMM 576	Making and Manipulating "Race" in the United States <sup>2</sup>	3
COMM 596	Advanced Independent Study/Directed Reading	1-3
COMM 624	 Hate Speech <sup>2</sup>	3
COMM 635	 Documentary Production <sup>1,2</sup>	3
COMM 636	Interactive Media	3
COMM 638	 Game Design <sup>1</sup>	3
COMM 640	 Game Studio	3
COMM 644	 Documentary Production: First Person Filmmaking <sup>2</sup>	3
COMM 645	The Documentary Idea	3
COMM 650	Cultural Politics of Global Media Economies <sup>2</sup>	3
COMM 652	Media and Difference <sup>2</sup>	3
COMM 655	Television Culture	3
COMM 656	 Sound for Film and Video: Theory and Practice for Motion Picture Sound Design	3

COMM 658	Surveillance Cultures	3
COMM 661	Race and Ethnicity <sup>2</sup>	3
COMM/DRAM 666	Media in Performance <sup>1</sup>	3
COMM 676	Digital Media and Live Performance	3
COMM 682	History of the Moving Image: Pasts, Presents, Futures	3
COMM 690	Advanced Topics in Communication Studies <sup>4, H</sup>	3
COMM 693H	Honors <sup>3</sup>	3
COMM 694H	Honors <sup>3</sup>	3
COMM 695	Field Methods <sup>1</sup>	3

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

F FY-Launch class sections may be available. A FY-Launch section fulfills the same requirements as a standard section of that course, but also fulfills the FY-SEMINAR/FY-LAUNCH First-Year Foundations requirement. Students can search for FY-Launch sections in ConnectCarolina using the FY-LAUNCH attribute.

<sup>1</sup> Fulfills Modes of Inquiry requirement.

<sup>2</sup> Fulfills Representation, Identity, and Difference requirement.

<sup>3</sup> Approved COMM Experience course.

<sup>4</sup> With approval, based on topic.

## Organization, Communication, and Work

Students will explore how communicative practices construct cultural understandings of work, both currently and historically, and how work is conducted in a range of organizations. Students will develop capacities to use multi-level, multi-method analyses of organizing across work, community, and social change contexts, with a sustained focus on communication as constitutive of organizing. Students will explore topics such as globalization, work and identity, power and resistance, ethics, leadership, teamwork, democracy and citizenship, gender, race and class, and community-based organizing to produce responsible, ethical, and sustainable organizations. Students may pursue careers in public relations, strategic and corporate communication, consulting, social media, marketing, management, training and development, sales, and human resource management, among others.

Code	Title	Hours
<b>Pathway Starting Point Courses</b>		
Students should select a minimum of two courses from the list below:		
COMM 113	Public Speaking	3
COMM 120	Introduction to Interpersonal and Organizational Communication <sup>H, F</sup>	3
COMM 130	Introduction to Media Production <sup>1</sup>	3
COMM 140	Introduction to Media History, Theory, and Criticism <sup>H, F</sup>	3
COMM 170	Rhetoric and Public Issues	3
COMM 224	Introduction to Gender and Communication <sup>1,2, H</sup>	3
COMM 249	Introduction to Communication Technology, Culture, and Society	3

COMM 325	Introduction to Organizational Communication <sup>H</sup>	3
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### Additional Lower-Level courses

COMM 51	First-Year Seminar: Organizing and Communicating for Social Entrepreneurs	3
COMM 53	First-Year Seminar: Collective Leadership Models for Community Change	3
COMM 57	First-Year Seminar: Is There Life after College?: The Meaning of Work in Contemporary Life	3
COMM 73	First-Year Seminar: Understanding Place through Rhetoric <sup>1</sup>	3
COMM 75	First-Year Seminar: Researching Society and Culture <sup>1</sup>	3
COMM 82	First-Year Seminar: Food Politics from an Organizational Communication Perspective	3
COMM 83	First-Year Seminar: Networked Societies	3
COMM 86	First-Year Seminar: Surveillance and Society	3
COMM 89	First-Year Seminar: Special Topics <sup>4, H</sup>	3
COMM 223	Small Group Communication	3
COMM 262	Introduction to the Performance of Culture <sup>1, H</sup>	3
COMM 312	Persuasion	3
COMM 318	Cultural Diversity <sup>1,2</sup>	3
COMM 360	Social Media and Society	3
COMM/ENEC 375	Environmental Advocacy	3
COMM 378	Environmental Filmmaking: Creative Production and Social Impact	3
COMM 390	Special Topics in Communication Study <sup>4</sup>	3
COMM 393	Internships <sup>3</sup>	1-3
<b>Upper-Level courses</b>		
COMM 412	Critical Theory	3
COMM 422	Family Communication <sup>1, H</sup>	3
COMM 423	Critical Perspectives on Work, Labor, and Professional Life <sup>2</sup>	3
COMM 470	Political Communication and the Public Sphere	3
COMM 471	Rhetorics of Public Memory <sup>1</sup>	3
COMM 472	Rhetorical Criticism <sup>1</sup>	3
COMM 490	Special Topics in Communication Studies <sup>4</sup>	3
COMM 499	The Dark Side of Interpersonal Communication	3
COMM 521	Communication and Social Memory	3
COMM 523	Communication and Leadership	3
COMM 524	Gender, Communication, and Culture <sup>2</sup>	3
COMM 525	Organizational Communication	3
COMM 526	Critical-Cultural Approaches to Organizational Communication <sup>2</sup>	3
COMM 527	Organizational Ethics	3
COMM 571	Rhetorical Theory and Practice	3
COMM 572	Public Policy Argument	3
COMM 573	The American Experience in Rhetoric	3
COMM 596	Advanced Independent Study/Directed Reading	1-3

COMM 620	Theories of Interpersonal Communication <sup>1</sup>	3
COMM 624	Hate Speech	3
COMM 625	Communication and Nonprofits in the Global Context	3
COMM 650	Cultural Politics of Global Media Economies <sup>2</sup>	3
COMM 658	Surveillance Cultures	3
COMM 690	Advanced Topics in Communication Studies <sup>4, H</sup>	3
COMM 693H	Honors <sup>3</sup>	3
COMM 694H	Honors <sup>3</sup>	3
COMM 695	Field Methods <sup>1</sup>	3

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<sup>1</sup> Fulfills Modes of Inquiry requirement.

<sup>2</sup> Fulfills Representation, Identity, and Difference requirement.

<sup>3</sup> Approved COMM Experience course.

<sup>4</sup> With approval, based on topic.

## Rhetoric, Activism, and Advocacy

Students will develop capacities focused on the role of communication to address current social, political, economic, technological, and environmental issues both locally and globally. Students will learn how to engage, critique, and create change in/through communication practices based on stakeholder engagement, deliberation and debate, facilitation and negotiation, dialogic communication, performativity, and rhetorical strategies using interpersonal, small-group, and mediated forms of communication. Students may pursue careers as mediators, negotiators, community organizers, communication experts, political strategists, and policy makers, among others, in non-profit organizations, think tanks, government agencies, and businesses.

Code	Title	Hours
<b>Pathway Starting Point Courses</b>		
Students should select a minimum of two courses from the list below:		
COMM 113	Public Speaking	3
COMM 130	Introduction to Media Production <sup>1</sup>	3
COMM 140	Introduction to Media History, Theory, and Criticism <sup>H, F</sup>	3
COMM 170	Rhetoric and Public Issues	3
COMM 171	Argumentation and Debate	3
COMM 224	Introduction to Gender and Communication <sup>1,2, H</sup>	3
COMM 249	Introduction to Communication Technology, Culture, and Society	3
COMM 260	Introduction to Performance and Social Change	3
<b>Additional Lower-Level Courses</b>		

COMM 51	First-Year Seminar: Organizing and Communicating for Social Entrepreneurs	3
COMM 53	First-Year Seminar: Collective Leadership Models for Community Change <sup>1</sup>	3
COMM 61	First-Year Seminar: The Politics of Performance	3
COMM 62	First-Year Seminar: African American Literature and Performance	3
COMM 73	First-Year Seminar: Understanding Place through Rhetoric <sup>1</sup>	3
COMM 75	First-Year Seminar: Researching Society and Culture <sup>1</sup>	3
COMM 82	First-Year Seminar: Food Politics from an Organizational Communication Perspective	3
COMM 84	First-Year Seminar: Make A Zine! Do-It-Yourself Writing, Publishing, and Distribution <sup>1</sup>	3
COMM 85	First-Year Seminar: Think, Speak, Argue	3
COMM 89	First-Year Seminar: Special Topics <sup>4, H</sup>	3
COMM 142	Popular Music	3
COMM 223	Small Group Communication	3
COMM 312	Persuasion	3
COMM 318	Cultural Diversity <sup>1,2</sup>	3
COMM 349	Technology and Social Justice <sup>2</sup>	3
COMM 350	Practices of Cultural Studies <sup>1,2</sup>	3
COMM 355	Terrorism and Political Violence <sup>1</sup>	3
COMM 360	Social Media and Society <sup>1,2</sup>	3
COMM 371	Argumentation	3
COMM 372	The Rhetoric of Social Movements <sup>2</sup>	3
COMM 374	The Southern Experience in Rhetoric	3
COMM 375	Environmental Advocacy	3
COMM 378	Environmental Filmmaking: Creative Production and Social Impact	3
COMM 390	Special Topics in Communication Study <sup>4</sup>	3
COMM 393	Internships <sup>3</sup>	1-3
COMM 396	Independent Study and Directed Research	1-3
<b>Upper-Level Courses</b>		
COMM 412	Critical Theory	3
COMM 423	Critical Perspectives on Work, Labor, and Professional Life <sup>2</sup>	3
COMM 432	Visual Culture <sup>1,2</sup>	3
COMM 435	Memory Acts <sup>H</sup>	3
COMM 437	United States Black Culture and Performance <sup>2</sup>	3
COMM 450	Media and Popular Culture	3
COMM 453	The History of New Media Technology in Everyday Life	3
COMM 454	Media and Activism <sup>2</sup>	3
COMM 470	Political Communication and the Public Sphere	3
COMM 471	Rhetorics of Public Memory <sup>1</sup>	3
COMM 472	Rhetorical Criticism <sup>1</sup>	3
COMM 490	Special Topics in Communication Studies <sup>4</sup>	3

COMM 499	The Dark Side of Interpersonal Communication	3
COMM 500	Visual and Material Rhetoric <sup>1</sup>	3
COMM 521	Communication and Social Memory	3
COMM 523	Communication and Leadership	3
COMM 524	Gender, Communication, and Culture <sup>2</sup>	3
COMM 527	Organizational Ethics	3
COMM 549	Sexuality and Visual Culture <sup>2</sup>	3
COMM 562	Oral History and Performance <sup>2, H</sup>	3
COMM 571	Rhetorical Theory and Practice	3
COMM 572	Public Policy Argument	3
COMM 573	The American Experience in Rhetoric	3
COMM 574	War and Culture	3
COMM 575	Presidential Rhetoric	3
COMM 576	Making and Manipulating "Race" in the United States <sup>2</sup>	3
COMM 577	Rhetoric and Black Culture <sup>2</sup>	3
COMM 596	Advanced Independent Study/Directed Reading	1-3
COMM 624	Hate Speech <sup>2</sup>	3
COMM 625	Communication and Nonprofits in the Global Context	3
COMM 652	Media and Difference <sup>2</sup>	3
COMM 658	Surveillance Cultures <sup>2</sup>	3
COMM 661	Race and Ethnicity <sup>2</sup>	3
COMM 665	Performance, Politics, and Culture <sup>2</sup>	3
COMM 667	Performance Activism <sup>2</sup>	3
COMM 690	Advanced Topics in Communication Studies <sup>4, H</sup>	3
COMM 695	Field Methods <sup>1</sup>	3

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

F FY-Launch class sections may be available. A FY-Launch section fulfills the same requirements as a standard section of that course, but also fulfills the FY-SEMINAR/FY-LAUNCH First-Year Foundations requirement. Students can search for FY-Launch sections in ConnectCarolina using the FY-LAUNCH attribute.

<sup>1</sup> Fulfills Modes of Inquiry requirement.

<sup>2</sup> Fulfills Representation, Identity, and Difference requirement.

<sup>3</sup> Approved COMM Experience course.

<sup>4</sup> With approval, based on topic.

## Specialized Pathway in Communication Studies

Students may create their own pathways by selecting at least four courses that constitute a coherent program of study. The courses selected in this pathway must be justified by the student and must be approved by the director of undergraduate studies. Students creating their own pathway will still be required to complete all other degree requirements for Communication Majors.

## Modes Of Inquiry Courses

All Communication Majors must take a minimum of one Modes of Inquiry course in fulfillment of their degree. Students may take more than one

such course (and depending on the pathway they pursue, may be required to take more than one). Modes of Inquiry courses exist at all levels of the Communication curriculum and across all pathways. A Mode of Inquiry course has a significant research methods and/or original research component built into the class. In Media Arts, New Media and Performance areas, this can also include a focus on learning how to use technology for the purposes of creative expression. Below is a list of Modes of Inquiry courses in Communication.

Code	Title	Hours
COMM 53	First-Year Seminar: Collective Leadership Models for Community Change	3
COMM 73	First-Year Seminar: Understanding Place through Rhetoric	3
COMM 75	First-Year Seminar: Researching Society and Culture	3
COMM 84	First-Year Seminar: Make A Zine! Do-It-Yourself Writing, Publishing, and Distribution	3
COMM 89	First-Year Seminar: Special Topics <sup>1, H</sup>	3
COMM 130	Introduction to Media Production	3
COMM 150	Introduction to New Media	3
COMM 224	Introduction to Gender and Communication <sup>H</sup>	3
COMM 230	Audio/Video/Film Production and Writing	3
COMM 262	Introduction to the Performance of Culture <sup>H</sup>	3
COMM 263	Performing Literature <sup>H</sup>	3
COMM 318	Cultural Diversity	3
COMM 345	Gender and Film	3
COMM 348	Algorithms and Society	3
COMM 349	Technology and Social Justice	3
COMM 350	Practices of Cultural Studies	3
COMM 355	Terrorism and Political Violence	3
COMM 360	Social Media and Society	3
COMM 390	Special Topics in Communication Study <sup>1</sup>	3
COMM 422	Family Communication <sup>H</sup>	3
COMM 431	Advanced Audio Production	3
COMM 432	Visual Culture	3
COMM 464	Collaborative Performance <sup>H</sup>	3
COMM 455	Sound Studies	3
COMM 471	Rhetorics of Public Memory	3
COMM 472	Rhetorical Criticism	3
COMM 490	Special Topics in Communication Studies <sup>1</sup>	3
COMM 500	Visual and Material Rhetoric	3
COMM 620	Theories of Interpersonal Communication	3
COMM 635	Documentary Production	3
COMM 638	Game Design	3
COMM 660	Advanced Projects in Performance Studies	3
COMM 666	Media in Performance	3
COMM 690	Advanced Topics in Communication Studies <sup>1, H</sup>	3
COMM 695	Field Methods	3













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

<sup>1</sup> With approval, based on topic.

### Representation, Identity, and Difference Courses

All Communication Majors must take a minimum of one Representation, Identity, and Difference course in fulfillment of their degree. Students may take more than one such course (and depending on the pathway they pursue, may be required to take more than one). Representation, Identity, and Difference courses exist at all levels of the Communication curriculum and across all pathways. A Representation, Identity, and Difference course focuses primarily on communication practices and challenges as they intersect with concerns over equity, marginalization, and efforts to recognize, appreciate and attempt to bridge cross-cultural differences. This requirement prepares Communication Majors to be able to effectively engage with questions of representation, identity, and difference as these become increasingly central to interpersonal, cultural, political, social, and work interactions.

Code	Title	Hours
COMM 61	 First-Year Seminar: The Politics of Performance	3
COMM 62	 First-Year Seminar: African American Literature and Performance	3
COMM 82	 First-Year Seminar: Food Politics from an Organizational Communication Perspective	3
COMM 83	 First-Year Seminar: Networked Societies	3
COMM 86	 First-Year Seminar: Surveillance and Society	3
COMM 89	 First-Year Seminar: Special Topics <sup>1, H</sup>	3
COMM 224	Introduction to Gender and Communication <sup>H</sup>	3
COMM 260	Introduction to Performance and Social Change	3
COMM 318	 Cultural Diversity	3
COMM 345	 Gender and Film	3
COMM 348	 Algorithms and Society	3
COMM 349	 Technology and Social Justice	3
COMM 350	 Practices of Cultural Studies	3
COMM 360	 Social Media and Society	3
COMM 372	The Rhetoric of Social Movements	3
COMM 378	 Environmental Filmmaking: Creative Production and Social Impact	3
COMM 390	Special Topics in Communication Study <sup>1</sup>	3
COMM 423	Critical Perspectives on Work, Labor, and Professional Life	3
COMM 432	Visual Culture	3
COMM 437	 United States Black Culture and Performance	3
COMM 454	Media and Activism	3
COMM 463	Creating the Solo Performance	3
COMM 471	Rhetorics of Public Memory	3
COMM 490	Special Topics in Communication Studies <sup>1</sup>	3
COMM 524	 Gender, Communication, and Culture	3




COMM 526	 Critical-Cultural Approaches to Organizational Communication	3
COMM 534	 Aesthetic and Technical Considerations in Making Short Videos	3
COMM 549	Sexuality and Visual Culture	3
COMM 561	 Performance of Women of Color <sup>H</sup>	3
COMM 562	 Oral History and Performance <sup>H</sup>	3
COMM 576	Making and Manipulating "Race" in the United States	3
COMM 577	Rhetoric and Black Culture	3
COMM 624	 Hate Speech	3
COMM 635	 Documentary Production	3
COMM 644	 Documentary Production: First Person Filmmaking	3
COMM 650	Cultural Politics of Global Media Economies	3
COMM 658	Surveillance Cultures	3
COMM 661	 Race and Ethnicity	3
COMM 662	 Black/African Diaspora Performance	3
COMM 665	 Performance, Politics, and Culture	3
COMM 667	Performance Activism	3
COMM 690	Advanced Topics in Communication Studies <sup>1, H</sup>	3

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

<sup>1</sup> With approval, based on topic.

### COMM Experience Courses

All Communication Majors must take one COMM Experience course in fulfillment of their degree. Students may take more than one such course. This course is intended to provide an opportunity to apply concepts learned in classes in real-world contexts through internships (including the Hollywood Internship Program), service learning courses, and independent study projects with community engaged focus, or through conducting original research in a capstone course or for an Honors thesis, or by creating original media and performance work through specialized classes or Honors theses. Students typically will fulfill this requirement in their Junior or Senior years. While the list below is not exhaustive, the COMM Experience requirement is typically fulfilled through one of the following options.

Code	Title	Hours
COMM 390	Special Topics in Communication Study <sup>1</sup>	3
COMM 393	 Internships	1-3
COMM 396	Independent Study and Directed Research <sup>1</sup>	1-3
COMM 490	Special Topics in Communication Studies <sup>1</sup>	3
COMM 596	Advanced Independent Study/Directed Reading <sup>1</sup>	1-3
COMM 647	 Advanced Projects in Media Production <sup>1</sup>	3
COMM 660	Advanced Projects in Performance Studies <sup>1</sup>	3
COMM 690	Advanced Topics in Communication Studies <sup>1, H</sup>	3
COMM 693H	 Honors	3

COMM 694H	Honors	3
COMM 695	Field Methods <sup>1</sup>	3

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

<sup>1</sup> With approval, based on topic.

## Sample Plan of Study

Sample plans can be used as a guide to identify the courses required to complete the major and other requirements needed for degree completion within the expected eight semesters. The actual degree plan may differ depending on the course of study selected (second major, minor, etc.). Students should meet with their academic advisor to create a degree plan that is specific and unique to their interests. The sample plans represented in this catalog are intended for first-year students entering UNC–Chapel Hill in the fall term. Some courses may not be offered every term.

## Rhetoric, Activism, and Advocacy Pathway

First Year	Hours
<b>First-Year Foundation Courses</b>	
IDST 101  College Thriving	1
COMM 100 Communication and Social Process	3
ENGL 105  English Composition and Rhetoric or ENGL 105I  English Composition and Rhetoric (Interdisciplinary)	3
First-Year Seminar or First-Year Launch ( <a href="https://catalog.unc.edu/undergraduate/ideas-in-action/first-year-seminars-launches/">https://catalog.unc.edu/undergraduate/ideas-in-action/first-year-seminars-launches/</a> ) <sup>F</sup>	3
Triple-I and Data Literacy ( <a href="https://catalog.unc.edu/undergraduate/ideas-in-action/triple-i/">https://catalog.unc.edu/undergraduate/ideas-in-action/triple-i/</a> )	4
Global Language through level 3 ( <a href="https://catalog.unc.edu/undergraduate/ideas-in-action/global-language/">https://catalog.unc.edu/undergraduate/ideas-in-action/global-language/</a> )	varies
<b>Major Courses</b>	
COMM 171  Argumentation and Debate (Fulfills Communication Beyond Carolina General Education requirement)	3
COMM 260 Introduction to Performance and Social Change	3
<b>Hours</b>	<b>20</b>
<b>Sophomore Year</b>	
COMM 349  Technology and Social Justice	3
COMM 372 The Rhetoric of Social Movements	3
<b>Hours</b>	<b>6</b>
<b>Junior Year</b>	
COMM 454 Media and Activism	3
COMM 573 The American Experience in Rhetoric <sup>1</sup>	3
COMM 665  Performance, Politics, and Culture	3
<b>Hours</b>	<b>9</b>
<b>Senior Year</b>	
COMM 393  Internships	1-3
COMM 624  Hate Speech <sup>1</sup>	3
COMM 652 Media and Difference	3

COMM 667 Performance Activism	3
<b>Hours</b>	<b>10-12</b>
<b>Total Hours</b>	<b>45-47</b>

<sup>1</sup> Three COMM courses must be numbered 400 or higher.

## Media Art, Performance, and Critical Practice Pathway

First Year	Hours
<b>First-Year Foundation Courses</b>	
IDST 101  College Thriving	1
COMM 100 Communication and Social Process	3
ENGL 105  English Composition and Rhetoric or ENGL 105I  English Composition and Rhetoric (Interdisciplinary)	3
First-Year Seminar or First-Year Launch ( <a href="https://catalog.unc.edu/undergraduate/ideas-in-action/first-year-seminars-launches/">https://catalog.unc.edu/undergraduate/ideas-in-action/first-year-seminars-launches/</a> ) <sup>F</sup>	3
Triple-I and Data Literacy ( <a href="https://catalog.unc.edu/undergraduate/ideas-in-action/triple-i/">https://catalog.unc.edu/undergraduate/ideas-in-action/triple-i/</a> )	4
Global Language through level 3 ( <a href="https://catalog.unc.edu/undergraduate/ideas-in-action/global-language/">https://catalog.unc.edu/undergraduate/ideas-in-action/global-language/</a> )	varies
<b>Major Courses</b>	
COMM 130  Introduction to Media Production	3
COMM 150  Introduction to New Media	3
COMM 330  Introduction to Writing for Film and Television	3
<b>Hours</b>	<b>23</b>
<b>Sophomore Year</b>	
COMM 230 Audio/Video/Film Production and Writing	3
COMM 263  Performing Literature <sup>H</sup>	3
<b>Hours</b>	<b>6</b>
<b>Junior Year</b>	
COMM 335  Film Story Analysis	3
COMM 378  Environmental Filmmaking: Creative Production and Social Impact	3
COMM 455  Sound Studies	3
<b>Hours</b>	<b>9</b>
<b>Senior Year</b>	
COMM 431  Advanced Audio Production	3
COMM 638  Game Design	3
COMM 660 Advanced Projects in Performance Studies	3
<b>Hours</b>	<b>9</b>
<b>Total Hours</b>	<b>47</b>

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

## 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 (<https://catalog.unc.edu/undergraduate/degree-requirements/#honorstext>)) 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 on the department website (<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 the department website (<http://comm.unc.edu/undergraduate-studies/independent-study/>) for details.

## Internships

The department has an extensive internship program (<http://comm.unc.edu/undergraduate-studies/internships/>) 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.

## 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 writing and adapting plays and screenplays, directing, and participating in staged 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.

## Carolina Film Association (CFA)

### About

This association is committed to enabling students in developing their cinematic craft. It accomplishes its mission by offering resources and guidance to students pursuing cinematic projects through self-contained or episodic forms.

## Study Abroad

Students may take coursework toward the major through the University's study abroad program. Departmental approval for major credit is required.

## 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.

## Department Programs

### Majors

- Communication Studies Major, B.A. (p. 1)

### Minor

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

### Graduate Programs

- Ph.D. in Communication Studies (<https://catalog.unc.edu/graduate/schools-departments/communication/>)

## Contact Information

### Department of Communication

Visit Program Website (<http://comm.unc.edu>)

CB 3285, 308 Bynum Hall, 222 East Cameron Ave., Chapel Hill, N.C. 27599  
(919) 962-2311

### Chair

Avi Santo  
[asanto@unc.edu](mailto:asanto@unc.edu)

### Director of Undergraduate Studies and Teaching Professor Advisor

Kristin Hondros  
[hondros@email.unc.edu](mailto:hondros@email.unc.edu)