

Communication

Contact Information

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- Bachelor of Arts
- Minor

The broad-based Communication department offers students the opportunity to specialize in journalism/media studies or interpersonal communication, and to explore media technology, public relations, intercultural communication, photography, and radio and video production. Courses help students improve their skills in writing, speaking, and understanding the messages of others in individual, group, and mass media contexts. To accomplish these goals, the curriculum addresses the theoretical, critical, and technical aspects of communication.

The Bachelor's Degree

The undergraduate degree in Communication has three main objectives:

1. Instruct the student in general communication theory and technology.
2. Provide the student an opportunity for more intensive study in a specific area of communication.
3. Ensure the student is capable of applying knowledge of general communication theory and technology to specific social problems.

The baccalaureate curriculum covers two topical areas: Interpersonal Communication, and Journalism/Media.

Advising

Faculty members work with new students to plan courses of study. Based on instructors' assessments of writing ability in required courses, advisors may require advisees to take remedial courses. Generally, advisors assist students in developing personal programs of study and in identifying all necessary requirements.

Course Offerings

Cross-listed courses from other departments used as part of the 32-hour major must bear the COM course prefix.

Course Repetition

COM 380 and COM 480 may be taken for credit more than once provided the course topic is different each time. No more than eight semester hours of credit for COM 499 Tutorial will be accepted for the degree. All other Communication courses may be repeated for grade improvement only once.

Credit for Prior Learning

Students with extensive life or work experience in some area of communication may apply for academic credit through Internships and Prior Learning (IPL). The Communication Department awards such credit in each of its two topical areas (Interpersonal Communication, and Journalism/Media) through COM 431 and COM 451. Prior learning credit is not awarded for specific courses. The Department will award a maximum of four hours of credit for prior experiential learning in any one topical area and a maximum of 8 hours of IPL credit to any undergraduate student.

Communication majors must complete 32 hours in the major. In addition, they may take up to eight hours in Communication courses to satisfy the upper-division general electives. COM 302 and COM 303 should be taken prior to or concurrent with any other course work in their respective curricular areas.

All undergraduate students are required to take a department assessment examination during their first semester and during their last semester before graduation. The entrance examination is normally administered during a regular class and is used by the department to assess its curriculum. It does not affect students' grades in any way.

Students should consult with general education advisors for specific guidance regarding completion of general education requirements.

Grading Policy

Communication majors and minors may not take any COM course as part of the requirements for the major or minor on a CR/NC basis, except for COM 495 Exit Assessment.

Program Learning Outcomes

Upon graduation, students should be able to:

1. Identify, explain, develop, deliver, and engage in respectful and ethical communication in both interpersonal and mass media environments.
2. Comprehend a variety of ethical issues such as social justice, anti-racist multi-culturalism, privacy, fake news, stereotyping, hate speech, and artificial intelligence in order to embrace diversity and inclusion in their personal, professional, and social lives.
3. Be able to create and inspect communication for both interpersonal and mediated messages through critical analysis.

Requirements

Required Courses

COM 302	Introduction to Interpersonal/Organizational Communication	4
COM 303	Introduction to Mass Media	4
COM 495	Exit Assessment	0
Communication emphasis requirements (primary topical area) ¹		16
Communication distribution requirements (from other than primary topical area) ¹		8

Journalism/Media Studies

COM 306	Photography II
COM 309	Introduction to Social Media

COM 311	Audio Production
COM 312	Multimedia Reporting
COM 313	Introduction to Radio
COM 314	Radio Practicum
COM 337	Digital Media: Print
COM 338	Digital Media: Web
COM 339	Digital Media: Animation
COM 341	Media and Social Change
COM 352	Visual Storytelling and Reporting
COM 403	Feature Writing
COM 404	Media Law And Ethics
COM 405	Editing
COM 407	Photojournalism & Photo Documentary: Storytelling in Images
COM 437	Digital Media: Typography
COM 444	Advanced Media Writing
COM 447	Media Criticism
COM 448	Advertising
COM 451	Journalism/Media Studies: Practicum
COM 452	Entrepreneurial Journalism
COM 453	Advanced Visual Field Reporting
COM 461	Fake News and Fact-Checking
COM 472	Political Communication in the United States
COM 477	ECCE: Global Media and Culture:China
COM 479	Global Media and Communication

Interpersonal/Organizational

COM 205	Speech & Debate Experience I
COM 305	Speech & Debate Experience II
COM 323	Voice and Movement
COM 373	Intermediate Acting
COM 421	Advanced Interpersonal Communication
COM 422	Small Group Communication
COM 423	Dating and Relating
COM 424	Gender Communication
COM 425	ECCE: Intercultural Communication
COM 428	Nonverbal Communication
COM 431	Interpersonal Communication: Practicum
COM 463	Organizational Communication
COM 464	Conflict Management
COM 468	Persuasion
COM 471	Communication Ethics
COM 476	Directing for the Theatre
COM 478	ECCE:Communicating About Race

May count in either topical area

COM 362	Introduction to Public Relations
COM 411	Computer-Mediated Interpersonal Communication
COM 459	The Beatles: Popular Music and Society
COM 462	Writing For Public Relations
COM 465	Interviewing

¹ Topical areas consist of Interpersonal/Organizational or Journalism/Media Studies. Topical area information may be found under "course descriptions".

Transfer Credit

Transfer credits from other institutions may not be used to substitute for introductory core courses. However, students may submit a Student Petition to use them to satisfy other parts of the major or minor, provided the credit is for an upper-division course equivalent to one offered by the Communication Department and that the grade earned was a C or better (grades of C- or lower will not be accepted).

COMMUNICATION MINOR

- Communication Minor

Online Degree

The online Bachelor of Arts degree in Communication has the same degree requirements and faculty as the on-ground format. Our online program provides students the opportunity to actively participate in a diverse and dynamic learning community, while they complete their degrees in their free time via modern technologies.

- Communication (p. 1)