



Workers in the communication industry must have solid verbal and written skills to convey the messages they deliver, as many times they are communicating on behalf of another person, group or organization. Communication workers must also have the ability to interact with a wide range of people and personalities. The communication industry offers an array of areas of specialty, including journalism, advertising, broadcasting, public relations, education, and more.

At Ottawa University

This major will help students master the concepts and methods of communication in a wide array of settings. They will develop communication skills and strategies to achieve, effectively and efficiently, a desired outcome with a specific audience. Students gain an ethical perspective through immersive experiential learning and discover how to deploy language effectively and appropriately in order to engage their communities in meaningful dialogue. By incorporating ever-changing technologies and pedagogical techniques, faculty guide students to navigate both mediated and interpersonal communication theory in order to become exemplary citizen-leaders of local and global communities.

A BA in Communication will enhance critical listening and thinking skills and an awareness of cultural, social, intergenerational, and political diversity as it relates to communication. Students will be able to apply communication insights to their personal and professional life as a skilled problem solver, strengthen their communication abilities, and develop their own style, aesthetics and processes to achieve positive relationships in a variety of settings.

Careers

Career options include public relations, journalism, marketing, advertising, mass media, editing, technical writing, arts communication, design, government, business, and law.

Education and Qualifications

A bachelor's degree is required for most careers. For management-level positions, a master's degree may be required. Decision-making and problem-solving skills are important. Membership in professional societies, such as the Public Relations Society of America and the National Broadcasters Association, afford professionals additional networking and educational opportunities.

Required Major Courses*

COM 11023 Speech Preparation and Delivery

Provides instruction in speaking before a group. Development of speech content, organization, research, and delivery is emphasized. Includes practice of impromptu, persuasive and informative speeches.

COM 20165 Media Writing

Covers fundamentals of news reporting and writing for broadcast media, public relations, advertising, and the Internet.

COM 24003 Critical Listening

Course examines how environments are constructed to inhibit listening. Poor listening habits lead to poor interpersonal and intercultural skills in both relational and leadership roles. This course does not address the biological process of listening (i.e. hearing) but topics instead focus on the social and communicative nature of how we come to know, embody, and share meaning as well as research in Listening Studies to discover factors that cause information to be passively backgrounded.

COM 30163 Interpersonal Communication

Examines models of relational interaction, verbal and nonverbal messages, language use, critical listening, relational dynamics, self concept, identity management, disclosure, intimacy, defensiveness, supportiveness, perceptual processes, emotional influences, interpersonal conflicts, and the impact of gender, race and culture on communication.

COM 30263 Small Group Communication

Examines task and social dimensions of group interaction, problem solving, decision making, roles, norms, leadership skills, cohesiveness, communication climates, conflict management, stages of group development, ethical behaviors, observation techniques, and analytic methods for evaluating group dynamics and accomplishments.

COM 30363 Organizational Communication

Theory and practice of communication within organizations, including interpersonal factors, motivation, change and conflict resolution, and communication audit practices and procedures. Participate in a communication audit of a local organization.

Prerequisite: COM 30163 or consent of instructor.

COM 30563 Visual Communication

Survey of the theory and practice of visual communication. Includes theoretical explanation, visual grammar and laboratory opportunities to apply and develop visual communication literacy. Provides strategies for effective visual communication.

COM 40163 Communication Law and Ethics

Examines the law governing mass media as well as ethical dilemmas in media. Explores the process of establishing high standards as well as understanding choices to be made when faced with legal and ethical decisions regarding mass media.

COM 40164 International and Intercultural Communication

Examines the impact of national and regional cultures, ethnicity, race, and additional cultural components on human communication in a variety of domestic and global contexts.

COM 49100 Seminar in Applied Communication

Capstone course that guides students in applying key communication theories and research to their chosen specialization. Emphasis on pivotal role of communication professionals in organizations.

**Additional 6 credits of COM electives required*