

Communication



Department of Language, Culture, and Communication
College of Arts, Sciences, and Letters

The Program

Communication is central to all cultural, social, economic and political aspects of society. The study of communication provides a lens for understanding, interpreting, and acting upon the vast changes taking place today and tomorrow.

The Communication programs at UM-Dearborn provide students with an excellent foundation in theory and practical application. Our graduates gain knowledge, become critical thinkers, and have the superior written and oral communication skills necessary for success in a globalized, multicultural, and highly technological environment.

Career Opportunities:

- Advertising
- Animation and Special Effects
- Audio/Visual Technology
- Community Relations
- Consulting
- Copywriting
- Directing
- Editing
- Entertainment
- Interactive Media and Design
- Journalism
- Layout and Design
- Marketing Communication
- Media Planning
- Multi-Media Production
- Performance
- Politics
- Project Design and Management
- Production Management
- Public Relations
- Publishing
- Reporting
- Research
- Scriptwriting
- Speech Writing
- Television and Radio
- Web Design and Production
- Writing

The Major

Requirements are subject to change. Degree-seeking students will be subject to the requirements in effect at the time they are admitted or re-admitted. Students should see an advisor for current requirements.

Areas of Study in Communication

At UM-Dearborn, Communication has two areas of study:

I. Journalism and Screen Studies

II. Public Communication and Culture Studies

Area I

Journalism and Screen Studies (JASS)

The Journalism and Screen Studies Discipline (JASS) is dedicated to storytelling—its forms, techniques and technologies. We offer individual courses in the genres, including news, feature and photojournalism; narrative journalism/creative nonfiction; and documentary and feature film. In all courses, JASS stresses convergent media, critical thinking, and the underlying research and writing skills that connect us as journalists, documentarians and filmmakers. The program looks at storytelling as a means to both inform and entertain.

The ability to analyze and interpret work in a specific medium (cinema, television, radio, print & new media) and to view it within a variety of interpretive contexts provides a foundation for all forms of storytelling, from news reportage to feature films. While we offer individual courses in each medium, all courses include analytical components and assignments, and all stress the interdependency of theory and practice, form and content.

JASS makes current and emerging technologies available to all students enrolled in the program. This includes a state-of-the-art media lab, non-linear digital workstations running Final Cut Studio, a dedicated Pro-Tools audio lab, a screening room that houses our film collection, as well as access to a variety of broadcast-quality video camcorders, audio kits and lighting equipment.

In addition, the UM-Dearborn Humanities/History Internship Office works closely with students to place them in a hands-on professional job setting in a select area of television, radio, print, production or web.

Students interested in Journalism and Screen Studies must declare either Journalism or Screen Studies as a concentration in the Communication major.

Area II

Public Communication and Culture Studies (PCCS)

The Public Communication and Culture Studies program focuses on understanding how communication and media help to shape public life generally as well as particular, contemporary cultures and sub-cultures. This approach prepares students to take a leadership role in professional and organizational life, civil society and community affairs, and international and global communications. The PCCS program is organized around three main areas and the connections between them: public relations and organizational culture; public advocacy and democratic culture; and intercultural/international communication and global culture.

In addition, the program offers a certificate in public relations. By combining the requirements of PCCS with the public relations certificate, students can achieve an ideal combination of broad education in the principles of communication with a practical, career emphasis on professional skills of public relations.

The PCCS program teaches communication principles and theories to be successful in today's world of organizations, diverse cultures, and global communities using traditional and next generation communication methods.

Students apply theories and concepts in a student research, internship and/or co-op experience.

Students interested in Public Communication and Culture Studies are required to take at least two courses in each of the following areas:

- Public relations and organizational culture
- Intercultural/international communication and global culture
- Public advocacy and democratic culture

Requirements

A. Prerequisites

All areas require a minimum of six and up to twelve hours of prerequisites. All areas require COMM 220 (Survey of Mass Communication).

B. Required Courses

Required courses are included in the curriculum for important reasons. They are placed there only after careful consideration by the faculty and cannot be substituted or waived except for compelling reasons.

A course taken elsewhere may be accepted in lieu of a listed course if it meets certain criteria. Requests are handled by petition.

All areas of study require thirty hours of upper-division courses to complete a concentration.

C. Cognates

In order to build on the multidisciplinary values of the program, students are required to take at least one course in a cognate area. While particular cognates are strongly recommended for each area, any course at the 300 level or above within CASL will satisfy the cognate requirement. This is true for all areas of study.

D. Core Areas

Each area of study is divided into two or three core areas, reflecting the traditions of inquiry and designed learning outcomes particular to the sub-field. Each of the areas of study has its own thematic content and organization of core areas, because of its particular history and context.

Certificate in Public Relations

New for Fall 2009, students may wish to earn a Certificate in Public Relations. Students who earn a certificate will have it added to their UM-Dearborn transcript.

By combining the requirements of the PCCS area of study with the public relations certificate, students can achieve an ideal combination of broad education in the principles of communication with a practical, career emphasis on professional skills of public relations.

Internship, Co-Op and Senior Thesis

On-the-job experience gained through an internship or co-op is invaluable for students of any major. Because of this, all Communication students are required to participate in an internship, co-op or senior thesis. Many new college graduates lack the "soft skills" that employers seek. Communication graduates at the University of Michigan-Dearborn will have a distinct advantage. There is a seminar component to both the internship and the co-op.

The senior thesis is for students who have prior communication industry experience and would like to relate their experience to the theory and practice of communication without having to spend time in the field.

Communications Minor

To earn a minor in Communication requires 15 hours of approved upper-division coursework in Journalism and Screen Studies (JASS) and/or Public Communication and Culture Studies (PCCS – courses currently offered under COMM and SPEE). The 15 hours in upper division coursework may be concentrated in one area (JASS or PCCS) or they may be distributed between the two areas. At least one 300+ course must be SPEE and at least one 300+ course must be writing intensive: COMM 440; JASS 3015, 310, 315, 330, 401, 402, 436. Prerequisites for the minor are COMM 220 and SPEE 101.

Minor in Speech Communication

A minor in Speech requires a 2.5 G.P.A. or higher and 21 semester hours must be in courses 300 or above.

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| Prerequisites | | 6 hours |
| COMM 220 | Survey of Mass Communication | |
| SPEE 101 | Principles of Speech Communication | |

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| Required: | | |
| Lib Sci 470 | Literature for Young People | 3 hours |

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| Select Four Courses from the following: | | 12 hours |
| Speech 310 | Interpersonal Communication | |
| Speech 320 | Public Argument and Advocacy | |
| Speech 330 | Argumentation and Debate | |
| Speech 340 | Theories of Persuasion | |
| Speech 400 | Speech Skills for Professionals | |
| Speech 430 | Small Group Communication | |

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| Select Two Courses from the following: | | 6 hours |
| COMM 302 | Press Law and Ethics | |
| COMM 420 | Critical Media Studies | |
| COMM 430 | International Communication | |

Communication Faculty

Journalism and Screen Studies

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For More Information

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To request an application or obtain more information about admission to the University, contact the Office of Admissions and Orientation University of Michigan-Dearborn
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