

SCHOOL OF MEDIA AND DESIGN COMMUNICATION ARTS PATHWAY

Bachelor of Arts - Communication Arts

The Communication Arts program, housed in the School of Media and Design at the University of the Incarnate Word, uses a unique blend of theory-driven and experienced-based classes where students acquire the knowledge and skills to help elevate their career path. Communication Arts offers a Bachelor of Arts (B.A.) and a Master of Arts (M.A.) as well as an accelerated bachelor's to master's degree program. With seemingly infinite career opportunities, graduates work as writers, producers, directors, editors, public relations specialists, videographers, filmmakers, broadcast journalists, advertising specialists, event planners, social media specialists, teachers, web specialists, bilingual journalists and convergent media specialists, among others.

11th Grade

FALL

ENGL 1311
UIW CORE (2)

SPRING

ENGL 1312
COMM 1301
UIW CORE

12th Grade

FALL

PSYC 1301
COMM 1305
UIW CORE

SPRING

COMM 1311
COMM 2315
UIW CORE

PROFESSIONAL DEGREES

MASTER OF ARTS IN COMMUNICATION ARTS

Media and Culture Concentration
Multimedia Concentration
Strategic and Corporate Concentration

ACCELERATED BACHELOR'S TO MASTER'S PROGRAM

Students can complete two degrees in 151 hours rather than the 164 required of traditional consecutive undergraduate and graduate programs. An accelerated program results in a lower cost as well as time-savings for students because they may take up to nine hours of graduate courses in their fourth year as part of the undergraduate banded tuition.



Learn more about the
Communication Arts
program in the UIW School
of Media and Design.



SCAN NOW

BRAINPOWER CONNECTION'S COLLEGE CONNECTION PROGRAM

The Brainpower Connection's College Connection Program offers a seamless transition to the University of the Incarnate Word and its Health Professions schools, accelerating their academic pathway to UIW and post-secondary education at a reduced tuition rate. Eligible students attend college classes on the UIW campus. These dual credit courses will help students to succeed in college and provide opportunities to engage in student life activities. Students must have a C or better in all college courses for major, minor, concentration, and/or specialization.

FOR MORE INFORMATION

Contact Patricia L. Ramirez, director of Brainpower Connection Programs, at
(210) 283-6300 or plramire@uiwtx.edu.





B.A. in Communication Arts Course Descriptions

COMM 1301 Introduction to Mass Communication

This course studies the nature and function of mass communication systems. It includes the history, structure, and interrelationships of the components of mass media, as well as the relationship between media and society. This class is a prerequisite to other classes for Communication Arts majors.

COMM 1305 Digital Literacy

This course introduces basic computer terminology skills and concepts in communication. The student receives hands-on experience in file management techniques, Internet and e-mail software, online library databases and software, word processing and presentation software, spreadsheet and database management software. Media software and communication applications will be emphasized. This course meets the computer literacy requirements for Communication Arts majors.

COMM 1311 Public Speaking

This course introduces students to the preparation, delivery, and evaluation of informative and persuasive speeches.

COMM 2315 Writing for the Media

This course is an examination and practice of the types of writing that are produced in the media arena. In this course, the emphasis is on style, structure, and techniques involved in a wide spectrum of writing platforms: print journalism, copywriting, broadcast journalism, online writing forms, public relations writing, and scriptwriting. **Prerequisite: COMM 1301 and ENGL 1311.**

ENGL 1311 Composition I

This course is a laboratory-aided reading and writing-intensive course that focuses on a variety of strategies to generate ideas and create well-organized texts. It is part of the required University Core Curriculum. The course is designed to develop students' abilities in academic reading, writing, and oral communication, with the aim of enhancing critical reading skills, expository writing techniques, and critical thinking abilities.

ENGL 1312 Composition II

This course is a laboratory-aided reading and writing-intensive course that teaches students how to write a research paper on the college level over the course of one semester. This course will provide practice for the development of a critical eye for argument as well as continued practice in developing logical, convincing, and persuasive arguments. **Prerequisite: ENGL 1311.**

PSYC 1301 Introduction to Psychology

This course studies the basic facts and principles of psychology.