

University of the Incarnate Word®

Bachelor of Arts in **Communication Arts** **Media and Culture**

School of Media and Design

PROGRAM OVERVIEW

The Bachelor of Arts (B.A.) in Communication Arts at the School of Media and Design uses a unique blend of theory-driven and experienced-based classes where students acquire the necessary knowledge and skills.

The program offers multiple concentrations with seemingly infinite career opportunities. The Media and Culture concentration focuses on ethics, persuasion and rhetoric in movies, culture and in communication. Students will study perceptions and analyze messages across communication platforms.

The goals of the program are to cultivate students imagination and creativity through mastery of technical skills needed to become effective professionals in the field of communications; to create an environment fostering the exploration of diverse perspectives and encourage students to use their skills and resources to serve their community and society, so that they are prepared to participate competently, confidently and ethically as concerned and enlightened citizens.

QUICK FACTS

- The KUIW webcast originates from the Communication Arts Department at UIW. The internet radio station is run by students enrolled in Radio Practicum and by volunteers from UIW.
- Career opportunities include writers, producers, directors, editors, public relations specialists, videographers, filmmakers, broadcast journalists, advertising specialists, event planners, social media specialists, teachers, web specialists, bilingual journalists, convergent media specialists, among others.

ADMISSION REQUIREMENTS

- The requirements for admission to the B.A. in Communication Arts program are the same as the requirements for admission to the University of the Incarnate Word.

CONTACT

UIW Admissions
(210) 829-6005
admission@uiwtx.edu

This publication is available in alternate format by request. To request an alternate format, please contact the UIW Office of Admissions at (210) 829-6005. 07/2023

LEARN MORE

uiw.edu

YOUR
JOURNEY
OUR
MISSION



Communication Arts
Media and Culture Concentration

B.A. in Communication Arts - Media and Culture

FRESHMAN YEAR

Fall

COMM 1100: Orientation to Communication Arts (1 hour)
 COMM 1301: Introduction to Mass Comm. (3 hours)
 COMM 1311: Public Speaking (3 hours)
 FYES 1211: First Year Experience Seminar (2 hours)
 ENGL 1311: Composition I (3 hours)
 PEHP PE Activity (1 hour)
 RELS Religion 1305, 1315, 1325 or 1335 (3 hours)
Total Hours: 16

Spring

COMM 1305: Digital Literacy (3 hours)
 ENGL 1312: Composition II (3 hours)
 MATH 1304, 1306 or higher (3 hours)
 PHIL 1381: Introduction to Philosophy (3 hours)
 Social Science (3 hours)
Total Hours: 15

SOPHOMORE YEAR

Fall

COMM 2315: Writing for the Media (3 hours)
 COMM 2316: Introduction to Media and Culture (3 hours)
 ENGL 2310: World Literature Studies (3 hours)
 Science with Lab (4 hours)
 Modern Language I (3 hours)
Total Hours: 16

Spring

COMM 3384: Seminar in Media and Culture (3 hours)
 ENGL 2365: Prof. and Tech. Communications (3 hours)
 Fine Arts (3 hours)
 HIST 1311, 1312, 1321 or 1322 (3 hours)
 Modern Language II (3 hours)
Total Hours: 15

JUNIOR YEAR

Fall

COMM 3310: Theories of Communication (3 hours)
 COMM 3317: Diversity in the Media (3 hours)
 COMM 3320: Aesthetics of Vision and Sound (3 hours)
 COMM Arts Elective or General Elective (3 hours)
 RELS or PHIL 3000/4000 (3 hours)
Total Hours: 15

Spring

COMM 3332: Rhetorical Criticism (3 hours)
 COMM 3365: Multimedia Design and Production (3 hours)
 COMM 4315: Media Ethics (3 hours)
 COMM 4325: Global Media Studies (3 hours)
 COMM Arts Elective or General Elective (3 hours)
Total Hours: 15

SENIOR YEAR

Fall

COMM 4305: Comm., Technology and Society (3 hours)
 COMM 4328: Internship (3 hours)
 COMM 4332: Law and the Media (3 hours)
 COMM 4372: Interpersonal Communications (3 hours)
 COMM Arts Elective or General Elective (3 hours)
Total Hours: 15

Spring

COMM 4381: Issues in Cultural Comm. (3 hours)
 COMM 4322: Film Seminar (3 hours)
 COMM 4390: Senior Portfolio (3 hours)
 COMM Arts Elective or General Elective (3 hours)
 COMM Arts Elective or General Elective (3 hours)
Total Hours: 15

122 hours needed to complete the B.A. in Communication Arts with a concentration in Media and Culture.