



BILINGUAL COMMUNICATION

Communication Arts

School of Media and Design

Program Overview

Within a liberal arts curriculum, the goals of the Bachelor of Arts in Communication Arts are to cultivate the student's imagination and creativity through mastery of the technical skills needed to become effective professionals in the field of communication; to create an environment which fosters the exploration of diverse perspectives and encourages students to use their skills and resources to serve their community and society, so they are prepared to participate confidently, ethically, and competently as concerned and enlightened citizens.

Career Opportunities

Communication professionals aim to educate, to inform, to entertain and to persuade using mass media such as radio, TV, film, Internet, newspapers, magazines, public relations, advertising and other forms of new media. Communication graduates can seek career opportunities in a wide variety of industries to include business, education, not-for-profit agencies and the government. Graduates may also seek opportunities in different branches of communication-journalism, visual arts and design, and performance arts. Former students have become 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.

Bilingual Communication

This is a concentration that allows students to study Communication Arts and develop a fluency in Spanish to prepare them for working in a bilingual and bicultural work environment.

Accelerated Bachelor's to Master's Degree

Students who qualify may participate in an Accelerated Bachelor's to Master's program (ABM). This program enables student to complete an undergraduate and graduate degree in less time (minimum five years). The ABM program for Bilingual Communications, Convergent Media and Media Studies allows UIW students to finish their two degrees in 150 hours rather than 158 required of a traditional undergraduate and graduate program combined. An accelerated program results in a lower cost and a time-saving for students because they are allowed to take up to nine hours of graduate courses in their fourth year as part of the banded tuition. Students must apply for the ABM program in the beginning of their junior year and have the necessary GPA and GRE scores to enter the program.

On-Campus Student Media Practicums

Logos--Campus newspaper (uiwlogos.org)
KUIW-- Campus radio station (kuiw.org)
UIWtv-- Campus television station (uiwtv.org)

Scholarships

Aaron A. Rodriguez Journalism Scholarship
Cameron Redus Endowment Scholarship
Student Media Scholarship
Jason W. Curnutt Endowed Scholarship In Communication Arts

Contact

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Website

www.uiw.edu/commarts

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**Bachelor of Arts in Communication Arts
Bilingual Communication
SCHOOL OF MEDIA AND DESIGN
2015-2017**

Freshman Year: Fall		Hrs.
COMM 1311 Public Speaking		3
ENGL 1311 Composition I		3
COMM 1100 Orientation Comm Arts		1
COMM 1301 Introduction to Mass Comm.		3
SPAN 1311 Spanish I		3
COMM 1305 Computer Literacy		3
Total hours		16
Sophomore Year: Fall		
SPAN 2311 Intermediate Spanish		3
ENGL 2310 World Literature Studies		3
COMM 2315 Writing for the Media		3
COMM 2354 Journalism I		3
Science with Lab		4
Total hours		16
Junior Year: Fall		
SPAN 3301 Advanced Grammar & Comp		3
COMM 2320 Audio Production I		3
COMM 3310 Theories of Communication		3
COMM 3380 Announcing/Performance <u>or</u> COMM 3353 Broadcast Journalism <u>or</u> COMM 2360 Video Production I <u>or</u> COMM 3360 Video Production II		3
COMM 4320 Issues & Trends in Bilingual Communication		3
Total hours		15
Senior Year: Fall		
COMM 3317 Diversity in the Media		3
COMM 3355 Publications Practicum <u>or</u> COMM 3390 Radio Practicum <u>or</u> COMM 3395 Television Practicum <u>or</u> COMM Elective approved by Advisor		3
COMM 4332 Law and the Media		3
Fine Art Core Course		3
COMM 4315 Media Ethics		3
Total hours		15

Freshman Year: Spring		Hrs.
ENGL 1312 Composition II		3
Social Science Core Course		3
SPAN 1312 Spanish II		3
PHIL 1381 Introduction to Philosophy		3
DWHP 1200 Dimensions of Wellness		2
PE Activity Course		1
Total hours		15
Sophomore Year: Spring		
SPAN 2312 Intermediate Spanish II		3
ENGL 2365 Prof & Tech Communications		3
RELS 1305, 1315, 1325, 1335		3
MATH 1304 or 1306 or higher		3
COMM 2335 Bilingual Journalism		3
Total hours		15
Junior Year: Spring		
ENGL 3375 or any Upper Level ENGL		3
COMM 3345 Spanish Writing for the Media		3
HIST 1311, 1312, 1321, 1322		3
RELS or PHIL (3000 or 4000 Level)		3
COMM Arts Elective approved by Advisor		3
Total hours		15
Senior Year: Spring		
ENGL 3000 or 4000 Level		3
COMM 4328 Internship		3
COMM 4390 Senior Portfolio		3
SPAN 3312 or SPAN 3334		3
COMM 3365 Multimedia Design & Production <u>or</u> COMM 4340 Graphic Design & Layout		3
Total hours		15

**Core Curriculum--Total Hours 43
Major--Total Hours 79
Degree--Total Hours 122**