

## COMMUNICATION STUDIES

[www.commstudies.neu.edu](http://www.commstudies.neu.edu)

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The Department of Communication Studies is dedicated to providing a liberal arts education where critical skills, concepts, and thinking are developed in conjunction with practice and application. Through a study of processes, patterns, and media of communication, the major in communication studies from Northeastern University aims to provide an enriching background for our students, providing them with an opportunity to contribute significantly to the communication sector, whether that contribution is within organizations or in the media industries themselves. Through its students and faculty, communication studies at Northeastern is a program dedicated to critical innovation. It strives to integrate new research into teaching and pedagogy to ensure students are connected to new developments in the field of communication.

### Transferring to the Major

Students wishing to transfer to the major must have a cumulative GPA of 3.000 overall and must have completed:

CMN U101 Introduction to Communication Studies 4 SH

and one of the following courses:

CMN U112 Public Speaking (no prerequisite) 4 SH

CMN U220 Media, Culture, Society 4 SH  
(prerequisite CMN U101)

CMN U231 Principles of Organizational Communication 4 SH  
(prerequisite CMN U101)

with grades of B or higher. Acceptance into the major will be based on students' meeting the department's criteria for admission and availability of space in the programs.

### Academic Progression Standards

Departmental probation will result from a cumulative GPA below 2.750 in communication courses. No more than two grades below a C in communication studies courses can be used to fulfill degree requirements. Dismissal from the major may occur as a result of two consecutive semesters on departmental probation.

## BA in Communication Studies

### NU CORE REQUIREMENTS

See page 42 for requirement list.

### COLLEGE REQUIREMENTS FOR BA

See page 69 for requirement list.

### COMMUNICATION STUDIES MAJOR REQUIREMENTS

#### *Introduction to College*

Complete the following course:

CMN U100	Communication Studies at Northeastern	1 SH
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#### *Communication Studies Core Requirements*

Complete the following four courses:

CMN U101	Introduction to Communication Studies	4 SH
CMN U112	Public Speaking	4 SH
CMN U220	Media, Culture, Society	4 SH
CMN U231	Principles of Organizational Communication	4 SH

### COMMUNICATION STUDIES CONCENTRATION

Complete the concentration in public advocacy and rhetoric, the concentration in media studies, or the concentration in organizational communication.

#### *Concentration in Public Advocacy and Rhetoric*

##### REQUIRED COURSES

Complete the following three courses:

CMN U210	Persuasion and Rhetoric	4 SH
CMN U310	Classical Rhetorical Theory	4 SH
CMN U602	Contemporary Rhetorical Theory	4 SH

##### PUBLIC COMMUNICATION ELECTIVES

Complete two courses from the following list:

CMN U302	Advertising and Promotional Culture	4 SH
CMN U304	Communication and Gender	4 SH
CMN U306	International Communication Abroad	4 SH
CMN U311	Argumentation and Debate	4 SH
CMN U321	Television: Text and Context	4 SH
CMN U401	Advertising Principles and Practices	4 SH
CMN U403	Persuasive Speaking	4 SH
CMN U410	Rhetorical Criticism: Great Americans, 1630–1930	4 SH
CMN U411	Rhetorical Criticism: Sound and Image, 1930–Present	4 SH
CMN U501	Free Speech: Law and Practice	4 SH
CMN U610	Political Communication	4 SH
CMN U631	Crisis Communication and Image Management	4 SH

#### *Concentration in Media Studies*

##### REQUIRED COURSE

Complete the following course:

CMN U320	Theories of Media and Culture	4 SH
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**MEDIA STUDIES ELECTIVES**

Complete four courses from the following list (any production courses must be taken in sequence):

CMN U301	Methods and Research in Communication	4 SH
CMN U302	Advertising and Promotional Culture	4 SH
CMN U303	Global and Intercultural Communication	4 SH
CMN U304	Communication and Gender	4 SH
CMN U321	Television: Text and Context	4 SH
CMN U322	Popular Music as Media Form	4 SH
CMN U401	Advertising Principles and Practices	4 SH
CMN U421	Sports Broadcasting	4 SH
CMN U422	Media Audiences	4 SH
CMN U423	Twentieth-Century Media	4 SH
CMN U424	Broadcasting Management and Programming	4 SH
CMN U622	New Media Culture	4 SH
<b>PRODUCTION</b>		
CMN U420	Audio Production	4 SH
CMN U520	Television Studio Production	4 SH
CMN U620	Television Field Production	4 SH
CMN U621	Digital Editing for TV	4 SH

***Concentration in Organizational Communication*****REQUIRED COURSES**

Complete the following two courses:

CMN U531	Advanced Organizational Communication	4 SH
CMN U533	Consultation Skills	4 SH

**ORGANIZATIONAL COMMUNICATION ELECTIVES**

Complete three courses from the following list:

CMN U230	Interpersonal Communication	4 SH
CMN U330	Health Communication	4 SH
CMN U530	Communication and Quality of Life	4 SH
CMN U532	Theories of Conflict and Negotiation	4 SH
CMN U630	Assessment Technique and Planning	4 SH
CMN U631	Crisis Communication and Image Management	4 SH

**COMMUNICATION STUDIES MAJOR ELECTIVES**

Complete four courses from any concentration or from the following list:

CMN U901	Senior Seminar in Communications	4 SH
CMN U910	Special Topics in Public Advocacy and Rhetoric	4 SH
CMN U912	Special Topics in Media Studies	4 SH
CMN U914	Special Topics: Organizational Communication	4 SH
CMN U916	Organizational Communication Practicum	4 SH
CMN U924	Directed Study	4 SH
CMN U944	Internship in Communication	4 SH

**COMMUNICATION STUDIES MAJOR CREDIT REQUIREMENT**

Complete 52 semester hours in the major.

**GENERAL ELECTIVES**

Additional courses taken beyond college and major course requirements to satisfy graduation credit requirements.

**COOPERATIVE EDUCATION**

If elected

**UNIVERSITY-WIDE REQUIREMENTS**

128 total semester hours required

Minimum 2.000 GPA required

**BA in Cinema Studies and Communication Studies**

See page 116.

**BA/MA in Communication Studies**

Undergraduate students apply to the combined program through the graduate school. Once admitted, students may count a limited amount of graduate credit toward the undergraduate degree. Consult the department for information on this program.

**Minor in Communication Studies****REQUIRED COURSES**

Complete the following four courses:

CMN U101	Introduction to Communication Studies	4 SH
CMN U112	Public Speaking	4 SH
CMN U220	Media, Culture, Society	4 SH
CMN U231	Principles of Organizational Communication	4 SH

**ELECTIVE COURSES**

Complete two courses from the following list:

CMN U230 to CMN U699
CMN U910 to CMN U914

**GPA REQUIREMENT**

2.000 GPA required in the minor

**Minor in Media Production**

Restricted to communication studies majors.

**REQUIRED COURSES**

Complete the following three courses:

CMN U420	Audio Production	4 SH
CMN U520	Television Studio Production	4 SH
CMN U620	Television Field Production	4 SH

**ELECTIVES**

Complete three courses from the following list:

CMN U401	Advertising Principles and Practices	4 SH
CMN U421	Sports Broadcasting	4 SH

CMN U424	Broadcasting Management and Programming	4 SH
CMN U621	Digital Editing for TV	4 SH
CMN U650	Advanced Digital Editing for TV and Film	4 SH
CMN U699	Advanced Television Production	4 SH
CMN U912	Special Topics in Media Studies	4 SH

**GPA REQUIREMENT**

Minimum 3.000 GPA required in the minor

**Minor in Rhetoric****REQUIRED COURSE**

Complete one of the following courses:

CMN U210	Persuasion and Rhetoric	4 SH
CMN U310	Classical Rhetorical Theory	4 SH
ENG U160	Introduction to Rhetoric	4 SH

**ELECTIVES**

Complete four courses from the following list. *Note:* English majors may reuse only one course from their major in this elective section of the minor. Public advocacy and rhetoric concentrators in the communication studies major may reuse only one course from their concentration in this section:

CMN U311	Argumentation and Debate	4 SH
CMN U331	Legal Argumentation, Advocacy, and Citizenship	4 SH
CMN U410	Rhetorical Criticism: Great Americans, 1630–1930	4 SH
CMN U411	Rhetorical Criticism: Sound and Image, 1930–Present	4 SH
CMN U501	Free Speech: Law and Practice	4 SH
CMN U602	Contemporary Rhetorical Theory	4 SH
CMN U610	Political Communication	4 SH
ENG U322	Topics in Rhetoric	4 SH
ENG U325	Rhetoric of Law	4 SH
ENG U381	The Writing Process	4 SH

**GPA REQUIREMENT**

2.000 GPA required in the minor