ENGLISH-COMMUNICATION ARTS

Academic Year

2014-2015

School

School of Humanities and Social Science School Web site

School Dean

Janet Dizinno, Ph.D. hssdean@stmarytx.edu

Department

English & Communication Studies

Department Chair

Dr. Kathleen Maloney kmaloney@stmarytx.edu

Description of Program/Major

Designed to meet the growing need for communication professionals skilled in a variety of writing styles, the English-Communication Arts major (EA) is a unique interdisciplinary degree plan which has been the choice for many successful alumni. The program offers students the opportunity to hone their critical thinking and writing abilities, integrating these with media-production skills, in preparation for rewarding careers and enriched lives in a rapidly changing world. Because the degree is rooted in the Humanities, students explore various areas in literature and theory to develop their metaphorical thinking and creative abilities.

The EA degree examines how the power of both language and image are used to promote the common good, as students wrestle with how their own communication practices enhance, not only their personal and professional pursuits, but also their engagement in the civic realm. Recent research by the National Association of Colleges and Employers and the National Commission on Writing indicates that communication skills, particularly written ones, are the skills employers most value in college graduates. Aware of this demand, EA majors graduate having trained in several writing styles in areas such as the following: journalism, public relations, technical writing, publication writing, and corporate communications. In their junior or senior year, students have the opportunity to apply their growing knowledge in a professionally based internship. Recent students have interned in the White House, Bromley Communications, the San Antonio Express-News, the Dallas Cowboys, the San Antonio Spurs, WOAI-TV, the Texas Department of Family and Protective Services, and the San Antonio Youth Organization, as well as many others.

Degree Requirements

Core Curriculum (SMC)

St. Mary's University Core (30 Hours)
All St. Mary's Core SMC13## "Reflection" courses must be completed before registering for SMC23## "Practice" courses. "Reflection" courses can be taken in any order followed by "Practice" courses in any order.

SMC 1301	Foundations of Civilization	3
SMC 1311	Foundations of Reflection: Self	3
SMC 1312	Foundations of Reflection: Nature	3
SMC 1313	Foundations of Reflection: Others	3
SMC 1314	Foundations of Reflection: God	3

SMC 2301	Foundations of Practice: Ethics	3
SMC 2302	Foundations of Practice: Civic Engagement and Social Action	3
SMC 2303	Foundations of Practice: Fine Arts and Creative Process	3
SMC 2304	Foundations of Practice: Literature	3
SMC 4301	Capstone Seminar: Prospects for Community and Civilization	3

School Specific Core (SSC)

School of Humanities and Social Sciences School Specific Core (30 Hours)

Speech	SE 1321 (for international students), SE 1341, SE 2333, SE 3391	3
Composition and Rhetoric (grade of "C" or better)	EN 1311, EN 1313 (for international students)	3
Mathematics	MT 1301, MT 1302, MT 1303, MT 1305, MT 1306, MT 1411, MT 2412	3
Foreign Languages	Six hours at the sophomore level (2311, 2312) in a Foreign Language previously studied for a minimum of one year; Or, 6 hours of introductory level (1311, 1312) in a Foreign Language not previously studied; Or, 12 hours of CLEP credit for a language previously studied.	6
History	Any HS courses.	3
Science	BL 1301, BL 1302, BL 3311, BL 3312, CH 1303, CH 1304, CH 1401, CH 1402, EG 2300, ES 1300, ES 1303, ES 1304, ES 1373, PY 1300, PY 1310, PY 1401, PY 1402	3
Theology	Advanced Theology 33XX, HU 3303	3
Fine Arts	AR, DM, MU	3
Literature	EN 23XX	3

Four Year Degree Plan

Sample Degree Plan

Department Courses and Descriptions

EA 3321
Media Writing and Reporting I (3)
General introduction to reporting, interviewing, and writing for the media, from print news publications to the convergent settings of journalism. Required of all EA majors and should be taken as early in the program as possible. Lab fee: $50.00. Writing intensive course.

EA 3322
Media Writing and Reporting II (3)
Writing, reporting, interviewing, and editing for students of news, public affairs, and public relations through convergent media. Includes computer-assisted reporting, and articulating issues for public debate. Prerequisite: EA 3321. Lab fee: $50.00. Writing intensive course.

EA 3323
Media Writing and Reporting III (3)
For advanced students of media, covers news writing and reporting, editing, public affairs, public relations, the future of news.

Includes framing and construction for investigative, enterprise, and interpretive news stories; argumentation and editorials; and organizational and entrepreneurial opportunities in converging media. Prerequisites: E3321 and EA 3322. Writing intensive course.

EA 3331
Free-Lance Writing (3)
Focus on three areas: (1) developing writing skills required in business, (2) writing non-fiction articles for commercial publication, (3) preparing manuscripts for publication.

EA 3333
Corporate Communications (3)
Practice in recognizing audience and being sensitive to a variety of readers - including those who are resistant - through a range of communication problems designed to approximate the real work world.

EA 3341
Publication Writing (3)
Development of skills and procedures required in preparing materials for publication. Includes feature writing, proof-reading, and layout.

EA 3342
Technical Writing (3)
Advanced writing in technical, scientific, and business fields. Designed to provide students with broad experience in technical report-writing formats, such as abstracts, proposals, operation manuals, progress reports, and other correspondence.

EA 3351
Topics in Communication Theory (3)
Approaches to selected topics in communication field, such as mass media, media ethics and communication law, business and speech communication. Specific topic announced in course schedule. May be repeated one time under different topics.

EA 3352
Survey of Communication Theory (3)
Foundational concepts, processes, and contexts of communication, including a discussion of human communication at the intrapersonal, interpersonal, group, and mass-communication levels.

EA 3353
Survey of Mass Communication (3)
An overview of mass communication theory. Includes a study of the historical development of mass media, global implications of mass communication, and the relationship between mass media and the modern society.

EA 3360
Media Production I (3)
Lab-based production course which introduces students to the basic principles of visual communication and design through photography, graphics, and video production with hands-on experience of each. It is a required prerequisite for all upper-division EA production courses. Lab fee: $50.00

EA 4321

American Cinema-Drama (3)
An in-depth study of American films, with emphasis on the characteristics of cinema-drama (as opposed to stage-drama). Short papers will be required throughout the course, as well as a final, longer paper.

EA 4330
New Technologies in Communication (3)
Introduction to methods of forecasting and articulating an array of alternative futures and an exploration of the impact of emerging telecommunication technologies on potential futures.

EA 4350
Career Seminar (3)
Focus on three areas of career development: (1) life-planning, an exploration of talents, skills, education, and career interests; (2) intensive careers research, study and practice of procedures used in career search, including (3) rÃ©sumÃ©s, interviews, letters of application. Course is writing intensive with strong emphasis on oral communication skills. Required of all EA majors, this course should be taken in the first semester senior year.

EA 4360
Media Production II (3)
Lab-based production course focused on using digital technology to create online multimedia content. Development of basic skills in recording, editing, and producing audio and visual materials designed to communicate an effective message for a target audience. Students will establish and maintain a website, publishing their own multimedia projects online. Prerequisites: EA 3321 and EA 3360. Lab fe: $50.00.

EA 4361
Audio Production (3)
Lab-based production course that covers the fundamentals of audio theory through hands-on interaction with hardware and software tools commonly used in the industry. Prerequisites: EA 3360 (required) and EA 3321 (recommended). Labe fee: $50.00

EA 4362
Graphic Design (3)
Lab-based production course which emphasizes the visual aspects of communication by focusing on the creative process of using art and technology through computer-assisted page design and layout Equal devotion is given to the theories of information design and visual journalism as well as the basic techniques used in page design and layout. Students produce a series of computer-generated print media and, upon completion, a portfolio showcasing their best work. Prerequisites: EA 3360 (required) and EA 3321 (recommended).

EA 4363
Video Production (3)
Theoretical background and practical experience in video production as applied to commercial and educational fields. Includes lectures and student productions utilizing studio equipment as well as portable cameras and editing decks. Lab fee: $50.00.

EA 4364
Basic Photography (3)
Lab-based production course that covers the basic principles of photography as they apply to visual communication and photojournalism. Combines practical training in composition, lighting, image processing, management, and delivery, with critical analysis of theoretical, historical, and ethical implications. Prerequisites: EA 3360 (required) and EA3321 (recommended). Lab Fee: $50.00

EA 4365
General Topics in Communication (3)
Approaches to selected topics in the communication field.

EA 4367
Public Relations (3)
Principles and concepts that guide the practice of public relations for both profit and non-profit organizations. Includes an overview of the historical development of public relations.

EA 4368
Issues in International Communication (3)
A study of global communication in an interdependent, multicultural society. Topics include comparative media, information flow, and cultural imperialism.

EA 4369
Media Law and Ethics (3)
A study of the conflict between press freedom and citizens' rights, and attempts to reconcile the two. Topics include libel, copyright, privacy, and a discussion of relevant ethical imperatives.

EA 5390
Internship in English-Communication Arts (3)
This second Internship may be taken as an Elective to further develop skills acquired in the first Internship or to acquire different skills.

EA 5391
Internship in English-Communication Arts (3)
This course reinforces academic work by providing students with a range of opportunities for pre-professional workplace experience. Open to juniors and seniors only. Internships must follow general University guidelines and be approved by the Internship Coordinator. Required of all majors. A second Internship (EA 5392) may be taken as an elective to further develop skills acquired in the first internship or to acquire different skills.

Department Faculty

English-Communication Arts Faculty Website

Department Website

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