

Communication

Gary L. Atkins, MA, Chair

Objectives

The Communication Department provides courses designed to give students an awareness of the role of communication in society, as well as practical experience in developing their talents in oral, written, visual, and digital communication.

The communication studies major blends theoretical understanding and practical experience in a variety of contexts, including rhetorical, interpersonal, small group, organizational, and digital communication situations.

The journalism major develops students' competence in gathering and disseminating stories through the media, using reporting, writing, visual, and digital skills. Journalism majors can emphasize preparation for journalistic careers in print, broadcast, or online media.

The strategic communications major introduces students to an integrated approach to managing all communications functions, including the underlying theoretical frameworks, innovative industry practices, and influencing the role of communication in global organizations.

Degree Offered

Bachelor of Arts

Majors Offered

Communication Studies

Journalism

Strategic Communications

Students are restricted to completing only one major or minor within the Communication Department. For example, students may not double major in communication studies and journalism, or major in journalism and earn a minor in communication studies.

Minors Offered

Communication Studies

Journalism

General Program Requirements

Admission: Entry into the communication studies, journalism, or strategic communications major requires a 2.75 grade point average. New transfer students entering Seattle University must have at least a 2.75 GPA in their previous college course work. Current Seattle University students changing majors to enter the Communication Department must have a 2.75 GPA in their previous Seattle University course work.

Minimum Grades: All majors in the Communication Department must obtain a minimum grade of C (2.00) in each of the following required courses: CMJR 205, 225, and 245. In addition, journalism majors must obtain a minimum grade of C (2.00) in each of the following required courses: CMJR 210, 220 and 300. Please note that many of these courses are prerequisites for more advanced courses. Students must receive a grade of C (2.00) or better in all of these prerequisite courses in order to take advanced courses where those prerequisites are required.

Bachelor of Arts Major in Communication Studies

In order to earn the bachelor of arts degree with a major in communication studies, students must complete a minimum of 180 credits with a cumulative and major/program grade point average of 2.00, including the following:

I. Core Curriculum Requirements

ENGL 110	College Writing: Inquiry and Argument	5
PHIL 110	Introduction to Philosophy and Critical Thinking	5
HIST 120	Origins of Western Civilization	5
ENGL 120	Introduction to Literature	5
MATH 107 or 110 or above	5
Lab Science	5
Fine Arts (one approved 5 credit course; see course descriptions)	5
PHIL 220	Philosophy of the Human Person.....	5
Social Science I	5
Social Science II (different discipline from Social Science I)	5
Theology and Religious Studies Phase II (200-299)	5
Ethics (PHIL 358 recommended)	5
Theology and Religious Studies Phase III (300-399)	5
Interdisciplinary Course (CMJR 480 recommended)	3 to 5
Senior Synthesis (CMJR 494 required for major)	*5

*Included in major GPA.

II. College of Arts and Sciences Requirements

Modern Language 115, 125, 135 or equivalent 15

NOTE: All students with a major in the College of Arts and Sciences must demonstrate competency through the level of 135 in a language other than English. This competency is ordinarily achieved by successful completion of the three-course sequence: 115, 125, and 135. Because these courses are a college requirement, no courses in the sequence may be taken on a pass/fail, correspondence, or audit basis. Placement into other than the beginning course of the sequence is achieved by acceptable performance on the Modern Language Competency Examination. See the Modern Languages Department for details on the examinations. Courses used to satisfy the College of Arts and Sciences language requirement may not be used to fulfill communication major requirements.

Choose one of the following courses: 5

HIST 121	Studies in Modern Civilization
HIST 231	Survey of the United States

III. Major Requirements

60 credits in communication courses, including:

Area I: Communication Foundation

CMJR 205	Introduction to Rhetorical Reasoning.....	*5
CMJR 225	Dynamics of Communication	*5
CMJR 245	Media, Society, and Individual.....	*5

Area II: Studies in Rhetoric, Social Interaction and Digital Communication

CMJR 230	Public Speaking	5
CMJR 341	Introduction to New Media Communication	5
CMJR 342	Advanced Rhetorical Theory	5
CMJR 385	Intercultural Communication	5

Area III: Advanced Communication Studies Electives

Complete two 300-400 level courses designated CMST or approved by your advisor	10
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Area IV: Communication Leadership

CMJR 460	Communication Leadership	5
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Area V: Communication Research Seminar5

Complete one of the following:

CMJR 465	Research Seminar in Rhetoric
CMJR 466	Research Seminar in Social Interaction
CMJR 467	Research Seminar in Digital Communication

Area VI: CMJR electives5

Any 300-400 level CMJR course.

NOTE: 1. Courses marked with an asterisk (*) must be graded C (2.00) or better to count toward the major or to count as prerequisites for appropriate advanced courses. 2. Courses taken to fulfill major requirements may not simultaneously be used to fulfill core or college requirements. For example, a single course cannot count as both a core interdisciplinary course and a major elective.

Bachelor of Arts**Major in Journalism**

In order to earn the bachelor of arts degree with a major in journalism, students must complete a minimum of 180 credits with a cumulative and major/department grade point average of 2.00, including the following:

I. Core Curriculum Requirements

ENGL 110	College Writing: Inquiry and Argument	5
PHIL 110	Introduction to Philosophy and Critical Thinking	5
HIST 120	Origins of Western Civilization	5
ENGL 120	Introduction to Literature	5
MATH 107 or 110 or above	5	
Lab Science	5	
Fine Arts (one approved 5 credit course; see course descriptions).....	5	
PHIL 220	Philosophy of the Human Person.....	5
Social Science I	5	
Social Science II (different discipline from Social Science I).....	5	
Theology and Religious Studies Phase II (200-299)	5	
Ethics (PHIL 358 recommended).....	5	
Theology and Religious Studies Phase III (300-399)	5	
Interdisciplinary Course (CMJR 480 recommended).....	3 to 5	
Senior Synthesis (CMJR 494 required for major)	*5	

*Included in major GPA.

II. College of Arts and Sciences Requirements

Modern Language 115, 125, 135, or equivalent 15

NOTE: All students with a major in the College of Arts and Sciences must demonstrate competency through the level of 135 in a language other than English. This competency is ordinarily achieved by successful completion of the three-course sequence: 115, 125, and 135. Because these courses are a college requirement, no course in the sequence may be taken on a pass/fail, audit, or correspondence basis. Placement into other than the beginning course of the sequence is achieved by acceptable performance on the Modern Language Competency Examination. See the Modern Languages Department for details on the examinations. Courses used to satisfy the College of Arts and Sciences language requirement may not be used to fulfill communication major requirements.

Choose one of the following two courses: 5

HIST 121 **Studies in Modern Civilization**

HIST 231 **Survey of the United States**

III. Major Requirements

65 credits in communication courses, including:

Area I: Communication Foundation

CMJR 205 **Introduction to Rhetorical Reasoning**..... *5

CMJR 225 **Dynamics of Communication** *5

CMJR 245 **Media, Society, and Individual**..... *5

Area II: Reporting, Writing and Digital Production

CMJR 210 **Introduction to Media Writing**..... *5

CMJR 220 **Media Writing II**..... *5

CMJR 222 **Introduction to Digital Production** 5

CMJR 300 **Investigative Information Gathering**..... *5

CMJR 305 **Writing for Digital and Online Media** 5

CMJR 330 **Graphic Communication** 5

CMJR 445 **Digital Journalism Square**..... 5

Advanced Reporting/Writing: Choose one of the following three courses or approved substitutes: 5

CMJR 315 **Literary Journalistic Writing**

CMJR 320 **Persuasive and Critical Writing**

CMJR 325 **International Affairs Writing**

Area III: Practicum/Internship

Choose five credits from the following..... 5

CMJR 280-2, 380-2 **Practicums**

CMJR 495 **Internship**

Area IV: Capstone

CMJR 451 **Media and Social Responsibility**..... 5

NOTE: 1. Courses marked with an asterisk (*) must be graded C (2.00) or better to count toward the major or to count as prerequisites for appropriate advanced courses. 2. Courses taken to fulfill major requirements may not simultaneously be used to fulfill core or college requirements. For example, a single course cannot count as both a core interdisciplinary course and a major elective.

Bachelor of Arts Major in Strategic Communications

In order to earn the bachelor of arts degree with a major in strategic communications, students must complete a minimum of 180 credits with a cumulative grade point average of 2.00 and major/program grade point average of 2.00, including the following:

I. Core Curriculum Requirements

ENGL 110	College Writing: Inquiry and Argument	5
PHIL 110	Introduction to Philosophy and Critical Thinking	5
HIST 120	Origins of Western Civilization	5
ENGL 120	Introduction to Literature	5
MATH 107 or 110 or above	5
Lab Science	5
Fine Arts (one approved 5 credit course; see course descriptions)	5
PHIL 220	Philosophy of the Human Person.....	5
Social Science I	5
Social Science II (different discipline from Social Science I)	5
Theology and Religious Studies Phase II (200-299)	5
Ethics (PHIL 358 recommended)	5
Theology and Religious Studies Phase III (300-399)	5
Interdisciplinary Course (CMJR 480 recommended)	3 to 5
Senior Synthesis (CMJR 494 required for major)	*5

*Included in major GPA.

II. College of Arts and Sciences Requirements

Modern Language 115, 125, 135 or equivalent 15

NOTE: All students with a major in the College of Arts and Sciences must demonstrate competency through the level of 135 in a language other than English. This competency is ordinarily achieved by successful completion of the three-course sequence: 115, 125, and 135. Because these courses are a college requirement, no courses in the sequence may be taken on a pass/fail, correspondence, or audit basis. Placement into other than the beginning course of the sequence is achieved by acceptable performance on the Modern Language Competency Examination. See the Modern Languages Department for details on the examinations. Courses used to satisfy the College of Arts and Sciences language requirement may not be used to fulfill communication major requirements.

Choose one of the following courses: 5

HIST 121 **Studies in Modern Civilization**

HIST 231 **Survey of the United States**

III. Major Requirements

60 credits in communication courses, including:

Area I: Communication Foundation

CMJR 205 **Introduction to Rhetorical Reasoning**..... *5

CMJR 225 **Dynamics of Communication** *5

CMJR 245 **Media, Society, and Individual**..... *5

Area II: Strategic Communications Concentration

CMJR 230 **Public Speaking** 5

CMJR 310	Strategic Communications Writing	5
CMJR 370	Strategic Communications I.....	5
CMJR 371	Strategic Communications II.....	5
Choose one of the following:		5
CMJR 320	Persuasive and Critical Writing	
CMJR 350	Persuasion	
Choose one of the following four courses:.....		5
CMJR 375	Global Strategic Communications	
CMJR 377	Public Affairs	
CMJR 410	Strategic Communications Research	
CMJR 470	Strategic Communications Practice	
Choose one of the following:		5
CMJR 475	Strategic Communications Consultancy	
CMJR 495	Internship	

Area III: Electives

Choose communication electives (with advisor approval)..... 10

NOTE: No more than one additional 200-level course may be counted.

Recommended electives include any optional courses in Strategic Communications not selected above or:

CMJR 341	Introduction to New Media Communication
CMJR 342	Advanced Rhetorical Theory
CMJR 343	Rhetoric of Digital Communication
CMJR 355	Interpersonal Communication
CMJR 383	Organizational Communication
CMJR 384	Conflict Management
CMJR 385	Intercultural Communication
CMJR 450	Communication and Social Change

Advanced Journalism writing classes

Courses chosen from Marketing and Nonprofit Leadership

NOTE: 1. Courses marked with asterisk (*) must be graded C (2.00) or better to count toward the major or to count as prerequisites for appropriate advanced courses. 2. Courses taken to fulfill major requirements may not simultaneously be used to fulfill core or college requirements. For example, a single course cannot count as both a core interdisciplinary course and a major elective.

Minor in Communication Studies

In order to earn a minor in communication studies, students must complete 30 credits in communication, including:

CMJR 205	Introduction to Rhetorical Reasoning.....	5
CMJR 225	Dynamics of Communication	5
CMJR 245	Media, Society, and Individual.....	5
CMJR 494	Communication Rights and Law	5
CMJR	Approved electives (300-level or above).....	10

See policy for minors (84-1) for more information.

Minor in Journalism

In order to earn a minor in journalism, students must complete 30 credits in communication, including:

CMJR 210	Introduction to Media Writing	5
CMJR 220	Media Writing II	5
CMJR 222	Introduction to Digital Production	5
CMJR 245	Media, Society, and Individual	5
CMJR 494	Communication Rights and Law	5
CMJR	Approved elective (300-level or above)	5

See policy for minors (84-1) for more information.

Communication Courses

Courses designated as CMST may be used by communication studies majors as advanced electives.

CMJR 205	Introduction to Rhetorical Reasoning	5
	Rhetorical examination of the relationship between message content and effect on audiences in a variety of media. Students develop skills of critical interpretation and evaluation of messages through the study of principles of message content and form and the analysis of the relationship between messages and their situation.	
CMJR 210	Introduction to Media Writing	5
	Narrative choices and styles common to the non-fiction mass media; using description and dialogue to effectively convey news and information; targeting stories for media audiences; writing with computers and on deadline; basic information gathering, using interviewing and library sources. Departmental permission required.	
CMJR 220	Media Writing II	5
	Writing and editing news and feature stories for the news media. Practice in writing, source development, and coverage of beats. Prerequisite: CMJR 210 and departmental permission.	
CMJR 222	Introduction to Digital Production	5
	Introduction to digital design, utilizing audio and video storytelling for Internet, television and computer-based journalistic media. Prerequisite: CMJR 210.	
CMJR 225	Dynamics of Communication	5
	Theoretical approaches to understanding the process of communication. Emphasis on research approaches and concepts from both social science and interpretive perspectives.	
CMJR 230	Public Speaking	5
	Practice and theory of constructing, presenting, and analyzing speeches. Emphasis on audience adaptation and the development of critical listening skills. Performance-oriented course, conversational English skills required.	
CMJR 245	Media, Society and Individual	5
	Contemporary problems and issues in communication, such as the effect of technology now and in the past, establishing credibility, ethical concerns about violence and gender or racial stereotyping, and the role of mass media in diverse political and economic systems.	
CMJR 280	Practicum I	1
CMJR 281	Practicum II	1
CMJR 282	Practicum III	1
	Supervised on-campus practice in writing and editing stories for media audiences.	

CMJR 291-293	Special Topics	1 to 5
Title and content vary.		
CMJR 296	Directed Study	1 to 5
CMJR 300	Investigative Information-Gathering	5
Using interview, document, survey, and computer-assisted information-gathering techniques, including relational databases, to conduct research for journalism. Prerequisite: CMJR 220 or departmental permission.		
CMJR 305	Digital and Online Media Writing	5
Techniques of writing news and features for the online and digital media. Writing for sound and pictures. Broadcast media style considerations. Prerequisite: CMJR 220 or departmental permission.		
CMJR 310	Strategic Communications Writing	5
Writing and editing press releases, reports and other materials for public relations. Prerequisite: CMJR 370 or permission.		
CMJR 315	Literary Journalistic Writing	5
Study and practice of the literary tradition within journalism. Students develop non-fiction narrative articles using techniques of characterization, description, and plot development. Includes study of "New Journalism" authors. Prerequisite: CMJR 220 or departmental permission.		
CMJR 320	Persuasive and Critical Writing	5
Principles of persuasive writing for a media audience; constructing editorials, opinion columns, and critical reviews; study of classical and contemporary models. Prerequisite: CMJR 220 or departmental permission.		
CMJR 325	International Affairs Writing	5
Focuses on writing and reporting on international affairs. This course "assigns" each student to different parts of the world (from within the classroom, through readings, through online research and international community resources available within Seattle). Prerequisite: CMJR 220 or departmental permission.		
CMJR 330	Graphic Communication	5
Fundamentals of visual literacy and communication in the print and web media. Using computer-assisted graphic design to communicate ideas and information to audiences. Prerequisite: Junior or senior standing.		
CMJR 341	Introduction to New Media Communication	5
Introduction to the historical developments, criticism, and practices of digital communication. The course focuses on lectures about the history of new media, readings and discussion about new media criticism, and practical lab experience learning basic HTML code. Prerequisite: CMJR 245 or permission.		
CMJR 342	Advanced Rhetorical Theory	5
Study of recurrent issues in the history of rhetorical thought from the ancient Greeks to 21st century America with special attention to the relationship between conceptions of rhetorical practice and social/cultural conditions. Exploration of the scope and nature of rhetoric in contemporary society. Students learn methods of rhetorical criticism and apply those critical approaches in class discussions and a major interpretive/analytic essay. Prerequisite: CMJR 205.		
CMJR 343	Rhetoric of Digital Communication	5
Examination of the ways in which emerging developments in communications technologies impact traditional conceptions of rhetoric. The course focuses on analyzing contemporary communications environments and how technologies alter audience, author, text, rhetorical strategies, message and channel. Students should become better versed in both the production and criticism of digital communication. Prerequisite: CMJR 205 and 341 or permission. CMST.		

- CMJR 350 Persuasion..... 5**
The study of communication as a means of personal and social influence. Includes examination of psychological and rhetorical foundations of persuasion and the critical analysis of persuasive messages in politics, advertising, and the mass media. Students learn techniques of persuasion and apply those techniques in a persuasive campaign. Discussions explore the ethical and social implications of contemporary persuasive techniques. Prerequisites: CMJR 205 or departmental permission.
- CMJR 353 Intercollegiate Speech and Debate 1**
Study and preparation of competitive speeches and debates. Requires participation on the Seattle University Speech and Debate Team. May be repeated to a maximum of 5 credits. Prerequisite: instructor permission.
- CMJR 355 Interpersonal Communication 5**
Communication theory and its application to both intimate and non-intimate relationships between two or more people. Examination of the expression of interpersonal needs, expectations, and tensions. Theory will be applied to experiential assignments designed to increase awareness of relational communication via observation, simulation, and interviews. Prerequisite: CMJR 225 or permission. CMST.
- CMJR 361 Small Group Communication 5**
Study of the dynamics of communication in everyday small groups, with particular attention to the behavior of decision-making groups. Examination of issues such as the development of group cohesion and identity, roles and norms, conflict, leadership, and decision-making processes. Students apply their understanding of these issues in group projects designed to provide practical experience in group performance. Prerequisite: CMJR 225 or departmental permission. CMST.
- CMJR 370 Strategic Communications I..... 5**
An introduction to the theories, concepts, and practices in influencing and managing public opinion, public affairs, and advocacy. Includes an understanding of the different styles and formats in the development of messages used in the mass media. Ethical issues confronting strategic communications professionals.
- CMJR 371 Strategic Communications II..... 5**
Practice of issues management, crisis communications and social advocacy in the management of reputation and image. Pre-requisite: CMJR 370.
- CMJR 375 Global Strategic Communications 5**
A comparative analysis of the different public relations models and practices worldwide, the implications of the convergence of media technologies to the public relations industry, and understanding the impact of globalization as a technological, economic, and cultural phenomenon, and its relevance for public relations professionals. Prerequisite: CMJR 370.
- CMJR 377 Public Affairs..... 5**
An introduction to function and practice of issues management in the public relations industry, and its implications for understanding reputation management, crisis communication and public affairs. Prerequisite: CMJR 370 or permission.
- CMJR 380 Practicum IV..... 1**
- CMJR 381 Practicum V 1**
- CMJR 382 Practicum VI..... 1**
Supervised work in writing, editing, or graphics on campus media. Prerequisite: CMJR 280-2.

- CMJR 383 Organizational Communication 5**
 Study of theories, process, and practice of communication in organizations, framed around the delicate balances between creativity and constraint, individual and collective needs, task and social outcomes in organizational life, from socialization to disengagement. Students participate in mini-internships in non-profit organizations, which ground more theoretical discussions and expand professional experience in organizational communication. Prerequisite: CMJR 225 or departmental permission. CMST.
- CMJR 384 Conflict Management 5**
 Theory and techniques of conflict management and the application of theory to situational contexts. Focus placed on styles of managing conflicts, situational appropriateness and effectiveness of styles, mediation theory, and game theory. Prerequisites: CMJR 225 or departmental permission. CMST.
- CMJR 385 Intercultural Communication 5**
 Study of the relationship between culture and communication for the international encounter. This course is designed for an active and intense exchange between American and international students that examines how culture, second language acquisition, cross-cultural adaptation, communicative competence, and media representations dramatically shape the cross-cultural interaction. Readings include theoretical, social science, and literary texts. Oral skills will be developed through dyadic, small group, and class discussion. Written skills will be developed in narrative, interpretive, and analytical short papers. Outside activities designed to promote cross-cultural interaction. Prerequisite CMJR 225 or permission.
- CMJR 391-393 Special Topics 1 to 5**
- CMJR 396 Directed Study 1 to 5**
- CMJR 405 Studies in Public Discourse 5**
 Analysis of rhetorical strategies and social influence of public discourse in contemporary and historical eras. Coverage of basic rhetorical criticism methods as applied to a major case study (e.g. Rhetoric of Feminism, Rhetoric of Science, etc.). Case studies vary from quarter to quarter. Consult the department and SU Online for specifics. This course may be repeated providing the repeat sections focus on different cases studies. Prerequisite: CMJR 205 or permission. CMST.
- CMJR 410 Strategic Communications Research 5**
 An understanding of the different measurement tools in the PR industry. Techniques such as: public opinion polling and survey research; experimental design and research; fact-finding and applied research; observation and performance measurement; issue tracking; focus groups and interviews. Prerequisite: CMJR 370 or permission.
- CMJR 445 Digital Journalism Square 5**
 Advanced practice in reporting, writing and editing for online journalism. Students undertake the production of a web-based medium working with faculty and visiting professionals. Prerequisite: CMJR 300, 305 and 330 or permission.
- CMJR 450 Communication and Social Change 5**
 Examination of the role of communication and the communicator in catalyzing social change and social justice in various communities. Advanced theories of persuasion and change. May involve undertaking field projects. Prerequisite: CMJR 342 or permission. CMST.
- CMJR 451 Media and Social Responsibility 5**
 Examination of the role of journalism, public relations, mass media and media technology in contributing to social responsibility and social justice. Special field projects. Prerequisites for majors: All required 200-level major courses, CMJR 205, 210, 220, 225, 245, and CMJR 300. Open to non-majors without prerequisites by departmental permission.

- CMJR 460 Communication Leadership 1 to 5**
Practice in communication leadership with on- or off-campus organizations; engagement in community empowerment projects locally or via study abroad; coaching speaking for the university Speaking Center. By permission only. CR/F grading mandatory.
- CMJR 465 Research Seminar in Rhetoric 5**
- CMJR 466 Research Seminar in Social Interaction 5**
- CMJR 467 Research Seminar in Digital Communication 5**
In-depth study of communication issues. Preparation of a major research project. Prerequisite: Senior standing and permission. CMST.
- CMJR 470 Strategic Communications Practice 5**
Theory, techniques and models related to setting long- and short-term goals and objectives, designing strategies and tactics, segmenting audiences, analyzing problems and opportunities, communicating with top management, developing budgets, contingency planning for crises and disasters, managing issues, etc. Prerequisite: CMJR 370 or permission.
- CMJR 475 Strategic Communications Consultancy 5**
Individual and team project-based class in which the student operates as a strategic communications consultant with an industry or non-profit client. Client and student focus is on a specific project with clear deliverables. Prerequisite: CMJR 371 and permission.
- CMJR 480-483 Interdisciplinary Core Courses 3 to 5**
Title and content vary.
- CMJR 491-493 Special Topics 1 to 5**
Title and content vary.
- CMJR 494 Senior Synthesis: Communication Rights and Law 5**
Understanding freedom of communication and the right to expression as a universal human right. Judicial and legislative approaches defining the right to communicate. Case studies in political, commercial and sexual speech rights in the United States in particular. Prerequisite: senior standing.
- CMJR 495 Internship 1 to 5**
By permission only. When internship credit is required in the program, a maximum of three credits in transfer is allowed toward the requirement. See department for additional guidelines.
- CMJR 496 Independent Study 1 to 5**
By departmental permission only.