

Culture, Media, and Performance

B.A. in Communication Studies

Program Description

The Bachelor of Arts in Communication Studies is a unique degree program that explores human communication and its influence on our personal, professional, social and cultural lives. The curriculum is carefully crafted to develop in our students the skills and dispositions needed to succeed in a variety of professional contexts and to become leaders in democratic society. Students work closely with faculty advisers to develop a tailored experience that aligns with their personal interests, talents and career goals.

This innovative program allows students to design their own specific areas of emphasis through project-based, experiential learning. These areas could include: Media Studies/Film; Applied Fields (e.g., Public Relations, Consulting, Branding, Media Writing); Advocacy/Political Communication; Art History and Visual Culture; Communication Ethics; Rhetoric (e.g., Pre-law); and Academic Preparation for Graduate School.

Delivery Mode

Traditional (on campus)

Curriculum

The following eight-semester schedule of courses provides a recommended framework for completing this program of study in four years.

Course	Credits
Freshman Year	
First Semester	16
UNI 100 First-Year Seminar	1
ENG 101 English Composition I OR HON 150	3
CDC 100 Communication Perspectives	3
CDC 101 Public Speaking	3
CDC 120 Visual Communication I	3
Gen Ed/Elective/Minor Course	3
Second Semester	15
ENG 102 English Composition II, ENG 211 Business and Professional Writing, ENG 217 Science and Technical Writing OR HON 250 Honors Composition II	3
CDC 150 Imagine, Design, Create	3
CDC 201 Argumentation and Advocacy, PHI 115 Logic and Language OR PHI 311 Formal Logic I	3
Gen Ed/Elective/Minor Course	6
Sophomore Year	
Third Semester	15

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Course	Credits
ART 270 Art History Today, CDC 252 The Art of Film OR PHI 335 Aesthetic Theory	3
CDC 200 Truth and Representation	3
CDC 151 Producing Media Messages I	3
Gen Ed/Elective/Minor Course	6
Fourth Semester	15
PHI 220 Ethics	3
CDC 220 Visual Culture	3
CDC 230 Strategic Professional Communication	3
Gen Ed/Elective/Minor Course	6
Junior Year	
Fifth Semester	15
CDC 304 Communication Research OR PHI 335 Aesthetic Theory	3
Required Related Elective*	3
Gen Ed/Elective/Minor Course	9
Sixth Semester	15
Required Related Electives*	6
Gen Ed/Elective/Minor Courses	9
Senior Year	
Seventh Semester	15
Required Related Electives*	6
Gen Ed/Elective/Minor Courses	9
Eighth Semester	15
CDC 490 Theorizing Human Communication OR ART 422 After Modernism	3

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Course	Credits
CDC 498 Senior Project in Communication, Design and Culture OR CDC 499 Career Design Strategies	3
Required Related Elective*	3
Gen Ed/Elective/Minor Courses	6
Total	120

* Advanced Standing Electives

(Select at least one from each category.)

Conversations/Seminars

- **CDC 310** Seminar in CDC
- **CDC 350** Image, Sound, Text
- **CDC 431** PR Cases and Problems
- **CDC 490** Theorizing Human Communication
- **CDC 461** Communication and Social Meaning
- **CDC 465** Media Ethics

Experiential Learning

- **CDC 301** Advanced Performance
- **CDC 311** Special Experience Lab in CDC
- **CDC 331** Public Relations Applications
- **CDC 351** Media Production II
- **CDC 430** PR & Integrated Communication Practicum
- **CDC 432** Public Relations Campaign Management
- **CDC 451** Producing Media Messages III
- **CDC 455** Media Writing III
- **CDC 497** Internship in CDC

Area Studies

- **ART 422** After Modernism
- **CDC 210** Special Topics in CDC
- **CDC 302** Persuasion
- **CDC 303** Organizational Communications
- **CDC 304** Communication Research
- **CDC 305** Sports Com & Media Relations
- **CDC 312** Area Studies in CDC
- **CDC 330** Intro to Public Relations
- **CDC 355** Media Writing I
- **CDC 356** Media Writing II
- **CDC 357** Media Management
- **CDC 370** Challenges in Communicating Science
- **CDC 431** PR Cases & Problems
- **CDC 450** Media, Society, Culture
- **CDC 460** Phil of Art, His, Theory & Criticism
- **CDC 498** Senior Project in CDC
- **CDC 499** Career Design Strategies
- **PHI 335** Aesthetic Theory

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Program Webpage

<https://www.calu.edu/academics/undergraduate/bachelors/communication-studies/index.aspx>