Communication Career Exploration Tracks

Students majoring in communication studies, electronic media and broadcasting, health communication, journalism, media informatics, or public relations will take courses that teach basic and advanced skills in computer-mediated, digital, spoken, visual, aural, and written communication. They also promote an understanding of communication principles and theories as well as an awareness of the personal, social, psychological, and cultural impacts of communication. The department’s courses also emphasize situational analysis, issue identification, problem solving, message construction, storytelling, and effective presentation. Communication students aspire to become professional communicators in fields such as broadcast, online, and print journalism; 3D modeling, animation, audio, and video storytelling; organizational communication; public relations; and health communication.

Tracks available (listed below in order):
- Undecided in Communication / Foundations in Communication
- 3D Digital Design and VFX
- Communication Studies
- Electronic Media & Broadcasting
- Health Communication
- Journalism
- Public Relations

**Track: Undecided in Communication / Foundations in Communication**

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<th>Course Plan: Semester</th>
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Course Descriptions:

**EMB 100: Media Literacy**
Fundamental concepts of mediated communication; analysis of roles, functions, and influence of media on individuals and society. This course will cast a critical eye on the media that we interact with each day: radio, television, newspapers, magazines, books, films, and the Internet. We will dissect media’s history and its vast reach into our daily lives and culture. The goal of this course is to stimulate your critical thinking concerning media and its effects, both historically and currently, and to make you as a student and consumer more aware of the power that media and media companies hold. After taking this course you should be able to recognize, interpret, encode and articulate your opinions on media messages.

**JOU 110: Introduction to Mass Communication**
Examine how mass media operate, how people use and create media messages, and how media evolve and influence behavior.

**CMST 110: Introduction to Communication Studies**
Introduction to various theoretical perspectives for understanding human communication. CMST110 has been designed to introduce students to the study of human communication from a wide range of viewpoints. The course introduces foundational principles of communication theory: general principles and the elements of speech.
communication, perception, language and verbal symbols, nonverbal activities, and listening. Next, the course applies these principles to the various levels of communicating, i.e. interpersonal, small group, organizational, and intercultural. The course also covers communication and persuasion in public forums such as public speaking and mediated contexts.

**POP 205: Introduction to Popular Culture**

Major areas of popular culture studies; values and attitude expressed in and passed on by activities, objects and entertainment forms of popular culture.

Links:
- [https://www.nku.edu/academics/informatics/programs/communication.html](https://www.nku.edu/academics/informatics/programs/communication.html)
Track: 3D Digital Design and VFX

Major Description:
The DFX major requires 63 credit hours of coursework. This program resides at the intersection of communication, arts, technology, and design. Students in this diverse and challenging major collaborate to conceptualize, create, and design 3D content, animation, games, digital media, and visual effects that educate, inform, inspire, and entertain. Coursework focuses on both cutting-edge technology and foundational understanding of theories and techniques needed to create compelling and inventive experiences for the next generation. The curriculum will prepare students to create and deliver content with the end goal of designing engaging and effective interactive, immersive, and animated storytelling.

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Introduction to various theoretical perspectives for understanding human communication. CMST110 has been designed to introduce students to the study of human communication from a wide range of viewpoints. The course introduces foundational principles of communication theory: general principles and the elements of speech communication, perception, language and verbal symbols, nonverbal activities, and listening. Next, the course applies these principles to the various levels of communicating, i.e. interpersonal, small group, organizational, and intercultural. The course also covers communication and persuasion in public forums such as public speaking and mediated contexts.

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**JOU 110: Introduction to Mass Communication**
Examine how mass media operate, how people use and create media messages, and how media evolve and influence behavior.

**EMB 140: Introduction to Media Aesthetics**

Track Updated: July 2021
Introduction to the aesthetics and basic technologies of creating audio, video and interactive media. A course grounded in theoretical concepts with practical application.

**DFX 221: Visual Fundamentals for Digital Media**
Explores color theory, two-dimensional design, typography, layout, and web design, and user interface design.

Links:
- [https://www.nku.edu/academics/informatics/programs/undergraduate/dfx.html](https://www.nku.edu/academics/informatics/programs/undergraduate/dfx.html)
**Track: Communication Studies**

**Major Description:**
A major in Communication Studies requires 42 credit hours of coursework. The Communication Studies program provides: (1) a strong general background in practice, theory, history, and criticism of communicative acts; (2) opportunities for students to improve their communication skills; (3) a variety of courses to enrich the programs of students in other disciplines; (4) training for students who plan to enter professional fields such as human resources, sales, training/development, law, ministry, public relations, teaching, business, and politics; and (5) a background for graduate study in communication studies or related fields.

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Theories and skills of dyadic interaction in professional and personal contexts; perception, self-concept, nonverbal communication, listening, assertiveness, relationships, conflict management and problem solving.

**POP 205: Introduction to Popular Culture**
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Track: Electronic Media & Broadcasting

Major Description:
The EMB major requires 60-66 credit hours of coursework. This program develops students’ skills as electronic storytellers. Students will build their stories upon the theoretical and aesthetic foundations that define effective media, learning to write and create content from podcasts to corporate video to documentaries to live television to digital cinema and more. Successful students will graduate with the conceptual proficiencies and practical skills to build a body of work, showcasing individual achievement in preparation for roles in creating informative, responsible and compelling media.

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**EMB 110: Introduction to Mass Media**
Introduction to program and profession; organization, operations, programming, audience measurement, and impact of electronic media; legal, economic and social controls of radio, TV, cable, new media, and corporate media within a historical framework.

**EMB 140: Introduction to Media Aesthetics**
Introduction to the aesthetics and basic technologies of creating audio, video and interactive media. A course grounded in theoretical concepts with practical application.

Links:
- https://www.nku.edu/academics/informatics/programs/undergraduate/emb.html
Track: Health Communication

Major Description:
A major in health communication requires 60 credit hours of coursework. This program will produce graduates who are skilled, effective and literate communicators. They will be able to facilitate the sensemaking and decision-making processes related to health information and be well equipped to communicate across many contexts and rapidly changing media platforms. Students completing this program will be prepared for a wide array of emerging health communication careers in industry, the non-profit sector and government.

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**INF 128: Principles of Informatics**
Multi-disciplinary exploration of the nature of information; how it is represented, processed, shared, preserved, and protected. Topics drawn from the fields of computing, communication, business, the natural and social sciences, and the humanities. Identifies enduring principles; examines impacts on individuals and society; provides practice with a variety of digital technologies.

**JOU 110: Introduction to Mass Communication**
Examine how mass media operate, how people use and create media messages, and how media evolve and influence behavior.

**HCOM 301: Health Communication**
Students learn how health communication operates in their own lives and learn professional health communication skills; students gain a strong understanding of the field and its possibilities through communication theory and strategies; students learn to evaluate health messages for meaningful content.

**SWK 105: Social Work and the Community**
Introductory course designed to give the student interested in the social work profession an opportunity to explore the needs of client systems of diverse populations. Via the course materials and an experiential component, each student is provided with an avenue for testing and evaluating a commitment to, and a capacity for, working with people.

Links:
- https://www.nku.edu/academics/informatics/programs/undergraduate/healthcomm.html
Track: Journalism

Major Description:
The journalism major requires 45 credit hours of coursework. Students who study journalism learn how to write well and quickly. They learn how to do research and analyze what they find. They learn how to ask the right questions, find the right documents, and communicate what they’ve discovered in an engaging way. Changing technology has opened opportunities for journalists such as blogging, editing, and shooting video and photos for newspapers, radio, television, and online news organizations. They also find work in related fields, such as public relations and advertising. Many journalism majors also go on to graduate school or law school.

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Study and practice of writing with attention to audience, purpose, and conventions appropriate to writing situation; reading, writing, and analyzing a variety of texts, including written, digital, or visual.

**JOU 220: News Writing**
Write news stories that engage various audiences. Practice interviewing and reporting. Develop a sense of news values.

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Track: Public Relations

Major Description:
A major in Public Relations requires 45 credit hours of coursework. Students electing to major in public relations will enter a program of interdisciplinary study leading to career opportunities within organizations and PR firms. The major has an academic and applied orientation where students learn principles, skills, and practices that prepare them for entry to mid-level positions in public relations. Students take courses in public relations, communication studies, journalism, and electronic media and broadcasting. Skills emphasized in these courses are research, strategic planning, writing, presenting, analyzing, and creating.

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CMST 220: Interpersonal Communication
Theories and skills of dyadic interaction in professional and personal contexts; perception, self-concept, nonverbal communication, listening, assertiveness, relationships, conflict management and problem solving.

PRE 275: Principles of Public Relations
Philosophy and functions of public relations practices; campaign planning and public affairs activities; writing messages for and selection of news media.

Links:
- https://www.nku.edu/academics/informatics/programs/undergraduate/publicrelations.html