

University of Ontario Institute of Technology
Faculty of Social Sciences and Humanities
BA Program in Communication

COMMUNICATION PROGRAM - CURRICULUM REVISION PROPOSAL

Background

After four years of experience with the program, the faculty in the BA Program in Communication embarked in 2011 on a review of the curriculum, with the assistance of an external consultant. This review involved extensive discussions among the faculty, including recent hires. The conclusion of these discussions was that the curriculum in its present form, while not without significant strengths, needed to be updated to (1) reflect more clearly the university's emphasis on technology and the rapid changes in communication technology and their effects on society; (2) focus more clearly on learning objectives that would provide the program with a more distinctive profile in the Ontario and Canadian contexts; (3) take greater advantage of faculty strengths in teaching and research; (4) improve the program's integration with the programs in the Faculty of Social Sciences and Humanities, including a renewed emphasis on "social and democratic values". In order to make progress towards these goals, the program proposes revision of the program's areas of specialization and program map, elimination of some courses, integration of some courses and the introduction of a number of new courses. Furthermore, the program is now tightly integrated within the Faculty of Social Sciences and Humanities by developing a common first year for Communication, Community Development, Legal Studies and Criminology students. As well, several existing and new courses are now offered to students from other programs in FSSH.

Specializations

As noted above, the current specializations in the program no longer reflect the emerging focus of the curriculum. The current specializations are: Commerce and Marketing; Digital Media; Health Science; Science and Technology. As other programs have developed their curricula, the service courses provided by the Communication program have become less central. There is now considerable likelihood of duplication. We propose to retain many of courses offered under these rubrics but to repackage them in ways that reflect more clearly expectations in the field communication studies, an important element in creating a program that prepares students for graduate and professional studies. The comprehensive program includes some of the most attractive specializations for students, in particular the Commerce and Marketing one.

We propose the following specializations:

1. **Digital Media, Culture and Society**: Although This specialization retains most existing courses, we propose a title change to avoid confusion with the existing B.Sc. program in Computing Science. This new specialization will be grounded in social studies and humanities approach to digital media: while students will take one course in Computing Sciences, the courses offered in Communication will explore the social, political,

economic and cultural impact of different forms of digital media. Some courses will include a practical and/or design component so that students will gain an understanding of the process of managing digital media projects.

2. **Globalization, Communication and Social Change:** The program already offers a number of courses that fit easily into this specialization, courses that were offered because they deal with aspects of communication studies that cannot be ignored in the 21st century. The curriculum here is intended to focus on cultural issues in communication, development communication and public diplomacy. It is specifically aimed for students wishing to work for the public sector, NGOs, and community-based initiatives. This specialization reflects the Faculty of Social Science and Humanities core focus on social justice and equality and thus draws on courses already offered in Community Development and Policy Studies and Legal Studies in particular.

Changes to the program maps

- 1) Comprehensive program

We propose the following changes to the comprehensive program:

- i) Year 1:
 - (1) Remove COMM 1110U Developments in Human Communication from Year 1. The content of the course will be absorbed by COMM 1100U Introduction to Communication.
 - (2) Add PSYC 1000U Introductory Psychology, SOCI 1000U Introductory Sociology, and SSCI 1200U Introduction to Social Policy. These courses are required in all of the other Faculty of Social Science and Humanities programs and would be a useful base for students in Communication.
 - (3) Remove COMM 1220U Reading our World. The content of the course will be absorbed in COMM 1420 Digital Humanities (previously Digital Literacy in the 21st Century)
 - (4) Because of the increased number of required courses, students will only take two general electives instead of three.

Current Calendar Entries	Proposed Changes
<p>15.2.6 Bachelor of Arts (Honours) in Communication – Comprehensive program</p> <p>To be eligible for the Bachelor of Arts (Honours) degree in Communication,</p>	<p>15.2.6 Bachelor of Arts (Honours) in Communication – Comprehensive program</p> <p>To be eligible for the Bachelor of Arts (Honours) degree in Communication,</p>

students must successfully complete 120 credit hours, including all courses outlined in the following program maps. Each year prior to course registration the order and timing of course offerings will be released by the faculty and communicated to students. For course descriptions, see Section 16.	students must successfully complete 120 credit hours, including all courses outlined in the following program maps. Each year prior to course registration the order and timing of course offerings will be released by the faculty and communicated to students. For course descriptions, see Section 16.
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<p>YEAR 1 (30 credit hours)</p> <p>COMM 1100U Introduction to Communication</p> <p>COMM 1110U Developments in Human Communication</p> <p>COMM 1220U Reading Our World</p> <p>COMM 1310U Fundamentals of Professional Writing</p> <p>COMM 1320U Oral Communication and Public Speaking</p> <p>COMM 1420U Digital Literacy for Communication in the 21st Century</p> <p>COMM 1610U Interpersonal Communication</p> <p>Three general electives*</p>	<p>YEAR 1 (30 credit hours)</p> <p>COMM 1100U Introduction to Communication</p> <p>PSYC 1000U Introductory Psychology</p> <p>SOCI 1000U Introductory Sociology</p> <p>SSCI 1200U Introduction to Social Policy</p> <p>COMM1420U Digital Humanities</p> <p>COMM 1310U Fundamentals of Professional Writing</p> <p>COMM 1320U Oral Communication and Public Speaking</p> <p>COMM 1610U Interpersonal Communication</p> <p>Two general electives*</p>
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ii) Year 2:

- (1) COMM 2120U Communication Research will not be offered anymore. Students will take SSCI 2900U Research Methods instead, and can then choose to take SSCI 2910U Quantitative Research and/or SSCI 2920U Qualitative Research for further training. COMM 2120U was duplicating the content of SSCI 2900U. Communication-specific research methods will be taught in specific required courses (changes to course description have been made to that effect).
- (2) COMM 2220U The Media and Communications in Canada becomes a required course and COMM 2310U Advanced Professional Writing and Editing an elective. All students need to learn about the Canadian context of communication in order to be prepared for a career in the field.
- (3) COMM 2530 Advertising and Society becomes a required course as it provides a necessary background for understanding the global reach of consumer culture.
- (4) Add new course COMM 2550 Global Media Industries to electives list. This type of course is offered in all other communication programs across the country. Students need to be trained to understand the challenges and opportunities of the globalization of communication.

<p>YEAR 2 (30 credit hours) COMM 2110U Foundations of Communication COMM 2120U Communication Research COMM 2210U Communication and Culture COMM 2310U Advanced Professional Writing and Editing COMM 2410U Communication and Technology COMM 2411U Computer-mediated Communication COMM 2510U Business Communication Two general electives* Communication elective+ +Communication electives: Must take one of: COMM 2220U The Media and Communications in Canada COMM 2230U Film and Video COMM 2240U Television COMM 2530U Advertising and Society</p>	<p>YEAR 2 (30 credit hours) COMM 2110U Foundations of Communication Theory SSCI 2900U Research Methods COMM 2210U Communication and Culture COMM 2220U The Media and Communications in Canada COMM 2410U Communication and Technology COMM 2411U Information and Society COMM 2530U Advertising and Society Two general electives*: Communication-approved elective+ +Communication-approved elective: Must take one of: COMM 2310U Advanced Professional Writing and Editing COMM 2230U Screen Studies COMM 2240U Television COMM2250U Global Media Industries SSCI 2910 Quantitative Research SSCI 2920 Qualitative Research</p>
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ii) Year 3

- (1) Move COMM 3250U Communication and Popular Culture (formerly Mass Communication and Popular Culture) from elective to required courses. This course has been identified as an ideal course for teaching students about ethnographic research methods.
- (2) COMM 3310 Writing for Communities is merged with COMM 3730 Communication for Social Change and becomes COMM 3310U Communication, Communities and Social change. The original two courses were duplicating each other. The course also becomes an elective for the comprehensive program in order to make space for COMM 3250 Communication and Popular Culture.
- (3) Remove COMM 3520U Marketing Communication and Public Relations from elective list
- (4) Add COMM 3740U Game Studies to elective list. This is a new course that will provide students with an understanding of the gaming industry and its impact on society. This type of course is offered by most communication programs as gaming has gained tremendous prominence in the entertainment and media industries landscape.

<p>YEAR 3 (30 credit hours) COMM 3110U Communication Ethics COMM 3310U Writing for Communities COMM 3410U Perspective on Multimedia Authoring COMM 3510U Organizational Communication COMM 3610U Persuasion, Argumentation and Negotiation COMM 3710U Intercultural Communication Three general electives* Communication elective++</p> <p>++Communication electives: Must take one of: COMM 3250U Mass Communication and Popular Culture COMM 3520U Marketing Communication and Public Relations COMM 3720U Communicating Diversity COMM 3730U Communication for Social Change</p>	<p>YEAR 3 (30 credit hours) COMM 3110U Communication Ethics COMM 3250U Communication and Popular Culture COMM 3410U New Media Theory and Practice COMM 3510U Work in the Information Age COMM 3610U Persuasion COMM 3710U Intercultural Communication Three general electives* Communication-approved elective++</p> <p>++Communication-approved electives: Must take one of: COMM 3310U Communication, Communities and Social Change COMM 3720U Communicating Diversity COMM 3740 Game Studies</p>
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iii) Year 4

- (1) COMM 4610 Mediation and Conflict Management becomes Communication and Conflict Resolution. Mediation is already taught in SSCI 4032, which becomes an elective.
- (2) Move COMM 4260U Language, Culture and Society from elective to required courses.
- (3) Add POSC 4000 International Politics and Policy and SSCI 4032 Theory and Practice of Mediation to communication-approved electives as they are directly relevant for communication studies.

<p>YEAR 4 (30 credit hours) One of: COMM 4120U Senior Seminar or COMM 4901U Honours Thesis I One of: COMM 4130U Capstone Project COMM 4902U Honours Thesis II COMM 4420U Social and Political Impact of New Media</p>	<p>YEAR 4 (30 credit hours) One of: COMM 4120U Contemporary Issues in Communication or COMM 4901U Honours Thesis I One of: COMM 4130U Capstone Project or COMM 4902U Honours Thesis II COMM 4420U Social and Political Impact of</p>
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<p>COMM 4510U Strategic Management Communication COMM 4610U Mediation and Conflict Management COMM 4710U International Communication Two general electives* Two Communication electives+++</p> <p>+++Communication electives: COMM 4140U Rhetoric COMM 4210U Special Topics COMM 4260U Language, Culture and Society COMM 4530U Communications Consulting COMM 4810U Communication Practicum LGLS 4010U Communication Law and Policy</p>	<p>New Media COMM 4510U Public Relations COMM 4610U Communication and Conflict resolution COMM 4710U International Communication COMM 4260U Language, Culture and Society One general electives Two Communication-approved electives+++</p> <p>+++Communication-approved electives: COMM 4140U Visual Rhetoric COMM 4210U Special Topics COMM 4810U Communication Practicum COMM 4530U Research within Communities: Alternative Methods for Social Sciences LGLS 4010U Communication Law and Policy POSC 4000U International Politics and Policy SSCI 4032 Theory and Practice of Mediation</p>
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2) Remove Commerce and Marketing Specialization

The Commerce and Marketing Specialization is removed in order to avoid duplication with the programs and courses already offered by the Faculty of Business and Information Technology. Most courses offered by the communication program for this specialization are folded into the comprehensive program, the rest (especially the Business and IT courses) can still be taken as general electives.

The courses offered in the comprehensive program that are directly relevant to this former specialization are:

- COMM 1310U Fundamentals of Professional Writing
- COMM 1320U Oral Communication and Public Speaking
- COMM 1610U Interpersonal Communication
- COMM 2220U The Media and Communications in Canada
- COMM 2411U Information and Society
- COMM 2530U Advertising and Society
- COMM 2310U Advanced Professional Writing and Editing
- COMM2250U Global Media Industries
- COMM 3510U Work in the Information Age
- COMM 3610U Persuasion
- COMM 3710U Intercultural Communication
- COMM 4510U Public Relations
- COMM 4610U Communication and Conflict resolution

Current Calendar Entry	Proposed Change
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15.2.7 Program details – – Commerce and Marketing specialization

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This specialization is of particular use to students who are planning on a career in the broad area of business and marketing.

YEAR 1 (30 credit hours)

BUSI 1600U Management of the Enterprise
BUSI 1700U Introduction to Entrepreneurship
COMM 1100U Introduction to Communication
COMM 1110U Developments in Human Communication
COMM 1220U Reading Our World
COMM 1310U Fundamentals of Professional Writing
COMM 1320U Oral Communication and Public Speaking
COMM 1420U Digital Literacy for Communication in the 21st Century
COMM 1610U Interpersonal Communication
One general elective*

YEAR 2 (30 credit hours)

BUSI 1101U Financial Accounting
2050U Managerial Economics
COMM 2110U Foundations of Communication Theory
2120U Communication Research
COMM 2210U Communication and Culture
COMM 2310U Advanced Professional Writing
COMM 2410U Communication and Technology
COMM 2411U Computer-mediated Communication
COMM 2510U Business Communication or
BUSI 3200U Marketing Communications
(offered in alternate years)
Communication elective or Business elective+
+Communication electives/Business electives:
Must take one of:
BUSI 2205U Principles of Marketing
BUSI 2312U Introduction to Human Resources Management
BUSI 3502U E-Commerce

COMM 2220U Media and Communications in Canada

YEAR 3 (30 credit hours)

COMM 2530U Advertising and Society (cross-listed with BUSI 4203U Advertising Management)

COMM 3110U Communication Ethics

COMM 3310U Writing for Communities

COMM 3410U Perspectives on Multimedia Authoring

COMM 3510U Organizational Communication

COMM 3610U Persuasion, Argumentation and Negotiation

COMM 3710U Intercultural Communication
General elective*

Two Communication electives or Business electives++

++Communication electives/Business electives:

Must take two of: BUSI 3210U Consumer Behaviour

BUSI 3210U Consumer Behaviour

BUSI 3220U Sales Management

BUSI 3305U Recruiting and Selection

BUSI 3330U The Management of Change

BUSI 3340U Human Resource Planning

BUSI 3350U Developing Management Skills

COMM 3520U Marketing Communication and Public Relations

YEAR 4 (30 credit hours)

COMM 4120U Senior Seminar

COMM 4130U Capstone Project

COMM 4420U The Social and Political Impact of New Media

COMM 4510U Strategic Management Communication

COMM 4610U Mediation and Conflict Management

COMM 4710U International Communication

One general elective*

Three Communication electives or Business electives+++

+++Communication electives/Business electives:

Must take three of:

BUSI 4203U Advertising Management

<p>BUSI 4220U Marketing Strategy BUSI 4250U International Marketing BUSI 4599U Directed Independent Studies in E-Business and E-Commerce COMM 3320U Writing for Communities COMM 4140U Rhetoric COMM 4520U Advanced Business Communication COMM 4530U Communications Consulting COMM 4810U Communication Practicum</p> <p>*Electives</p> <p>General electives General electives can be taken at/or adjoining their year level, where permission has been granted and prerequisites have been fulfilled. No more than six 1000-level elective courses can be included.</p> <p>Communication electives See each separate year for listings of options. Courses from adjoining years can be chosen with permission of the academic advisor. Communication electives may be chosen as general electives.</p> <p>Note: Not all of the listed electives will be offered every year.</p>	
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3) Changes to the Digital Media Specialization

Although this specialization retains most existing courses, we propose a title change to avoid confusion with the existing B.Sc. program in Computing Science. This new specialization will be grounded in social studies and humanities approach to digital media: while students will take a programming course in Computing Sciences, the courses offered in Communication will explore the social, political, economic and cultural impact of different forms of digital media. Some courses will include a practical and/or design component, so that students will gain an understanding of the process of managing digital media projects.

In addition to changing the name of the specialization to “Digital Media, Culture and Society”, we propose the following changes:

- i) Year 1:
 - (1) Please see Year 1 Comprehensive Program for rationale on creating a common first year for Criminology, Communication, Legal Studies and Community Development and Policy Studies students.

- (2) CSCI 1030 Introduction to Computer Science is removed from the list of required courses. This course teaches students the fundamentals of coding and is aimed at students wanting to become software engineers. Students in the communication program are not trained for technical careers, but will rather orient themselves towards managerial positions.

CURRENT CALENDAR ENTRY	PROPOSED CHANGE
<p>15.2.8 Program details – Digital Media specialization This specialization is for students interested in new media who plan on careers in that specific field. Due to the nature of the specialization, students must have experience with computers and related technologies.</p> <p>YEAR 1 (30 credit hours) COMM 1100U Introduction to Communication COMM 1110U Developments in Human Communication COMM 1220U Reading Our World COMM 1310U Fundamentals of Professional Writing COMM 1320U Oral Communication and Public Speaking COMM 1420U Digital Literacy for Communication in the 21st Century COMM 1610U Interpersonal Communication CSCI 1030U Introduction to Computer Science CSCI 1200U Computers and Media One general elective*</p>	<p>15.2.7 Program Details -- Digital Media, Culture and Society</p> <p>This specialization is of particular use to students who are planning on a career in the digital cultural and media industries.</p> <p>YEAR 1 (30 credit hours) COMM 1100U Introduction to Communication PSYC 1000U Introductory Psychology SOCI 1000U Introductory Sociology SSCI 1200U Introduction to Social Policy COMM 1420U Digital Humanities COMM 1310U Fundamentals of Professional Writing COMM 1320U Oral Communication and Public Speaking COMM 1610U Interpersonal Communication CSCI 1200U Computers and Media One general elective*</p>

ii. Year 2

- (1) Please see comprehensive map above for rationales for changes to the required courses.
 (2) LGLS 2500 Information and Privacy Law is added as an elective. This course will provide students with an understanding of the issues and challenges regarding privacy online.

<p>YEAR 2 (30 credit hours) COMM 2110U Foundations of Communication Theory</p>	<p>YEAR 2 (30 credit hours) COMM 2110U Foundations of Communication Theory</p>
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<p>COMM 2120U Communication Research COMM 2210U Communication and Culture COMM 2310U Advanced Professional Writing and Editing COMM 2410U Communication and Technology COMM 2411U Computer-mediated Communication COMM 2510U Business Communication CSCI 2200U Narrative Structure in the Digital Age INFR 1320U Graphic Design II Communication elective+</p> <p>+Communication electives: Must take one of: COMM 2220U The Media and Communications in Canada COMM 2230U Film and Video or INFR 3320U Filmmaking COMM 2240U Television Note: Not all of the listed electives will be offered every year.</p>	<p>SSCI 2900U Research Methods COMM 2220U The Media and Communications in Canada COMM 2210U Communication and Culture COMM 2410U Communication and Technology COMM 2411U Information and Society COMM 2530U Advertising and Society Two general electives Communication-approved elective+</p> <p>+Communication-approved electives: Must take one of: LGLS 2500U Information and Privacy Law COMM 2310U Advanced Professional Writing and Editing COMM 2230U Screen Studies COMM 2240U Television COMM 2250 Global Media Industries</p>
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iii. Year 3

- (1) Please see comprehensive program changes above for rationale for changes to required courses in Year 3.
- (2) CSCI 3210 Internet-Based Media is removed from the required course list. The communication students do not have the requirements to take this course.
- (3) COMM 3740 Game Studies is offered as a required course instead. Gaming is not only a stand-alone industry, it is also pervasive to all forms of digital communication and is used for educational, political and informational purposes across a multiplicity of platforms.
- (4) LGLS 3510 Censorship and Freedom of Expression, LGLS 3520 Law and Technology, LGLS 3530 Intellectual Property all related directly to digital media and information and communication technologies. They are thus offered as communication-approved electives.

<p>YEAR 3 (30 credit hours) COMM 3110U Communication Ethics COMM 3310U Writing for Communities COMM 3510U Organizational Communication COMM 3610U Persuasion, Argumentation</p>	<p>YEAR 3 (30 credit hours) COMM 3250U Communication and Popular Culture COMM 3110U Communication Ethics COMM 3410U New Media Theory and Practice</p>
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<p>and Negotiation COMM 3710U Intercultural Communication CSCI 2160U Digital Media CSCI 3210U Internet Based Media General elective* Two Communication electives++</p> <p>++Communication electives: Must take two of: COMM 2530U Advertising and Society COMM 3250U Mass Communication and Popular Culture COMM 3520U Marketing Communication and Public Relations COMM 3720U Communicating Diversity COMM 3730U Communication for Social Change Note: Not all of the listed electives will be offered every year.</p>	<p>COMM 3510U Work in the Information Age COMM 3610U Persuasion COMM 3710U Intercultural Communication CSCI 2160U Digital Media COMM 3740U Game Studies One general elective One Communication-approved elective++</p> <p>++Communication-approved electives: Must take one of: COMM 3310U Communication, Communities and Social Change COMM 3720U Communicating Diversity LGLS 3510U Censorship and Freedom of Expression LGLS 3520U Law and Technology LGLS 3530U Intellectual Property</p>
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iv. Year 4

(1) Please see comprehensive program maps for changes to year 4.

<p>YEAR 4 (30 credit hours) COMM 4120U Senior Seminar COMM 4130U Capstone Project COMM 4510U Strategic Management Communication COMM 4610U Mediation and Conflict Management COMM 4420U The Social and Political Impact of New Media COMM 4710U International Communication CSCI 3220U Digital Media Production One general elective* Two Communication electives+++</p> <p>+++Communication electives: Must take two of: COMM 4140U Rhetoric COMM 4260U Language, Culture and Society COMM 4520U Advanced Business Communication</p>	<p>YEAR 4 (30 credit hours) One of: COMM 4120U Contemporary Issues in Communication or COMM 4901U Honours Thesis I One of: COMM 4130U Capstone Project or COMM 4902U Honours Thesis II COMM 4420U Social and Political Impact of New Media COMM 4510U Public Relations COMM 4610U Communication and Conflict resolution COMM 4710U International Communication COMM 4260U Language, Culture and Society One general elective Two Communication-approved electives+++</p> <p>+++Communication-approved electives: COMM 4140U Visual Rhetoric COMM 4210U Special Topics COMM 4530U Research with/in</p>
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COMM 4530U Communications Consulting COMM 4810U Communication Practicum	Communities: Alternative Methods for the Social Sciences COMM 4810U Communication Practicum LGLS 4010U Communication Law and Policy POSC 4000U International Politics and Policy SSCI 4032 Theory and Practice of Mediation
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4) ADD New Specialization: Globalization, Communication and Social Change

The program already offers a number of courses that fit easily into this specialization, courses that were offered because they deal with aspects of communication studies that cannot be ignored in the 21st century. This specialization here is intended to focus on cultural issues in communication, development communication and public diplomacy. It is specifically aimed for students wishing to work for the public sector, NGOs, and community-based initiatives. This specialization reflects the Faculty of Social Science and Humanities core focus on social justice and equality and thus draws on courses already offered in Community Development and Policy Studies and Legal Studies in particular.

i. Year 1

- (1). Please see comprehensive program maps for explanation of the changes to year 1.
- (2). CDPS 1000 replaces PSYC 1000 for this specialization. It is expected that students in this specialization will take a number of elective in the Community Development and Policy Studies program, which requires CDPS 1000 as a prerequisite for most of its courses.

CURRENT CALENDAR ENTRY	PROPOSED NEW CALENDAR ENTRY
	<p>15.2.8 Program Details -- Globalization, Communication and Social Change</p> <p>This specialization is for students who plan on a career in community development, foreign and domestic policy and politics, and/or social activism at the local and global level.</p> <p>YEAR 1 (30 credit hours)</p> <p>COMM 1100U Introduction to Communication</p> <p>CDPS 1000U What is Community?</p> <p>SOCI 1000U Introductory Sociology</p> <p>SSCI 1200U Introduction to Social Policy</p> <p>COMM 1420U Digital Humanities</p> <p>COMM 1310U Fundamentals of Professional Writing</p> <p>COMM 1320U Oral Communication and Public Speaking</p> <p>COMM 1610U Interpersonal Communication</p>

	Two general electives*
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ii. Year 2

- (1) Please see comprehensive program for explanations on year 2.
- (2) CDPS 2100 Global Communities is added to the list of communication-approved electives as its content are directly relevant to students in the Globalization, Communication and Social Change specialization.

	<p>YEAR 2 (30 credit hours)</p> <p>COMM 2110U Foundations of Communication Theory</p> <p>SSCI 2900U Research Methods</p> <p>COMM 2210U Communication and Culture</p> <p>COMM 2220U The Media and Communications in Canada</p> <p>COMM 2410U Communication and Technology</p> <p>COMM 2411U Information and Society</p> <p>COMM 2530U Advertising and Society</p> <p>COMM 2250U Global Media Industries</p> <p>One general electives</p> <p>Communication elective+</p> <p>+Communication-approved electives:</p> <p>Must take one of:</p> <p>COMM 2310U Advanced Professional Writing and Editing</p> <p>COMM 2230U Screen Studies</p> <p>COMM 2240U Television</p> <p>CDPS 2100U Global Communities</p> <p>Note: Not all of the listed electives will be offered every year.</p>
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iii. Year 3

- (1) Please see comprehensive program for explanation on the required courses.
- (2) In departure with the comprehensive program, COMM 3410 Communication, Communities and Social Change becomes a required course for this specialization.

(3) CDPS 3100 Political Economy of Global Development and CDPS 3102 Culture and Community are offered as communication-approved electives because they are directly relevant to this specialization.

	<p>YEAR 3 (30 credit hours)</p> <p>COMM 3110U Communication Ethics</p> <p>COMM 3250U Communication and Popular Culture</p> <p>COMM 3310U Communication, Communities and Social Change</p> <p>COMM 3410U New Media Theory and Practice</p> <p>COMM 3510U Work in the Information Age</p> <p>COMM 3610U Persuasion</p> <p>COMM 3710U Intercultural Communication</p> <p>Two general electives</p> <p>Communication-approved elective++</p> <p>++Communication-approved electives:</p> <p>Must take one of:</p> <p>COMM 3720U Communicating Diversity</p> <p>CDPS 3100U Political Economy of Global Development</p> <p>CDPS 3102U Culture and Community</p> <p>Note: Not all of the listed electives will be offered every year.</p>
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iv. Year 4

(1). Please see comprehensive map for explanation on changes to the required courses.

YEAR 4 (30 credit hours)
One of: COMM 4120U Senior Seminar or
COMM 4901U Honours Thesis I
One of: COMM 4130U Capstone Project or
COMM 4902U Honours Thesis II
COMM 4420U Social and Political Impact of New
Media
COMM 4510U Public Relations
COMM 4610U Communication and Conflict
Resolution
COMM 4710U International Communication
COMM 4260U Language, Culture and Society
One general electives
Two Communication-approved electives+++

+++Communication-approved electives:
COMM 4140U Visual Rhetoric
COMM 4210U Special Topics
COMM4310 Non-Violent Communication
COMM 4530U Research within Communities:
Alternate Methods for Social Sciences
COMM 4810U Communication Practicum
LGLS 4010U Communication Law and Policy
POSC 4000U International Politics and Policy
SSCI 4032 Theory and Practice of Mediation

5) REMOVE Health Science specialization

This specialization has not been popular and therefore has been folded into the comprehensive program. Students interested in Health communication will still be able to take courses in Health Science for their general electives. Topics related to health and communication will be covered in courses such as:

- COMM 3110U Communication Ethics
- COMM 4610U Communication and Conflict Resolution
- COMM 4510U Public Relations
- COMM 2530U Advertising and Society
- LGLS 2500U Information and Privacy Law
- COMM 3510U Work in the Information Age
- CDPS 3100U Political Economy of Global Development

CURRENT CALENDAR ENTRY	PROPOSED CHANGES
<p>15.2.9 Program details – Health Science specialization This specialization provides a broad health science background for graduates intending to pursue communication employment opportunities in the health sciences sector. It provides students with a basis for understanding current issues within the health sector and prepares them to effectively communicate these issues to the general public.</p> <p>YEAR 1 (30 credit hours) COMM 1100U Introduction to Communication COMM 1110U Developments in Human Communication COMM 1220U Reading Our World COMM 1310U Fundamentals of Professional Writing COMM 1320U Oral Communication and Public Speaking COMM 1420U Digital Literacy for Communication in the 21st Century COMM 1610U Interpersonal Communication Three general electives*</p> <p>YEAR 2 (30 credit hours)</p>	<p>DELETE</p>

COMM 2110U Foundations of Communication Theory
 COMM 2120U Communication Research
 COMM 2210U Communication and Culture
 COMM 2310U Advanced Professional Writing and Editing
 COMM 2410U Communication and Technology
 COMM 2411U Computer-mediated Communication
 COMM 2510U Business Communication
 HLSC 2800U Health and Wellness
 HLSC 2801U Understanding Health Care and Therapeutics in Canada Communication elective or Health Science elective+
+Communication electives/Health Science electives:
 Must take one of:
 COMM 2220U The Media and Communications in Canada
 HLSC 2201U Introduction to Health Information Management
 HLSC 2601U Introduction to Health Management
Note: Not all of the listed electives will be offered every year.
YEAR 3 (30 credit hours)
 COMM 3310U Writing for Communities
 COMM 3410U Perspectives on Multimedia Authoring
 COMM 3510U Organizational Communication
 COMM 3610U Persuasion, Argumentation and Negotiation
 COMM 3710U Intercultural Communication
 HLSC 3800U Critical Appraisal of Statistics in Health Sciences HLSC 3805U Introduction to Epidemiology
 One of:
 COMM 3110U Communication Ethics or
 HLSC 3710U Ethics
 General elective* Communication elective or Health Science elective++
++Communication electives/Health Science electives:
 Must take one of:

<p>COMM 2530U Advertising and Society COMM 3250U Popular Culture COMM 3520U Marketing Communication and Public Relations COMM 3720U Communicating Diversity HLSC 3630U Health Finance Any 3000- or 4000-level Health Science course Note: Not all of the listed electives will be offered every year.</p> <p>YEAR 4 (30 credit hours) COMM 4120U Senior Seminar COMM 4130U Capstone Project COMM 4420U The Social and Political Impact of New Media COMM 4510U Strategic Management Communication COMM 4610U Mediation and Conflict Management COMM 4710U International Communication HLSC 4850U Current Issues in Health Care One general elective* Two Communication electives or Health Science electives+++ +++Communication electives/Health Science electives: Must take two of: COMM 4260U Language, Culture and Society COMM 4520U Advanced Business Communication COMM 4720U Communication for Social Change COMM 4810U Communication Practicum Any 3000- or 4000-level Health Science course</p>	
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6) REMOVE Science and Technology specialization

This specialization has not been popular and is therefore folded into the comprehensive program. Students interested in Science and Technology will still be able to take courses from the faculty of science as part of their general electives. Topics dealing with the political, social and

economic impact of science and technology (i.e. environmental issues, new technologies) will be covered in courses such as:

- COMM 2410U Communication and Technology
- COMM 3310U Communication, Community and Social Change
- LGLS 4010U Communication Law and Policy
- COMM 3110U Communication Ethics
- COMM 4610U Communication and Conflict Resolution
- COMM 4510U Public Relations
- COMM 2530U Advertising and Society
- LGLS 2500U Information and Privacy Law
- COMM 3510U Work in the Information Age
- POSC 4000U International Politics and Policy
- CDPS 3100U Political Economy of Global Development

CURRENT CALENDAR ENTRY	PROPOSED CHANGE
<p>15.2.10 Program details – Science and Technology specialization This specialization provides a broad science background for graduates intending to pursue communication employment opportunities in the science and technology sector. It provides students with an understanding of current issues within science and a deeper understanding of the issues involved in the biological and life sciences. Upon completing this specialization, students will understand the culture of science and will be able to effectively communicate scientific issues to the general public. Students entering this specialization will have a strong interest in science and its importance in today’s technology-oriented economy. Students will be expected to have taken science courses at least to Grade 11 during their secondary school education.</p> <p>YEAR 1 (30 credit hours) COMM 1100U Introduction to Communication COMM 1110U Developments in Human Communication COMM 1220U Reading Our World COMM 1310U Fundamentals of Professional Writing</p>	<p>DELETE</p>

COMM 1320U Oral Communication and Public Speaking
COMM 1420U Digital Literacy for Communication in the 21st Century
COMM 1610U Interpersonal Communication
Two general electives* Science elective◇

◇**Science electives:**

Must take at least one of:

BIOL 1010U Biology I: Molecular and Cellular Systems [fall term] (Prerequisite for BIOL 1020U)

BIOL 1020U Biology II: Diversity of Life and Principles of Ecology [winter term] (Prerequisite for BIOL 2010U, BIOL 2020U, BIOL 2030U)

BIOL 1840U Biology for Engineers [winter term] (Prerequisite for BIOL 2840U)

Note: Students will want to consider prerequisites when choosing their first science elective – please consult with your academic advisor.

YEAR 2 (30 credit hours)

COMM 2110U Foundations of Communication Theory

COMM 2120U Communication Research

COMM 2210U Communication and Culture

COMM 2310U Advanced Professional Writing and Editing

COMM 2410U Communication and Technology

COMM 2411U Computer-mediated Communication

COMM 2510U Business Communication One general elective* Communication elective+ Science elective◇◇

+**Communication electives:**

Must take one of:

COMM 2220U The Media and Communications in Canada

COMM 2230U Film and Video

COMM 2240U Television

◇◇**Science electives:**

Must take one of:

BIOL 2010U Introductory Physiology

BIOL 2020U Genetics and Molecular Biology

BIOL 2030U Cell Biology

BIOL 2840U Cell and Molecular Biology

YEAR 3 (30 credit hours)

COMM 3110U Communication Ethics

COMM 3310U Writing for Communities

COMM 3510U Organizational Communication

COMM 3610U Persuasion, Argumentation
and Negotiation

COMM 3710U Intercultural Communication

SCIE 3010U Philosophy of Science

One of:

COMM 3410U Perspectives on Multimedia
Authoring or

CSCI 3090U Scientific Visualization and
Computer Graphics Communication
elective++

Two general electives*

++Communication electives:

Must take one of:

COMM 2530U Advertising and Society

COMM 3520U Marketing Communication
and Public Relations

YEAR 4 (30 credit hours)

BIOL 4080U Bioethics (must be taken in
fourth year)

COMM 4120U Senior Seminar

COMM 4130U Capstone Project

COMM 4420U The Social and Political Impact
of New Media

COMM 4510U Strategic Management
Communication

COMM 4610U Mediation and Conflict
Management

COMM 4710U Globalization and
International Communication Communication
elective+++

Two Science electives◇◇◇

+++Communication electives:

Must take one of:

COMM 4140U Rhetoric

COMM 4260U Language, Culture and Society

COMM 4520U Advanced Business
Communication

COMM 4530U Communications Consulting

COMM 4810U Communication Practicum

◇◇◇**Science electives:**

<p>Must take two of: CHEM 1010U Chemistry I CHEM 1020U Chemistry II (prerequisite: CHEM 1010U) ENVS 1000U Environmental Science FSCI 1010U Introduction to Forensic Science MATH 1000U Introductory Calculus or MATH 1010U Calculus I ■ PHY 1010U Physics I (Corequisite: MATH 1010U) or PHY 1030U Introductory Physics (Corequisite: MATH 1000U Introductory Calculus) ■ SCIE 1900U Astronomy ■All students who have completed Grade 12 Advanced Functions (MHF4U) and Calculus and Vectors (MCV4U) should take MATH 1010U and PHY 1010U. Students without one of these high school courses or equivalent are directed to take MATH 1000U and PHY 1030U.</p>	
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7) Changes to Communication Minor

The changes in the communication minor reflects the course changes in the comprehensive program

- (1.) COMM 2310 Advanced Professional Writing and Editing becomes an elective in the new program. It is replaced by COMM 2220U The Media and Communications in Canada as a required core course.
- (2.) All other course changes reflects new course titles.

CURRENT CALENDAR ENTRY	PROPOSED CHANGES
<p>15.3 Program information - Communication minor A minor in Communication is available to students of other majors at UOIT. This concentration can be combined with other disciplines to prepare a student for a career that involves public relations or strategic management in a specialized field or industry (e.g. engineering). The Communication minor consists of seven courses (21 credit hours), four of which are compulsory core courses. Core courses</p>	<p>15.3 Program information - Communication minor A minor in Communication is available to students of other majors at UOIT. This concentration can be combined with other disciplines to prepare a student for a career that involves public relations or strategic management in a specialized field or industry (e.g. engineering). The Communication minor consists of seven courses (21 credit hours), four of which are compulsory core courses. Core courses</p>

<p>COMM 1100U Introduction to Communication COMM 1310U Fundamentals of Professional Writing (or equivalent course) COMM 1610U Interpersonal Communication COMM 2310U Advanced Professional Writing and Editing</p> <p>Communication electives Choose three of the following (one of them must be a 3000- or 4000-level course): COMM 1320U Oral Communication and Public Speaking COMM 2210U Communication and Culture COMM 2510U Business Communication COMM 2530U Advertising and Society COMM 3310U Writing for Communities COMM 3410U Perspectives on Multimedia Authoring COMM 3510U Organizational Communication COMM 3520U Marketing Communication and Public Relations COMM 3610U Persuasion, Argumentation and Negotiation COMM 3710U Intercultural Communication COMM 4420U The Social and Political Impact of New Media COMM 4530U Communications Consulting COMM 4610U Mediation and Conflict Management COMM 4710U International Communication</p> <p>Note: All available courses for a minor in Communication have been listed. Please refer to course prerequisites for upper-level courses outlined in Section 16.</p>	<p>COMM 1100U Introduction to Communication COMM 1310U Fundamentals of Professional Writing (or equivalent course) COMM 1610U Interpersonal Communication COMM 2220U The Media and Communications in Canada</p> <p>Communication electives Choose three of the following (one of them must be a 3000- or 4000-level course): COMM 1320U Oral Communication and Public Speaking COMM 2210U Communication and Culture COMM 2110U Foundations of Communication Theory COMM 2530U Advertising and Society COMM 2411U Information and Society COMM 3310U Communication, Community and Social Change COMM 3410U New Media Theory and Practice COMM 3510U Work in the Information Age COMM 3610U Persuasion COMM 3710U Intercultural Communication COMM 4420U The Social and Political Impact of New Media COMM 4530U Research Within Communities: Alternative Methods for the Social Sciences COMM 4610U Communication and Conflict Resolution COMM 4710U International Communication</p> <p>Note: All available courses for a minor in Communication have been listed. Please refer to course prerequisites for upper-level courses outlined in Section 16.</p>
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