

# COMMUNICATION-BA COMMUNICATION ANALYSIS and ENGAGEMENT (CAE)

2023-2024 Academic Year



This program leads to a Bachelor of Arts degree. Requirements for students admitted to the major SU21 and later. **Eleven (11) COMM** courses totaling **at least 34 credits** are required. A grade of C- or better is required in all courses in the major. Maintaining a 2.0 GPA in the major is required after admission to the program.

## PROGRAM AREA DESCRIPTION

Communication Analysis and Engagement (CAE) is a broad-based education that focuses on how communication affects society, and how communication can improve society. Students learn to analyze the uses and effects of media in society, how public advocates and international communication systems operate and how diversity and culture affect communication in community life. Students learn the communication practices that help build and maintain important relationships in personal and corporate life, and they learn how communication interventions and campaigns can improve the public's understanding about pressing public issues like health, science and the environment.

This specialization prepares students to become critical thinkers and effective problem solvers for careers in both the public and private sectors, such as in business management, government relations, or as communication specialists in a health or political organization. The specialization also provides excellent preparation for graduate school or law school.

**REQUIRED PRE-MAJOR COURSES:** 6 credit hours (do not count in the major). *All students must complete two pre-major courses. A grade of C- or better is required in both courses for a Major & Specialization Application to be considered. Admission is competitive and an online application is required. Please see [comm.osu.edu](http://comm.osu.edu) for application deadlines.*

	Credits	Grade	Term
COMM 1100: Communication in Society	3		
COMM 1101: History of Communication	3		

**1. CORE MAJOR REQUIREMENTS:** 12 credit hours. All four courses are required.

	Credits	Grade	Term
COMM 2110: Public Speaking	3		
COMM 2367(H): Persuasive Communication	3		
COMM 3440: Mass Communication and Society	3		
COMM 3620: Interpersonal Communication	3		

**2. RESEARCH METHOD REQUIREMENT:** 4 credit hours. One course required.

	Credits	Grade	Term
COMM 3160: Communication Research Methods (prereq: Stat 1350, 1450 or equiv.)	4		

**3. EXPERIENTIAL LEARNING:** 3 credit hours. One course required.

	Credits	Grade	Term
COMM 3800: Career Development in Communication	3		
COMM 4191*: Internship	1-3		
COMM 4998*: Undergraduate Research	1-3		
COMM 4999*: Thesis Research	1-3		



**4. FOCUS AREA ELECTIVES:** 15 credit hours. Choose at least 5 additional courses in the School of Communication. **At least 12 hours should be at the 3000 level or above.** Five thematic clusters provide students direction in developing a focal interest. However, students may choose courses from within and between thematic clusters to fit career goals.

**MEDIA EFFECTS**

- COMM 3402: Crime and the News Media
- COMM 3413: Media Entertainment
- COMM 3442: Violence in Society & Violence in Media
- COMM 4401: Mass Communication and Youth
- COMM 4445: Stereotypes in Media
- COMM 4600: Communication and Emotion

**COMMUNICATION COMPETENCIES FOR LEADERSHIP**

- COMM 2131: Business and Professional Speaking
- COMM 3325: Intro to Organizational Communication
- COMM 3330: Communication and Conflict Management
- COMM 3331: Communication and Decision Making
- COMM 3624: Communication in Personal Relationships
- COMM 3628: Contemporary Persuasion Theory
- COMM 3629: Language and Social Interaction
- COMM 3662: Communication and Gender
- COMM 3667: Nonverbal Communication
- COMM 3668: Intercultural Communication
- COMM 4635: Communication Dynamics in Groups

**HEALTH, ENVIRONMENT, RISK & SCIENCE COMMUNICATION**

- COMM 2596: Intro to Health, Environ, Risk & Science Comm
- COMM 3332: Risk Communication
- COMM 3340: Principles of Environmental Campaigns
- COMM 4240: Science Communication
- COMM 4736: Health Comm in Interpersonal Contexts
- COMM 4737: Health Comm in Mass Mediated Context
- COMM 4738: Health Comm and New Media

**COMMUNICATION FOR ADVOCACY, POLITICS & CITIZENSHIP**

- COMM 3330: Communication and Conflict Management
- COMM 3331: Communication and Decision Making
- COMM 3404: Media Law and Ethics
- COMM 3628: Contemporary Persuasion Theory
- COMM 4814: Political Communication
- COMM 4820: Public Opinion and Communication

**COMMUNICATION, DIVERSITY, AND CULTURE**

- COMM 2131: Business and Professional Speaking
- COMM 3330: Communication and Conflict Management
- COMM 3662: Communication and Gender
- COMM 3668: Intercultural Communication
- COMM 3597.01: International Perspectives on Communication
- COMM 3597.02: Media and Terrorism
- COMM 4445: Stereotypes in Media

Elective Selections:

	Credits	Grade	Term
COMM	3		
COMM	3		
COMM	3		
COMM	3		
COMM	3		

**ADD CREDITS FROM SECTIONS 1, 2, 3, AND 4:** Minimum 34 credit hours.

TOTAL HOURS:	
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(H) = Honors course offered

\*Repeatable. Maximum of 3 credits can count towards the major.

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**CONTACT INFORMATION:**

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