

# HONOURS BA COMMUNICATION

Ours is the communication and information age. Analyzing how information is gathered, produced and distributed today helps us understand the communication processes that drive a variety of settings: social, cultural, political, organizational, economic and legal. In this program, you will develop critical and analytical skills in order to evaluate the nature and impact of technology and media on society, organizations and interpersonal relations. You will have the opportunity to be exposed to the latest developments in the field of communication (communication strategies, digital media, evolution of the media industry, advertising, crisis communications, negotiations, etc.). The Department of Communication offers courses in two main areas: media studies and organizational communication (internal and external communication in public and private organizations, health communication, organizational change, etc.). Combining theory and practice, our programs develop your critical and analytical skills and prepare you either for a professional career or for advanced studies.

This program is offered in English and in French.

## Program Requirements

Co-operative education is available with this program.

The French immersion is available with this program.

Requirements for this program have been modified. Please consult the 2019-2020 calendars (<https://catalogue.uottawa.ca/en/archives/>) for the previous requirements.

### Basic Skills

ENG 1100	Workshop in Essay Writing	3 Units
3 course units from:		3 Units
PHI 1101	Reasoning and Critical Thinking	
PHI 1301	Philosophy: Ideas and Arguments	
3 course units from:		3 Units
AHL 1100	Introduction to Interdisciplinary Study in the Arts <sup>1</sup>	
AHL 1900	Introduction to Interdisciplinary Study in the Arts <sup>1</sup>	
ENG 1120	Selected Topics in Literature and Composition	
3 course units from:		3 Units
AHL 1100	Introduction to Interdisciplinary Study in the Arts <sup>1</sup>	
AHL 1900	Introduction to Interdisciplinary Study in the Arts <sup>1</sup>	
PHI 1102	Moral Reasoning	
PHI 1103	Fundamental Philosophical Questions	
PHI 1104	Great Philosophers	
PHI 1302	Philosophy: Themes and Texts	
<b>Total:</b>		<b>12 Units</b>

### Compulsory Courses

CMN 1148	Introduction to Organizational Communication	3 Units
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CMN 1160	Introduction to Media Studies	3 Units
CMN 2101	Research Methods in Communication	3 Units
CMN 2148	Organizational Communication	3 Units
CMN 2160	Theories of the Media	3 Units
CMN 3102	Quantitative Methods	3 Units
CMN 3103	Qualitative Methods	3 Units
CMN 3105	Media Ethics	3 Units
CMN 3109	Advanced Theories of Communication	3 Units
CMN 3130	Communication Planning	3 Units

### Optional Courses

18 optional course units in communication (CMN) from one of the chosen profiles listed below	18 Units
6 optional course units in communication (CMN) at the 3000 or 4000 level <sup>2</sup>	6 Units
6 optional course units in communication (CMN) at the 4000 level	6 Units

**Total:** **60 Units**

### Elective Courses

48 elective course units	48 Units
<b>Total:</b>	<b>48 Units</b>

The electives may be replaced by a combination of a Minor, Option(s) ([http://catalogue.uottawa.ca/en/programs/#filter=filter\\_19&filter\\_170&filter\\_27](http://catalogue.uottawa.ca/en/programs/#filter=filter_19&filter_170&filter_27)), and/or elective units.

## Profile Requirements

### Communication Studies Profile

18 course units in communication (CMN)	18 Units
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### Media and Cultural Industries Profile

18 course units from:	18 Units
CIN 3101	Cinema, Nation and Identity
CIN 4101	Film Analysis
CMN 2152	Image and Communication
CMN 2173	Advertising and Society
CMN 2180	Popular Culture and Communication
CMN 3104	Women and Media
CMN 3165	Media Industries
CMN 4102	Identity and Inclusivity in Media and Communication
CMN 4166	Audience Research

### Political Communication Profile

18 course units from:	18 Units
CMN 2168	Globalization and Communication
CMN 3133	Political Communication
CMN 3144	Public Relations
CMN 3155	Public Opinion
CMN 3182	Policy Studies
CMN 4115	Media and Public Broadcasting
CMN 4148	Communication in Governmental Organizations
CMN 4172	Media and Social Movements
CMN 4185	Political Economy of the Media

### **Communication, Organizations, and Organizing Profile**

18 course units from: 18 Units

CMN 2130 Interpersonal Communication

CMN 2132 Non-Verbal Communication

CMN 2181 Intercultural Communication

CMN 3138 Communication in Group Settings

CMN 3148 Organizational Communication Consulting  
and Training

CMN 4101 Storytelling, Narration and Organization

CMN 4129 Communication and Change in Organizations

CMN 4131 Negotiation and Mediation

CMN 4168 Communication and International  
Development

### **Strategic Communication and Digital Design Profile**

18 course units from: 18 Units

CMN 2135 Public Speaking

CMN 2158 Multimedia I

CMN 2167 Video I

CMN 2170 New Media

CMN 3174 Advertising Techniques

CMN 4105 Ethics and Information Society

CMN 4132 Crisis Communication

CMN 4160 Digital Social Research

CMN 4170 Social Uses of New Media

### **Note(s)**

1

This course has variable topics. Students may take this course twice.

2

The following courses may count in this requirement: ENG 3170, ENG 3171, FRA 3548, FRA 3549, FRA 3578, SRS 3100, SRS 3113, SRS 3190.