HONOURS BA IN 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 stream is available with this program.

Requirements for this program have been modified. Please consult the 2018-2019 calendars (https://catalogue.uottawa.ca/en/archives) for the previous requirements.

ENG 1100 Workshop in Essay Writing 3 Units
3 course units from:
   PHI 1101 Reasoning and Critical Thinking 3 Units
   PHI 1301 Philosophy: Ideas and Arguments 3 Units
3 course units from:
   AHL 1100 Introduction to Interdisciplinary Study in the Arts 3 Units
   AHL 1900 Introduction to Interdisciplinary Study in the Arts 3 Units
   ENG 1120 Literature and Composition I: Prose Fiction 3 Units
   ENG 1121 Literature and Composition II: Drama and Poetry 3 Units
3 course units from:
   AHL 1100 Introduction to Interdisciplinary Study in the Arts 3 Units
   AHS 1900 Introduction to Interdisciplinary Study in the Arts 3 Units
   PHI 1102 Moral Reasoning 3 Units
   PHI 1103 Fundamental Philosophical Questions 3 Units
   PHI 1104 Great Philosophers 3 Units
   PHI 1302 Philosophy: Themes and Texts 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
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 6 Units
6 optional course units in communication (CMN) at the 4000 level 6 Units
48 elective course units 48 Units
Total: 120 Units

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), and/or elective units. Consult the Faculty of Arts website for more information.

Profile Requirements

Communication Studies Profile

18 course units in communication (CMN)

Media and Cultural Industries Profile

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

Political Communication Profile

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

Communication, Organizations, and Organizing Profile

18 course units from:
   CMN 2130 Interpersonal Communication 18 Units
   CMN 2132 Non-Verbal Communication 18 Units
   CMN 2181 Intercultural Communication 18 Units
   CMN 3138 Communication in Group Settings 18 Units

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

<table>
<thead>
<tr>
<th>18 course units from:</th>
<th>18 Units</th>
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<tbody>
<tr>
<td>CMN 2135 Public Speaking</td>
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<td>CMN 2158 Multimedia I</td>
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<td>CMN 2167 Video I</td>
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<td>CMN 2170 New Media</td>
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<td>CMN 3174 Advertising Techniques</td>
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<td>CMN 4105 Ethics and Information Society</td>
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<td>CMN 4132 Crisis Communication</td>
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<td>CMN 4160 Digital Social Research</td>
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<td>CMN 4170 Social Uses of New Media</td>
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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.