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 1
- **AHL 1900** Introduction to Interdisciplinary Study in the Arts 1
- **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 1
- **AHL 1900** Introduction to Interdisciplinary Study in the Arts 1
- **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

- 6 optional course units in communication (CMN) at the 3000 or 4000 level 2 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**

**Media and Cultural Industries Profile**

18 course units from:

- **CIN 3101** Cinema, Nation and Identity 3 Units
- **CIN 4101** Film Analysis 3 Units
- **CMN 2152** Image and Communication 3 Units
- **CMN 2173** Advertising and Society 3 Units
- **CMN 2180** Popular Culture and Communication 3 Units
- **CMN 3104** Women and Media 3 Units
- **CMN 3165** Media Industries 3 Units
- **CMN 4102** Identity and Inclusivity in Media and Communication 3 Units
- **CMN 4166** Audience Research 3 Units

**Political Communication Profile**

18 course units from:

- **CMN 2168** Globalization and Communication 3 Units
- **CMN 3133** Political Communication 3 Units
- **CMN 3144** Public Relations 3 Units
- **CMN 3155** Public Opinion 3 Units
- **CMN 3182** Policy Studies 3 Units
- **CMN 4115** Media and Public Broadcasting 3 Units
- **CMN 4148** Communication in Governmental Organizations 3 Units
- **CMN 4172** Media and Social Movements 3 Units
- **CMN 4185** Political Economy of the Media 3 Units

**Communication, Organizations, and Organizing Profile**

18 course units from:

- **CMN 2130** Interpersonal Communication 3 Units
- **CMN 2132** Non-Verbal Communication 3 Units
- **CMN 2181** Intercultural Communication 3 Units
- **CMN 3138** Communication in Group Settings 3 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

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<tr>
<th>Strategic Communication and Digital Design Profile</th>
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<tbody>
<tr>
<td>18 course units from:</td>
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<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 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.