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 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: 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
   AHL 1900  Introduction to Interdisciplinary Study in the Arts
ENG 1120  Literature and Composition I: Prose Fiction
ENG 1121  Literature and Composition II: Drama and Poetry
3 course units from: 3 Units
   AHL 1100  Introduction to Interdisciplinary Study in the Arts
   AHL 1900  Introduction to Interdisciplinary Study in the Arts
   PHI 1102  Moral Reasoning
   PHI 1103  Fundamental Philosophical Questions
   PHI 1104  Great Philosophers
   PHI 1302  Philosophy: Themes and Texts
CMN 1148  Introduction to Organizational Communication 3 Units
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
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.
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>CMN 3148</td>
<td>Organizational Communication Consulting and Training</td>
</tr>
<tr>
<td>CMN 4101</td>
<td>Storytelling, Narration and Organization</td>
</tr>
<tr>
<td>CMN 4129</td>
<td>Communication and Change in Organizations</td>
</tr>
<tr>
<td>CMN 4131</td>
<td>Negotiation and Mediation</td>
</tr>
<tr>
<td>CMN 4168</td>
<td>Communication and International Development</td>
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### Strategic Communication and Digital Design Profile

18 course units from: 18 Units

<table>
<thead>
<tr>
<th>Course Code</th>
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<tbody>
<tr>
<td>CMN 2135</td>
<td>Public Speaking</td>
</tr>
<tr>
<td>CMN 2158</td>
<td>Multimedia I</td>
</tr>
<tr>
<td>CMN 2167</td>
<td>Video I</td>
</tr>
<tr>
<td>CMN 2170</td>
<td>New Media</td>
</tr>
<tr>
<td>CMN 3174</td>
<td>Advertising Techniques</td>
</tr>
<tr>
<td>CMN 4105</td>
<td>Ethics and Information Society</td>
</tr>
<tr>
<td>CMN 4132</td>
<td>Crisis Communication</td>
</tr>
<tr>
<td>CMN 4160</td>
<td>Digital Social Research</td>
</tr>
<tr>
<td>CMN 4170</td>
<td>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.