The Communication Discipline

The study of communication dates back to the ancient Greeks, when the study of rhetoric (the art of effective discourse) was considered central to education. The study of communication continues to be vital in the 21st Century. Communication (oral, written and visual) is a symbolic process through which people create, maintain, and transform their relationships and communities. Effective and appropriate communication is central to one’s quality of life, and many disciplines consider communication to be one of their key concerns.

Our Department Mission

As a department, we want you to become an excellent writer, a persuasive speaker, an effective problem solver, and a productive team member. We want to empower you to be a respected leader in your work and community. We help you understand how fundamental theories, principles, and practices apply in many communication contexts such as relationships, groups, organizations, cultures, and mass media. We encourage you to be an engaged learner, and we strive to provide you with learning experiences to help you develop your abilities to communicate well, think critically, reflect thoughtfully, and act ethically as you work with others.

Communication Ethics

Communication and Emerging Media educators, scholars and practitioners are bound by codes of ethics, whether those codes come from the National Communication Association, the Public Relations Society of America, the Association for Education in Journalism and Mass Communication, or the Society of Professional Journalists. These codes are based on common values and offer guidelines for determining what is right and wrong. These guidelines apply to students as well. The common themes to help determine what is appropriate include:

- Honesty and openness, except in matters requiring confidentiality.
- Fairness and accuracy, such that we admit personal biases, accept different points of view, and treat others equally and without favoritism.
- Accountability, so that we accept responsibility for our actions.
- Respect and sensitivity for all people, without regard to race, ethnicity, gender, age, religion, cultural beliefs or other differences.
- Legality and social responsibility.
Guide to Graduation

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USC Aiken Department of Communication and Emerging Media 1
Be Empowered

We believe your experience at USCA will provide a solid foundation for your career success. And while our discipline does not prepare you for one specific job or career, studying communication and emerging media prepares you to do well in a range of jobs and industries. Virtually all employers place great emphasis on oral and written skills, as well as the more specialized communication abilities of interviewing, persuading, managing conflict, working in teams, and providing leadership.

Our graduates have gone on to pursue positions in public relations, sports communication, public service, management, sales, writing, broadcasting, marketing, higher education, and many other areas. Some graduates have gone to graduate school to study speech pathology, law, communication, education, human resources, journalism, political communication, and public service.

Communication majors were presented with various leadership awards.

Your professional options are vast. We list below some of the diverse careers you might pursue.

- Public Relations: Event planning, marketing, audience analysis, publicity
- Marketing/Sales: Promotions, real estate, insurance, fund raising, advertising, graphic design
- Business: Management, corporate training, customer service, human resources, media relations, advertising
- Social & Human Services: Community affairs liaison, volunteer coordinator, tourism, ministry
- Education: College recruitment, admissions counseling, alumni relations, program development, student activities, sports information
- Health Care: Marketing, training, health education, publications editor, activities planner
- Media/Broadcasting: Reporting, editing, producing, on-air talent, graphic design, magazine writing, photography and videography, community relations
- Government/Politics/Law: Speech writing, legislative affairs, lobbying, researching, press secretary, campaigner, lawyer

Please talk with your advisor and the Office of Career Services to help find the right career path for you and help you develop a plan.
Develop Essential Skills

Being a well-informed and competent communicator will serve you well throughout your life in relationships, careers, and the community. Our goal is to help you become that competent communicator.

Departmental faculty are dedicated to helping you learn and achieve your goals. We strive to be innovative instructors and include actives and experiential learning approaches to help you grasp, remember, and apply proven theories and principles. You will engage in hands-on learning in small classes where you will receive individual attention as we hold you to high standard.

Training in interpersonal, group, advocacy, and leadership skills will open opportunities for you in a number of exciting ways. Consistently working to be a better writer will prepare you for the demands of the workplace. Gaining exposure to current technology; emerging media; visual, video, and print media; and web communication will help you function well in a changing world. Learning to take a multi-cultural approach to communication will provide you with a strong liberal arts foundation and equip you for today’s global economy.

Upon graduation, Communication and Emerging Media majors are expected to be able to:

- Demonstrate an understanding of the communication and emerging media discipline’s areas of study as well as the theories, principles, concepts, and applications associated with our richly diverse curriculum
- Critically analyze and evaluate their own communication and that of others across a variety of a situations
- Demonstrate the ability to gather information from credible sources, synthesize that information, and share it with others
- Develop an understanding of the situational, cultural, legal, and ethical aspects of communicative acts
- Use their communication knowledge and skills to communicate ideas and information clearly and accurately, communicate persuasively, and communicate ethically.
- Demonstrate effective interpersonal communication skills, both verbal and nonverbal
- Write to be understood in a clear, correct, and concise manner
Gain Experience

We encourage you to get involved in co-curricular activities on campus, and the possibilities are many and diverse. Some options that are especially well suited for communication majors are noted below.

Pacer Times is USC Aiken’s award-winning student newspaper. Students of any major have the opportunity to learn journalism skills in a hands-on setting. Positions range from copy editing, section editing, column writing, graphic design, photography and more. For additional information, contact Editor-in-Chief Noelle Kriegel at nkriegel@usca.edu.

Broken Ink is USCA’s literary magazine. An award-winning publication, Broken Ink is open to students in all majors and gives students the opportunity to practice creative writing and graphic arts and learn skills pertaining to magazine production. For more information, see Instructor Roy Seeger in H&SS A-8, e-mail RoyS@usca.edu, or call 641-3570.

Media Club is an organization open to students in all majors and presents students with a new way to view the media they consume every day. For more information, contact Dr. David L. Morris II in H&SS B-10 or DavidM@usca.edu or see Dr. Ben Triana in H&SS B-1 or BenT@usca.edu.

The Student Government Association offers students the chance to run for office and, if elected, serve with other senators to address student concerns and suggest improvements to USCA. Senators represent the schools and colleges, and opportunities also exist for students to serve as Senator in areas like Public Relations, Student Media, Programming, Events, and Community Service. Contact Ahmed Samaha at AhmedS@usca.edu or drop by the Student Life office of the SGA office in the SAC.

Lambda Pi Eta Honor Society recognizes students for excellent academic performance and contributions to communication. The Nu Rho chapter of this national communication honor society was established at USC Aiken in 2001. To be invited for membership, students must have earned at least 60 credit hours and have a GPA of at least a 3.0. In addition, students must have completed 12 hours in communication and have earned at least a 3.25 in those classes. For more information, see Dr. Jason Munsell in H&SS B-11 or e-mail JasonM@usca.edu.

Great opportunities also exist for those who apply for and are selected to be:

- Chancellor Ambassadors represent USCA at alumni and donor events.
- Pacesetters welcome and help integrate new students.
- Pacer Spirit members welcome potential students and families by leading campus tours.
Departmental faculty members believe that communication knowledge and skills are empowering, so we are committed to being effective educators, both in and out of the classroom. As such, we commit to:

- Model the principles and skills we teach.
- Integrate teaching, research and service activities for the benefit of students, colleagues, the institution and the community.
- Apply both traditional and experiential learning designs and technologies.
- Promote a learning environment characterized by “good will, good character, and good sense.”

Associate Professor Dr. Bing Han brings her communication expertise to the classroom in several courses, including Intercultural and Interpersonal Communication, Research Methods, and the Introduction to Communication course. Dr. Han’s research examines how culture influences people’s conflict behaviors, moral decision making, and persuasive attempts. Her research is published in highly respected scholarly journals. Interestingly, Dr. Han also holds a degree in linguistics. The mother of two, Dr. Han was awarded her Ph.D. in Communication from the University of Maryland.

Associate Professor Dr. Jason Munsell joined the Communication Department after spending 14 years as a Professor of Communication Studies at Columbia College. An award winning teacher, Dr. Munsell teaches a large array of classes, including public advocacy, computer mediated communication, persuasion, presidential rhetoric, rhetoric of tourism, research methods, and media and politics. Dr. Munsell has held several offices in both the Carolinas Communication Association and the Southern States Communication Association, and has worked closely with the Lambda Pi Eta national communication honor society. His research interests include the scholarship of teaching and learning, public memory and tourism, and performance studies.

The Communication professors joined the 100% Giving Club for the UofSC Aiken Family Fund.

Associate Professor and Department Chair, Dr. Ben Triana joined the faculty in 2015 from the University of Kentucky School of Journalism and Telecommunication. His background as a public school educator in writing, coupled with his research in marketing communication, gives him a broad range of skills and knowledge to bring to our classrooms. He teaches courses related to sports communication, integrated marketing, video games, and the media’s influence on culture. A helpful advisor, Dr. Triana is often sought out for guidance on graduate school. Dr. Triana is the father of two small children.

USC Aiken Department of Communication and Emerging Media  5
Assistant Professor Dr. David L. Morris II offers courses in visual communication. More specifically, Dr. Morris’s research explores the relationship between psychographics and climate change imagery using psychophysiological measurements, the use of which was the focus of his dissertation. With many peer-reviewed journal publications and dozens of papers presented at major conferences, he is making a significant impact on his field.

Assistant Professor Dr. Rachel Whitten brings her expertise in crisis communication to the department. The Texas native has published works in managing crises in the professional world and how the public may perceive their messaging.

Associate Professor Elizabeth Webb teaches Public Speaking, Interpersonal Communication, Gender, Communication, & Culture, and Health Communication. Webb has professional experience in health communication, including stints as Visiting Research Associate at the Kinsey Institute and Research Assistant at the Rural Center for AIDS Prevention. A runner and yoga enthusiast, she works to encourage students to engage in healthy and safe behaviors. Ms. Webb holds an M.A. degree in Mass Communication from the University of Kentucky, where she is finishing her Ph.D. studies in intercultural and health communication.

Adjunct Instructor Jeffrey Wallace is the former Editor of the Aiken Standard. Professor Wallace has been teaching editing and writing classes to our students since before his retirement. He is an alumnus of USCA, having completed his first two years of college here before finishing his Bachelor of Arts degree at the Columbia campus. Professor Wallace’s experience and knowledge are an invaluable resource for the department. Professor Wallace is the faculty advisor to the Pacer Times, USCA’s award-winning newspaper.

Adjunct Professor Lynn Rutland-Addy is the co-founder of Southern Counseling Associates in Aiken, SC. Rutland-Addy is a Licensed Professional Counselor who offers treatment for children, adults, couples and families. She actively helps clients improve their interpersonal communication and personal coping skills through various theories and techniques. In addition to owning her own private practice, Rutland-Addy is a former adjunct professor at Piedmont Technical College. She holds a Master of Science degree in Applied Clinical Psychology from the University of South Carolina Aiken and a Bachelor of Arts degree from Columbia College, SC.
Communication and Emerging Media Department faculty members have high expectations – and are ready to support you in achieving your full potential. Each faculty member will design policies for specific courses, depending on the purpose of that course. So, for example, attendance policies may vary from course to course. Pay attention to the policies and expectations of each course. Carefully read the syllabus for each of your courses.

Know the Expectations

Students spend time on campus outside of class.

Remember,
All Behavior Communicates.

Set yourself up to succeed by adopting good habits and engaging in preferred behavior.

• Be present. Arrive on time and remain in class for the entire period
• Be Prepared. Read each assignment prior to coming to class. Take notes and bring your questions.
• Be attentive. Put away any electronic devices that might distract you, your classmates, or your instructor.
• Be responsible. Meet deadlines, follow policies, attend to assignment guidelines.
• Be respectful. Many courses involve discussion and some of the topics will be controversial. Remember to express your ideas respectfully and to listen with an open mind to the ideas of others.
• Be professional. The way you dress and behave in class is important. By dressing and behaving professionally, you are practicing image management skills that will be valuable after graduation.
Partner with your Academic Advisor

Your academic advisor is one of your most important resources on campus. Your advisor can help you define your goals and support you in your efforts to meet those goals. Advisors can help with problem solving, decision making, and staying on track as you pursue your degree. Advisors are also able to connect you to the many resources offered at USCA. You and your advisor are a team, which means you must plan for meetings, be open and honest, and ask questions. Ultimately, you are responsible for your own success. Your advisor will support you in your journey.

To ensure the effectiveness of the student-advisor relationship, you will want to:

- Tell your advisor your hopes, your dreams, and your vision for the future.
- Explore internships, careers, graduate studies, and opportunities for personal and professional development.
- Let your advisor know if you are working while going to school, have family obligations, or might otherwise be pulled in multiple directions.
- Talk with your advisor if you are concerned about your studies or class performance.

USCA policy requires that you see your advisor before you can register, so here are suggestions for making your advisement time effective.

- Make an appointment for advisement. Most advisors post an appointment sheet on their office doors. Please keep your appointment or contact your advisor in advance to rearrange times.
- Review this Guide and your advisement sheet prior to the meeting. You may also want to consult the USCA Bulletin in effect the year you enrolled at USCA.

- Consult the online course schedule and prepare a list of courses you might want to take for the upcoming semester. Work on drafting possible schedules.
- Come to the appointment prepared. Bring the list, your draft schedules, this Guide and any questions you may have.
- Your academic advisor will help ensure you are making headway toward your degree.
- Visit regularly with your advisor.

If your advisor is not available, you may see the department chair guidance. If you would like a different advisor, visit the Academic Success Center in the library to request a change.

Remember your advisor is here to support you. You don’t have to wait until the official advisement and registration times to talk to your advisor. Faculty post office hours, and you can contact your advisor for an appointment if you can’t visit during office hours.
Understand the Degree Requirements

The Bachelor of Arts (B.A.) degrees in Communication or Emerging Media are designed to be flexible enough to provide the student with the necessary background to pursue professions in the diverse areas discussed earlier, or graduate studies (including media industries, strategic communication, human resources, and community service).

All USCA students must complete a set of General Education requirements. Gen Ed classes help ensure that students develop skills, explore different subjects, and reflect on alternative perspectives.

Majors in the department are required to take nine core courses (27 hours). Eight of these courses provide a strong foundation in subject area content and related skills. The ninth course is the Capstone experience, a senior level class that involves gaining hands-on experience by working or volunteering in the community. Students also have the option of conducting a research or creative project depending on career or academic goals.

In addition to the core, students pursue their own interests and specialize in an area of the discipline by taking five additional departmental courses (15 credit hours).

All majors must choose a minor or cognate, plus they have a small number of elective hours to study topics of their choice. See the departmental web page and the USCA Bulletin for more detailed information, including course descriptions.

Requirements of all USC Aiken Graduates

General Education Requirements (50-53 hours)

Ice credits (two per semester up to 16)

Writing Intensive (WI) courses
• Three, depending on transfer hours
• One WI course must be in the major

Writing Proficiency Portfolio (WPP)
• Submitted between 60 and 90 hours
• Must be passed to certify effective writing skills.
• Students who do not pass the WPP must pass ENGL 201.

Students must earn at least 120 credit hours.
Requirements of all USC Aiken Graduates

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Students must earn at least 120 credit hours.

Minor or Cognate
Minor - a second field of study. Requirements are established by the academic department offering the minor. Usually 18 hours and courses must be passed with a “C” or better.
Cognate - a secondary area of study that supports the major. Courses may come from different disciplines, and be 300 and 400 level. The advisor must approve the cognate courses (usually 12 hours) and courses must be passed with a “C” or better.

Core Communication Requirements
COMM 190 Introduction to Communicatoin
COMM 241 Public Speaking
COMM 320 Research Methods in Communication
COMM 332 Writing Across the Media I
COMM 352 Media and Culture
COMM 376 Visual Communication I
COMM 385 Group Communicatoin
COMM 450 Intercultural Communication
Capstone - Select one of the following:
COMM 497 Directed Capstone Internship
COMM 499 Service Learning Capstone Experience

Supporting Communication Courses
Five (5) additional Communication courses, level COMM 300 and above.

Core Emerging Media Requirements
COMM 190 Introduction to Communicatoin
COMM 241 Public Speaking
COMM 320 Research Methods in Communication
COMM 332 Writing Across the Media I
COMM 352 Media and Culture
COMM 376 Visual Communication I
COMM 385 Group Communicatoin
COMM 450 Intercultural Communication
Capstone - Select one of the following:
COMM 497 Directed Capstone Internship
COMM 499 Service Learning Capstone Experience

Supporting Communication Courses
Five (5) additional Communication courses, level COMM 300 and above.
Use the Major Elective Courses

**Communication Degree**

**Human Resources and Organizational Careers**
Organizational Communication (COMM 480),
Workplace Communication (COMM 345)
Minor in Sociology, Psychology, Business, Management
Capstone at any of the USCA Offices, Aiken Electric Cooperative, the Savannah River Site, or another our many partners.

**Community Communication**
Communication and Public Advocacy (COMM 361), Persuasive Communication (COMM 351),
Health Communication (COMM 482), Gender, Communication, and Culture (COMM 455)
Minor in Sociology, African American Studies, or subject area of your interest.
Capstone with politician or political organization, a law office, nonprofit, or the City of Aiken.

**Strategic Communication**
Principles of Public Relations (COMM 328),
Crisis Communication (COMM 329), Principles of Advertising (COMM 325), Integrated Marketing Communication (COMM 324)
Minor in Business or Arts
Capstone at City of Aiken Office of Tourism, Aiken Downtown Development Association, the USCA Office of Advancement, Aiken Electric Cooperative, the Savannah River Site, or another of our many partners.

**Emerging Media Degree**

**Media Production**
Writing Across the Media II (COMM 335), Editing Skills (COMM 305), additional studio art classes.
Minor in Professional Writing or Studio Art
Capstone at the USCA Athletic Department’s Sports Information Office, the Aiken Standard, or a local television station.

**Media Analysis**
Media Ethics (COMM 363), Research Methods in Communication (COMM 320), Computer Mediated Communication (COMM 365), COMM electives in area of media interest.
Minor in Business, Arts, or subject area of your interest.
Capstone at Savannah River Site, or local and state government, or a digital media company.
## SAMPLE FOR-YEAR PLAN (FULL TIME)

### Freshman Year

<table>
<thead>
<tr>
<th>Semester I</th>
<th>Semester II</th>
</tr>
</thead>
<tbody>
<tr>
<td>• ENGL A101</td>
<td>• COMM A190</td>
</tr>
<tr>
<td>• MATH A103</td>
<td>• ENGL A102</td>
</tr>
<tr>
<td>• PHIL A102</td>
<td>• HIST A101/102</td>
</tr>
<tr>
<td>• SOCY A101</td>
<td>• CHEM A105</td>
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<tr>
<td>• GEOL A201</td>
<td>• MUSC A173</td>
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### Sophomore Year

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<tr>
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<th>Semester II</th>
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<tbody>
<tr>
<td>• COMM A241</td>
<td>• COMM A201</td>
</tr>
<tr>
<td>• ANTH A101</td>
<td>• COMM 352</td>
</tr>
<tr>
<td>• HIST A201/202</td>
<td>• Foreign Language</td>
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<td>• HSSI 220</td>
<td>• Elective</td>
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<td>• COMM (Choice)</td>
<td>• Minor course</td>
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### Junior Year

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<td>• COMM A332</td>
<td>• COMM A450</td>
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<td>• COMM A385</td>
<td>• Minor Course</td>
</tr>
<tr>
<td>• COMM A376</td>
<td>• Minor Course</td>
</tr>
<tr>
<td>• Minor Course</td>
<td>• COMM Choice</td>
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<tr>
<td>• COMM (Choice)</td>
<td>• Elective</td>
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### Senior Year

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<tr>
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<th>Semester II</th>
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<tbody>
<tr>
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<td>• COMM A320</td>
</tr>
<tr>
<td>• COMM Choice</td>
<td>• Minor Course</td>
</tr>
<tr>
<td>• Minor Course</td>
<td>• COMM Capstone</td>
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<tr>
<td>• ARTH A398</td>
<td>• Elective</td>
</tr>
<tr>
<td>• COMM Choice</td>
<td>• Minor course</td>
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</table>

Submit Writing Proficiency Portfolio
Senior Capstone

Communication and Emerging media majors complete a Capstone experience as part of their degree. Some work in media, politics, business, or other pre-professional experiences. Other students work with area non-profit agencies, using their communication expertise to help others.
Frequently Asked Questions

How can I be sure I am taking my classes in the right order?

First, two general rules: (1) Pay attention to course numbers and plan to take 100 and 200 level courses before 300 and 400 level courses, and (2) please note and adhere to course prerequisites. These are noted in course descriptions, which you can find in the USCA Bulletin. In addition, take at least one class every semester that really interests you. That will help you stay motivated.

In your first year:

Freshmen should take COMM A190 Introduction to Communication. They should also take the English Composition classes (ENGL A101 and A102). These courses develop your writing skills and help you do well on papers and exams in other classes. Passing these courses with a C or higher is required for some communication courses.

Take your math classes sooner rather than later, before you have time to forget what you learned in high school. If you want to continue your second language from high school, take those classes right away also.

Take classes to complete your General education requirements and to help you select a secondary area of study.

After the first year:

Take COMM 201 Interpersonal Communication and COMM 241 Public Speaking during your sophomore year.

Continue taking courses to complete your General Education requirements and explore options for the minor/cognate. Once you have selected your secondary area of study, include courses to complete the minor/cognate. Once you have selected your secondary area of study, include some courses to complete the minor/cognate each semester.

Be sure you are attending ICE events on a regular basis.
Once you have completed 60 credits, submit your Writing Proficiency Portfolio (WPP). You must successfully pass this requirement before you can take your Capstone. ENGL 201 with a grade of C or better also meets this requirement, but uses up three elective hours, so you might prefer to submit the WPP.

How do I know what is offered each semester?

Not all courses are offered every semester. The “rotation” of courses can be found on page 13 or the departmental website, and it can help you plan when to take your major classes. This rotation is a plan, not a guarantee, so do not leave too many required courses for the last semester. Be sure to discuss with your advisor when courses are offered.

What math should I take?

Students may choose from several math, statistics, or logic classes, including the following:

1. HSSI 220 Social Science Statistics. This is a required class for Emerging Media majors.
2. Math 102 and/or 103. These classes which focus on math for practical purposes, emphasize contemporary mathematical thinking.
3. Math 108. Designed to help you learn to think logially, this is the standard college algebra class. It is a prerequisite for more advanced math classes.
4. PHIL 110 Logic. This class studies deductive reasoning.

My friends have to take a non-Western world studies course. Do I?

Yes. However, departmental majors meet the non-Western requirement by taking COMM 450 Intercultural Communication, one of the core requirements for majors.

Do I have to take Writing Intensive (WI) courses?

All incoming USC Aiken first-year students who are meeting the requirements of the 2011-2012 Bulletin (or later) must take three courses designated as Writing Intensive, including one in their major.

How do I choose a minor, and what minors are popular? And how is a minor different from a cognate?

You should select a minor that interests you. Your minor does not have to connect with the major. Communication students might minor in professional writing, creative writing, English literature, business, studio art, political science, psychology, sociology, or any other approved subject. You probably don’t have to declare your minor to your advisor until late into your sophomore year, but think about it and explore options before then. Be sure to talk to professors in the discipline and find out about course rotations and any special requirements for the minor. The USCA Bulletin lists objects in which you can minor and explains the requirements.

Although we recommend a minor, you may choose a cognate instead of a minor to meet this requirement.

I see that majors do a “Capstone.” What is a capstone and what are my choices?

The Capstone should bring together all that you have learned in the communication classes you have taken. It helps you to evaluate, integrate and demonstrate what you have learned. Completed in the senior year, students make the arrangements for their Capstone experience with approval and guidance from their Capstone experience with agreement and guidance from their Capstone instructor and the Office of Career Services. Talk with your advisor and the Capstone instructor before you contact an organization.

Departmental majors have several options for the Capstone experience. One is the directed internship (COMM 497), where you apply the knowledge and skills you’ve obtained to a relevant position in a communication or emerging media field. Students can also volunteer with a nonprofit or complete a research or creative project.

You will work with the Capstone instructor and a professional who has education and/or work experience in the chosen area. You should both deepen and expand your understanding of the discipline in this practical experience. Students have completed recent internships at local TV and radio stations, Aiken Electric Cooperative, the Aiken Standard, and many other organizations.
The service learning experience (COMM 499) involves applying your knowledge and skills in a non-profit, charitable organization. During your experience, you should find yourself integrating theory with practice, gaining a greater understanding of communication principles, and making a difference in the community. Students have completed service-learning capstones at many agencies, including the American Red Cross, Sunshine House, Helping Hands, ACTS, The First Tee of Aiken, The Ronald McDonald House, and the Aiken Area Council on Aging.

Students considering higher education should complete the research project. This academic route allows students a further step into research, as well as possibly creating a writing sample to apply to schools at a later date.

Students also have the option of completing a creative project. With any option, the Capstone instructor will require additional written and oral assignments.

To enroll in a Capstone experience, you must have completed 90 hours of coursework, including at least 18 hours in communication. You must have at least a 2.0 GPA, have successfully completed the Junior Writing Proficiency Portfolio, and completed several communication course prerequisites with a C or better. For more information, contact your academic advisor.

How do I choose a minor, and what minors are popular? And how is a minor different from a cognate?

You should select a minor that interests you. Your minor does not have to connect with the major. Communication students might minor in professional writing, creative writing, English literature, business, studio art, political science, psychology, sociology, or any other approved subject.

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Although we recommend a minor, you may choose a cognate instead of a minor to meet this requirement. The cognate is a secondary area of study that consists of four interrelated courses at or above the 300 level. They may or may not be in the same discipline, but must be approved by your advisor.
What is the online exit survey?

All Communication majors complete an on-line Exit Survey before they graduate. We use this to help judge how effective your education here has been.

Does the Communication Department have scholarships for majors?

Yes. Several academic scholarships are offered exclusively for students seeking the Communication degree. No applications are required. In general, scholarships are awarded to students who maintain high GPAs and excel in the specific area each scholarship was created to recognize. All scholarships may not be awarded every year.

Want to receive a scholarship?

Read more on the following about scholarships, generally awarded to juniors and seniors. Speak with your advisor about meeting the requirements. Most scholarship recipients have earned good grades and have been involved in student media and other organizations on campus.

Generally Awarded Scholarships

- **The Aiken Standard Scholarship** is awarded to a student interested in journalistic writing.

- **The Sam Cothran Scholarship** recipient must be at least a junior at USCA with a minimum 2.5 GPA, and desire a career in news/print journalism or any aspect of the newspaper industry.

- **The Ernestine B. Law Journalism Scholarship** is awarded to a continuing student with a GPA of 2.75 or greater who is interested in journalism.

- **The Kay Lawrence Memorial Scholarship** is for a USCA communication major who is at least a rising sophomore with a 2.5 GPA or higher. The recipient must be interested in news writing, and the scholarship is meant to encourage well-written, objective, honest, unbiased, and fair news articles, features, and editorials that are concise, easily read and express clear points of view.

- **The Speech Communication Scholarship** is for a student majoring in communication and was created to honor Distinguished Professor Emerita Dr. Sandra Hochel. Preference is given to students who enrich the classroom climate and support the learning of his or her peers.

- **The T.J. Voss/Charmaine E. Wilson Scholarship** is for a Communication major who holds at least a 2.8 GPA.

- **The Chris Whitlaw Memorial Scholarship** is for a fulltime student majoring in Communication at USCA. The recipient shall have at least a cumulative 2.5 GPA.

- **The Deidre Martin Leadership Scholarship** is awarded to a communication major who has a strong record of leadership and student involvement.

- **The Charmaine E. Wilson Scholarship** is funded by a Communication alumna to honor Dr. Wilson. The recipient must be a Communication major.
I expect I will give lots of presentations. How can I get an A?

Communication faculty members grade speeches based on criteria developed by the National Communication Association. The criteria are presented below.

The average speech (grade C) should meet the following criteria:

- Conform to the kind of speech assigned, and the time limit.
- Be ready for presentation on the assigned date.
- Be original.

Fulfill any special requirements of the assignment, such as preparing outlined speaking notes, using visual aids, citing the specified number of sources, etc.

- Have a clear and appropriate specific purpose and thematic statement.
- Have an identifiable introduction, body and conclusion.
- Have accurate facts, figures, testimony, examples and/or narratives to support the main ideas.
- Show reasonable directness and competence in delivery.
- Be free of serious errors in grammar, pronunciation, and word usage.
- Be presented extemporaneously.

The above average speech (grade B) should meet the preceding criteria and also:

- Deal with a challenging and substantive topic and adapt it to the audience.
- Be delivered extemporaneously, attention away from the speaker's message.
- Be presented in a good oral style.

The superior speech (grade A) should meet all the preceding criteria and also:

- Demonstrate imagination and creativity in topic selection and development.
- Genuinely enhance the knowledge or beliefs of the audience.
- Be effectively and consistently adapted to the audience in terms of information and supporting material.
- Sustain positive interest and/or feelings of identification with the audience.
- Contain elements of vividness and special interest in the use of language.
- Be delivered extemporaneously and with polish and impact, such that nonverbal behaviors effectively support the verbal message.
Recognizing the essential place of free and responsible communication in a democratic society, and recognizing the distinction between the freedoms our legal system should respect and the responsibilities our educational system should cultivate, we members of the Speech Association of America endorse the following statement of principles:

WE BELIEVE that freedom of speech and assembly must hold a central position among Americans constitutional principles, and we express our determined support for the right of peaceful expression by any communicative means available.

WE SUPPORT the proposition that a free society can absorb with equanimity speech which exceeds the boundaries of generally accepted beliefs and mores; that much good and little harm can ensue if we err on the side of freedom, whereas much harm and little good may follow if we err on the side of suppression.

WE CRITICIZE as misguided those who believe that the justice of their cause confers license to interfere physically and coercively with speech of others, and we condemn intimidation, whether by powerful majorities or strident minorities, which attempts to restrict free expression.

WE ACCEPT the responsibility of cultivating by precepts and example, in our classrooms and in our communities, enlightened uses of communication; of developing in our students a respect for precision and accuracy in communication, and for reasoning based upon evidence and a judicious discrimination among values.

WE ENCOURAGE our students to accept the role of well-informed and articulate citizens, to defend the communication rights of those with whom they may disagree, and to expose abuses of the communication process.

WE DEDICATE ourselves fully to these principles, confident in the belief that reason will ultimately prevail in a free marketplace of ideas.
Notes:

I. General Education Requirements (50-53 hrs)

A: Knowledge of Cultures & Phys/Nat’l World 31-34 hrs

1. Natural Sciences, 1 lab  7-8 hrs
   (ASTR, BIOL, CHEM, GEOG, PHYS)
   Course _______ Sem ______ Crdts ______ Grade ______
   Course _______ Sem ______ Crdts ______ Grade ______

2. History of Civilization (HIST 101 or 102)  3 hrs
   Course _______ Sem ______ Crdts ______ Grade ______
   Course _______ Sem ______ Crdts ______ Grade ______

3. Social & Behavioral Science (2 areas)  6 hrs
   (PSYC, SOCY, ANTH, ECON, POLI SCI, GEOG)
   Course _______ Sem ______ Crdts ______ Grade ______
   Course _______ Sem ______ Crdts ______ Grade ______

4. Languages (two sem's of the same language)  6 hrs
   Course _______ Sem ______ Crdts ______ Grade ______
   Course _______ Sem ______ Crdts ______ Grade ______

5. Humanities (at least 2 areas)  6 hrs
   (HIST, ENGL Lit, HSSI, RELG, PHIL (not logic), MUSC Hx, THEA Hx,
   certain Lang courses, COMM ending in 50s or 60s; see Bulletin for list)
   Course _______ Sem ______ Crdts ______ Grade ______
   Course _______ Sem ______ Crdts ______ Grade ______
   Course _______ Sem ______ Crdts ______ Grade ______
   Course _______ Sem ______ Crdts ______ Grade ______
   Course _______ Sem ______ Crdts ______ Grade ______
   Course _______ Sem ______ Crdts ______ Grade ______

B: Intellectual and Practical Skills  15-16 hrs

1. Basic Writing  
   ENGL 101  Sem ______ Crdts ______ Grade ______
   ENGL 102  Sem ______ Crdts ______ Grade ______

2. Applied Communication  
   COMM 201  Sem ______ Crdts ______ Grade ______

3. Math/Stat/Logic  6 hrs
   Course _______ Sem ______ Crdts ______ Grade ______
   Course _______ Sem ______ Crdts ______ Grade ______

4. Writing Proficiency Portfolio/ENGL 201 (Capstone pre-req)
   Satisfied on _______ with score/grade of _______

5. Writing Intensive (need 3-at least one within major)  6 hrs
   Course _______ Sem ______ Crdts ______ Grade ______
   Course _______ Sem ______ Crdts ______ Grade ______
   Course _______ Sem ______ Crdts ______ Grade ______

C: Personal and Social Responsibility  15-16 hrs

1. American Pol’l Instit’ns (POLI 201, HIST 201 or 202)
   Course _______ Sem ______ Crdts ______ Grade ______

2. Inter-curricular Enrichment Program (ICE)
   (Two approved events per semester enrolled)
   ______________________________

II. Major Requirements¹  (42 hrs)

A: Core Courses  27 hrs

   COMM A190 Intro Comm  Sem ______ Crdts ______ Grade ______
   COMM A241 Public Spking  Sem ______ Crdts ______ Grade ______
   COMM A320 Methods  Sem ______ Crdts ______ Grade ______
   COMM A332 Media Writing I  Sem ______ Crdts ______ Grade ______
   COMM A352 Media/Culture  Sem ______ Crdts ______ Grade ______
   COMM A375 Vis Comm I  Sem ______ Crdts ______ Grade ______
   COMM A383 Group Comm  Sem ______ Crdts ______ Grade ______
   COMM A450 Intercultural  Sem ______ Crdts ______ Grade ______
   COMM Capstone A497/499  Sem ______ Crdts ______ Grade ______

B: Five Additional COMM Courses 300+  15 hrs

   Course _______ Sem ______ Crdts ______ Grade ______
   Course _______ Sem ______ Crdts ______ Grade ______
   Course _______ Sem ______ Crdts ______ Grade ______
   Course _______ Sem ______ Crdts ______ Grade ______
   Course _______ Sem ______ Crdts ______ Grade ______

III. Minor (18)¹ or Cognate (12)² ³  (18 or 12 hrs)

If minor, discipline: ________________________________

   Course _______ Sem ______ Crdts ______ Grade ______
   Course _______ Sem ______ Crdts ______ Grade ______
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   Course _______ Sem ______ Crdts ______ Grade ______
   Course _______ Sem ______ Crdts ______ Grade ______
   Course _______ Sem ______ Crdts ______ Grade ______

IV. Electives  (Varies from 7-18 hrs)

   Course _______ Sem ______ Crdts ______ Grade ______
   Course _______ Sem ______ Crdts ______ Grade ______
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   Course _______ Sem ______ Crdts ______ Grade ______

Courses that will not count toward the degree

   Course _______ Sem ______ Crdts ______ Grade ______
   Course _______ Sem ______ Crdts ______ Grade ______
   Course _______ Sem ______ Crdts ______ Grade ______

¹C or better required
²Advisor must approve cognate
³Meets Nonwestern Requirement

Checklist is for guidance only: see 2020-2021 Bulletin online for details.
Minimum credits required to graduate = 120
# Proposed BA in Emerging Media, 2020-2021 Bulletin

**Notes:**

## I. General Education Requirements (50-53 hrs)

### A: Knowledge of Cultures & Phys/Nat’l World 31-34 hrs

1. **Natural Sciences**, 1 lab 7-8 hrs
   - (ASTR, BIOL, CHEM, GEOI, PHYS)
   - Course ________ Sem ______ Crdts ______ Grade ______
   - Course ________ Sem ______ Crdts ______ Grade ______

2. **History of Civilization** (HIST 101 or 102) 3 hrs
   - Course ________ Sem ______ Crdts ______ Grade ______
   - Course ________ Sem ______ Crdts ______ Grade ______

3. **Social & Behavioral Science** (2 areas) 6 hrs
   - (PSYC, SOCY, ANTH, ECON, POLI SCI, GEOG)
   - Course ________ Sem ______ Crdts ______ Grade ______
   - Course ________ Sem ______ Crdts ______ Grade ______

4. **Languages** (two sem's of the same language) 6 hrs
   - Course ________ Sem ______ Crdts ______ Grade ______
   - Course ________ Sem ______ Crdts ______ Grade ______

5. **Humanities** (at least 2 areas) 6 hrs
   - (HIST, ENGL Lit, HSSI, RELG, PHIL (not logic), MUSC Hx, THEA Hx, certain Lang courses, COMM ending in 50s or 60s; see Bulletin for list)
   - Course COMM A492 ______ Sem ______ Crdts ______ Grade ______
   - Course COMM ______ ______ ______ ______ ______ ______ ______
   - Satisfied on _______ with score/grade of ______

### B: Intellectual and Practical Skills 15-16 hrs

1. **Basic Writing**
   - ENGL 101 ______ Sem ______ Crdts ______ Grade ______
   - ENGL 102 ______ Sem ______ Crdts ______ Grade ______

2. **Applied Communication** 3 hrs
   - COMM 201 ______ Sem ______ Crdts ______ Grade ______

3. **Math/Stat/Logic** 6 hrs
   - Course ________ Sem ______ Crdts ______ Grade ______
   - Course ________ Sem ______ Crdts ______ Grade ______

4. **Writing Proficiency Portfolio/ENGL 201** (Capstone pre-req)
   - Satisfied on _______ with score/grade of ______

5. **Writing Intensive** (need 3-at least one within major) 6 hrs
   - Course ________ Sem ______ Crdts ______ Grade ______
   - Course ________ Sem ______ Crdts ______ Grade ______
   - Course ________ Sem ______ Crdts ______ Grade ______

### C: Personal and Social Responsibility 15-16 hrs

1. **American Pol’l Instit’s** (POLI 201, HIST 201 or 202)
   - Course ________ Sem ______ Crdts ______ Grade ______

2. **Inter-curricular Enrichment Program (ICE)**
   - (Two approved events per semester enrolled)

## II. Major Requirements¹ (42 hrs)

### A: Core Courses 30 hrs

- COMM A190 Intro Comm ____________ Sem _____ Crdts _____ Grade _____
- COMM A241 Public Spking ____________ Sem _____ Crdts _____ Grade _____
- COMM A332 Media Writing I ____________ Sem _____ Crdts _____ Grade _____
- COMM A352 Media/Culture ____________ Sem _____ Crdts _____ Grade _____
- COMM A376 Vis Comm I ____________ Sem _____ Crdts _____ Grade _____
- COMM A379 Data Vis ____________ Sem _____ Crdts _____ Grade _____
- COMM A385 Group Comm ____________ Sem _____ Crdts _____ Grade _____
- COMM A476 Vis Comm II ____________ Sem _____ Crdts _____ Grade _____
- COMM A478 Digital Storytelling ____________ Sem _____ Crdts _____ Grade _____
- COMM Capstone A497/499 ____________ Sem _____ Crdts _____ Grade _____

### B: Four Classes with Media Production or Analysis Focus 300+ 12 hrs

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### III. Minor (18)³ or Cognate (12)² (18 or 12 hrs)

If minor, discipline: ____________

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### IV. Electives (Varies from 7-18 hrs)

If minor, discipline: ____________

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³C or better required

²Advisor must approve cognate

³Meets Nonwestern Requirement

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Notes:

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Minimum credits required to graduate = 120