

Communication

Education in communication focuses on the relationships among the communicator (speaker, writer), the message (oral, written, electronic), the receiver (individual, group), the media, and the social and cultural environment in which communications take place. By studying these elements across various contexts, students develop an understanding of principles of communication, the strategies for analysis of communication problems and solutions, and tactics to communicate effectively. The program aims to produce graduates who have a broad knowledge of contemporary communication challenges and who are equipped to apply their knowledge and understanding to a variety of practical situations.

Pursuing Communication at Ohio State

The primary criteria for admission to Ohio State are completion of the applicant's high school college preparatory program, performance in that program as indicated by class rank and/or grade point average, and performance on either the ACT or SAT.

Upon admission to the university and completion of the pre-major requirements, students may apply for admission to the communication program. (Honors students may be admitted directly into the major.) Prior to application, students must have completed 45 hours of course work at Ohio State including the following courses: Comm 101, Comm 200, and Statistics 135 or 145 (see www.comm.ohio-state.edu for application materials). Transfer students will be considered after completing pre-major courses and a minimum of 30 graded hours at Ohio State.

The School of Communication will review applications to the communication major each quarter. If the number of applicants exceeds the number of available spaces in the three communication programs, enrollment will be based on student's cumulative grade point average.

Communication Requirements

Students pursuing a communication major will complete a specialization within one of three program areas: communication technology, strategic communication, or communication analysis and practices. Each of the communication programs is comprised of 50 credit hours of coursework. Students in all three program areas will take courses in persuasive communication and communication research methods which are critical foundations for careers

in communication. Remaining courses in the major are chosen from those that define the various focus areas and from electives which allow students to take course work outside of their selected program area and broaden their knowledge in communication issues.

Co-Curricular Opportunities

The School of Communication has a well-established internship program. Students can gain valuable, relevant work experience in different work settings and from communication professionals. Students participate in internships with marketing and public relations agencies, television and radio stations, non-profit organizations, communication departments within large organizations and health-related agencies.

Communication students can participate in three student organizations that are associated with the School of Communication and advised by its faculty. The Society of Professional Journalists student chapter at Ohio State has existed for over 90 years. The purpose of this organization is to be a forum for intellectual exchange about issues related to journalism and mass communication. The Public Relations Student Society of America (PRSSA) meets monthly to hold educational programs, visit local and regional public relations firms and media outlets and provide opportunities for social interaction with students of like interests and career goals. Kappa Tau Alpha is an honorary for students planning careers in journalism

The School of Communication has **LEADING RESEARCHERS** in the areas of health communication, public opinion, political communication, communication technology, and mass media effects.

An extensive **ALUMNI NETWORK** in journalism, business, strategic communication, media and government provides many internship possibilities locally and nationally, as well as numerous undergraduate scholarships.

For more information, check these web sites:

Communication: www.comm.ohio-state.edu

College of SBS: www.sbs.ohio-state.edu

Ohio State: www.osu.edu

Admissions: undergrad.osu.edu

Multicultural Center: multiculturalcenter.osu.edu

First Year Experience Program: fye.osu.edu

Curriculum Sample

This is a sample list of classes a student will take to pursue the strategic communication program. Since university students need more than a specific education in a narrow field, they also will take classes to complete the General Education Curriculum (GEC). The GEC will allow students to develop the fundamental skills essential to collegiate success across major programs. Course work options satisfying the GEC often come from a variety of academic areas of study allowing students to tailor their GEC toward their interests. Note: This sample represents one of several possible paths to a degree in communication. Consult the departmental web site, www.comm.ohio-state.edu, for details on each specific track.

Freshman Year:

History of Human Communication	5
Communication in Society	5
First-Year English Composition	5
Math and Logical Analysis	4
Elementary Statistics	5
Foreign Language (102 and 103)	10
History I	5
Minor/Elective	5
SBS Survey	1
Total hours	45

Sophomore Year:

Persuasive Communication	5
Strategic Communication Principle	5
Reporting & Editing for News Media	5
Foreign Language 104	5
History II	5
Second Writing Course	5
Natural Science	10
Social Science	5
Minor/Elective	5
Total hours	50

Junior Year:

Advertising and Society	5
Communication Industry Research Methods	5
Introduction to Organizational Communication	5
Creative Message Design	5
Social Science	5
Literature	5
Natural Science	10
Minor/Elective	9
Total hours	49

Senior Year:

Public Communication Campaigns	5
Public Opinion and Communication	5
Internship in Communication	5
Visual/Performing Arts	5
Culture and Ideas	5
Issues of the Contemporary World	5
Minor/Elective	17
Total hours	47

and mass communication. Kappa Tau Alpha supports and promotes the academic achievement of its member and sponsors two annual scholarships for journalism and communication students at Ohio State.

Honors & Scholars Programs

Honors students may choose advanced and challenging course work leading to graduation with honors in the Liberal Arts. The following courses have been designed explicitly for Honors students in the School of Communication: Comm H367, Persuasive Communication; Comm H606, Development of Mass Media in America; Comm H607, Mass Communication Law; Comm H620, Public Opinion and Communication; Comm H640, Science Communication; Comm H650, Investigating Communication through Interactive Technologies; and Comm H783, Honors Research.

The Communication Technology Scholars program is a selective program that focuses on the various ways technology is utilized to carry communication in today's world. Students can explore careers such as news production, media management, advertising and public relations and will work with practicing professionals in these fields through internships.

Career Prospects in Communication

Students with a focus on communication technology will prepare for careers as managers of technology based communication campaigns, usability analysts, online content developers, web and multimedia designers.

Within the strategic communication track, students will train for careers as communication specialists in organizations, marketing and public relations specialists, communication campaign and information managers and consultants specializing in strategic communication.

Students in the communication analysis and practices area can direct their programs to prepare for careers as communication specialists for media, health and political organizations, as well as for market research positions, personnel management and professional schooling in law, business or education.

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Contact information:

School of Communication | 3016 Derby Hall
154 North Oval Mall | Columbus, Ohio 43210-1339 | (614) 292-3400