

# COMMUNICATION

## CONTACT INFO

Dr. Alena Ruggerio, Program Chair: [Alena.Ruggerio@sou.edu](mailto:Alena.Ruggerio@sou.edu) – 541-552-6673

## PROGRAM INFORMATION

The Communication program prepares students to communicate boldly, effectively, ethically, and critically. Students explore diverse practices of communication, and pay close attention to the social fabric in which we live. They develop the voice they need to make a difference in the world. Our community embraces the study and practice of two interwoven concentrations in the Communication major: (a) Communication Studies, (b) Social Media & Public Engagement. We also offer a major in Digital Cinema. These commitments place us at the heart of the liberal arts mission of Southern Oregon University.

**Communication Studies:** Explore knowledge and skills in interpersonal interaction, intercultural communication, small group teamwork, nonverbal messages, persuasion, argumentation, public speaking, conflict resolution, interviewing, listening, mediation, negotiation, and health communication.

**Social Media & Public Engagement:** Practice effective digital life, multimedia writing, social media strategy, digital journalism, and multimedia storytelling. Create content and execute strategies on digital platforms using the skills of journalism and social media. Write, photograph, film, and edit for *The Siskiyou* (SOU's student-run digital newspaper club).

**Digital Cinema:** Master production technology for screenwriting, editing, lighting, shooting, and audio to create your own productions, informed by critical media literacy and film theory. Enjoy the well-equipped Digital Media Center facility computer lab, green-screen studio, and field shooting technology.

Students interested in majoring in Digital Cinema should see our separate first-year template for course guidance.

## CAREER OPTIONS

Writer/editor/producer for social media outlets, blog posts, news articles, press releases, video scripts, advertising copy, and other short-form texts with professional relevance; writer/editor/camera and other creative and technical roles in professional filmmaking, television and other media industries; screenwriting; photographer/layout/visual design; film critic; conflict resolution, mediation, negotiation; public relations and advertising; human resources; sales and marketing in for profit and non-profit sectors; academic and other post-graduate work in fields such as law, education, and business administration; social work and other nonprofit services; hospital administration, disaster crisis response, and public health campaigns; lobbying and media relations; international and intercultural relations, and community development.

## MAJOR ADVISING

Request an Advisor by contacting Robin Williams, Student Success Coordinator – [williamr1@sou.edu](mailto:williamr1@sou.edu) – 541.552.8236.

## SUGGESTED FIRST YEAR SCHEDULE

*Prerequisites may apply – see academic advisor or course catalog*

| FALL  | ✓ | WINTER   | ✓ | SPRING   | ✓ | SUMMER<br>(Optional) | ✓ |
|---|---|--|---|--|---|----------------------|---|
| USEM/HSE 101 (A)  |   | USEM/HSE 102 (B)   |   | USEM/HSE 103 (C)   |   |                      |   |
| Choose one:<br>COMM 200 (E), COMM 203 (E), COMM 195, BA 131 |   | Choose one:<br>COMM 200 (E), COMM 203 (E), COMM 195, BA 131        |   | Choose one:<br>COMM 200 (E), COMM 203 (E), COMM 195, BA 131        |   |                      |   |
| Choose one:<br>COMM 200 (E), COMM 206, COMM 210, COMM 214   |   | Choose one:<br>COMM 125, COMM 206, COMM 210, COMM 214, or COMM 225 |   | Choose one:<br>COMM 125, COMM 206, COMM 210, COMM 214, or COMM 225 |   |                      |   |
| University Studies Explorations or BA/BS requirement        |   | University Studies Explorations or BA/BS requirement               |   | University Studies Explorations or BA/BS requirement               |   |                      |   |

Letters correspond to University Studies requirements: **A, B, C** = Writing and Oral Communication,

**D** = Quantitative Reasoning, **E** = Humanities, **F** = Social Science, **G** = Science (three courses required, two must have a lab)