

# COLLEGE OF LIBERAL ARTS AND SOCIAL SCIENCES

## COMMUNICATION & MEDIA PROGRAM

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### PROSPECTUS

#### The Field

As an academic field, communication focuses on the process of message use and generation within as well as across various contexts, cultures, channels, and media. The study of communication focuses on its effective and ethical practice. While people are born with the physical ability to talk, communication skills have to be developed to ensure personal, academic, and professional success.

#### Relevance and Demand

According to various projections on the fastest growing careers, communication skills will be part of basic competencies in many occupations well into the next century. In addition, executives in leading companies indicate that college students need better communication skills as well as the ability to work in teams and with people from different backgrounds.

#### Why UOG?

The Communication & Media Program at UOG offers a major designed to prepare professionals in journalism, public relations, digital cinema and multimedia, and other communication-related areas.

It houses an iMac lab, where students learn to use the latest Adobe Cloud software applications, such as Premiere Pro, Photoshop, After Effects, Audition, InDesign, and XD, among others. Students also have access to digital cinema hardware, including Red Epic and other professional cameras.

The program offers several opportunities for students to develop their skills. Students can produce news for [Triton's Call](#), a print and online newspaper; Triton TV News, an online TV news platform; and The Tide, a TV news magazine. Students also help organize public forums

and the annual University of Guam Film Festival, which help to engage the community.

The program also serves the university community with General Education and elective courses for all majors and offers a minor, an ideal complement for any major that requires substantial skill in interpersonal, public, or mass communication.

#### Career Possibilities

Our graduates have gone on to pursue graduate degrees in fields such as communication, business, public administration, cinema, education, and law, among others, and have experienced successful careers and leadership positions in news, entertainment media, public relations, advertising, marketing, government, nonprofit management, higher education, and other fields.

### LEARNING OUTCOMES

Upon successful completion of the Communication & Media Program, the student should be able to demonstrate the ability to successfully:

1. Articulate the theories of perception, interaction, and the creation of shared meaning in individual, group, intercultural, mass and digital communication settings;
2. Analyze the effects of media messages and form on the individual and society;
3. Apply basic logic, reasoning, ethics, and interpretation in producing and consuming messages;
4. Construct and express a cohesive idea -- across multiple platforms -- drawn from multiple sources of information that arrives at a rational conclusion expressing a defensible point of view; and
5. Utilize contemporary and understand developing communication technologies.

## TRACKS

### COMMUNICATION & MEDIA TRACKS

The Communication & Media major consists of 24 hours of core courses and 24 hours of track-specific courses, with each track offering specific choices and a three-hour elective. The core includes foundation courses in mass media, media writing, film and television production, communication theory, intercultural communication, a professional internship, and a senior-level capstone course (CO-491). All Communication & Media majors must meet the requirements of one of three tracks and should seek [faculty advisement](#) within their respective track.

#### Communication Studies

The Communication Studies track requires dynamic personal involvement. Students create and test their ideas, develop individual abilities, and gain competence in a variety of communication settings. Students acquire both theoretical knowledge and practical training in developing messages for various groups, analyzing audiences, and designing campaigns.

#### Public Relations

The Public Relations track prepares students for careers that deal with the image of organizations in the public and private sectors. Students acquire both theoretical knowledge and practical training in developing messages for various groups, analyzing audiences, and designing campaigns.

#### Digital Cinema, Media, & Journalism

The Digital Cinema, Media, & Journalism track focuses on developing students' knowledge of multimedia news reporting and understanding of cinema. Students can choose to emphasize studying news events in the context of larger social issues and interpreting these insights for a wide audience. Those more interested in cinema may develop production skills in narrative and documentary formats. In addition, this track provides opportunities to enhance graphic art and motion graphic skills for those looking to work in advertising. Graduates of this track are

equipped with a wide range of skills that prepares them for the dynamic changes in journalism, advertising, and/or digital cinema production.

### COMMUNICATION & MEDIA MINOR

The Communication & Media minor is particularly suited for students majoring in Public Administration, Business, Education, Agriculture, Nursing, and English who need a strong background in communication skills for their professional work. Faculty advisors will help you tailor the minor to fit your career goals.

*Refer to the Degree Requirements tab to see the courses required for the minor.*

## DEGREE REQUIREMENTS

### MAJOR REQUIREMENTS (51 CREDIT HOURS)

Description	Credit Hours
Required Core Courses	24
Track-Specific Courses	24
Elective Courses (per track)	3
<b>Total Credit Hours</b>	<b>51</b>

## Required Core Courses (24 credit hours)

Course	Course Title	Credits	Term Offered
CO106	INTRODUCTION TO MASS COMMUNICATION	3	FALL/SPRING/ ALL YEARS
CO226	MEDIA WRITING	3	FALL/SPRING/ ALL YEARS
CO236	BROADCAST PRODUCTION	3	FALL/SPRING/ ALL YEARS
CO310	INTERCULTURAL COMMUNICATION	3	SPRING ONLY/ ALL YEARS
CO450	COMMUNICATION THEORY AND RESEARCH	3	FALL ONLY/ ALL YEARS
CO491	SEMINAR: COMMUNICATION AND MEDIA CAPSTONE AND SOCIETY	3	FALL/SPRING/ ALL YEARS
CO498	COMMUNICATION INTERNSHIP	3	FALL/SPRING/ ALL YEARS

Choose 1 of the following:

Course	Course Title	Credits	Term Offered
CO385	PRINT MEDIA EXPERIENCE	3	SPRING ONLY/ ALL YEARS
CO386	MASS MEDIA EXPERIENCE: BROADCASTING	3	FALL ONLY/ ALL YEARS

## Track-Specific Course Requirements and Elective (27 credit hours)

### Note:

- If students opt for AR-240 Computer Graphic Design in any of the tracks, they must first complete a three-credit prerequisite of AR-102 Studio for Non-Majors, AR-103 Drawing I, or AR-104 Basic Design.

## Communication Studies Track and Elective Requirements (27 credit hours)

### Track-Specific Courses (24 credit hours):

Course	Course Title	Credits	Term Offered
CO250	ARGUMENTATION	3	FALL ONLY/ ALL YEARS
CO320	INTERPERSONAL COMMUNICATION	3	SPRING ONLY/ EVEN YEARS
CO330	SMALL GROUP COMMUNICATION	3	FALL ONLY/ ODD YEARS
CO340	PERSUASION	3	FALL ONLY/ EVEN YEARS
CO350	PUBLIC SPEAKING	3	SPRING ONLY/ ALL YEARS
CO360	PUBLIC RELATIONS IN BUS AND PROFESSIONS	3	FALL ONLY/ ALL YEARS
CO370	ORGANIZATIONAL COMMUNICATION	3	SPRING ONLY/ ODD YEARS

Choose 1 of the following:

Course	Course Title	Credits	Term Offered
CO436	DIGITAL COMMUNICATIONS TECHNOLOGIES	3	FALL ONLY/ EVEN YEARS

### Track Electives (3 credit hours):

Choose 1 of the following:

Course	Course Title	Credits	Term Offered
CO228	FILM AND TELEVISION CRITICISM	3	FALL ONLY/ ALL YEARS
CO327	ADVERTISING IN THE MASS MEDIA	3	FALL ONLY/ ALL YEARS
CO385	PRINT MEDIA EXPERIENCE	3	SPRING ONLY/ ALL YEARS
CO386	MASS MEDIA EXPERIENCE: BROADCASTING	3	FALL ONLY/ ALL YEARS
CO398	COMMUNICATION INTERNSHIP	3	FALL/SPRING/ ALL YEARS
CO436	DIGITAL COMMUNICATIONS TECHNOLOGIES	3	FALL ONLY/ EVEN YEARS

## Public Relations Track and Elective Requirements (27 credit hours)

### Track-Specific Courses (24 credit hours):

Course	Course Title	Credits	Term Offered
CO327	ADVERTISING IN THE MASS MEDIA	3	FALL ONLY/ ALL YEARS
CO360	PUBLIC RELATIONS IN BUS AND PROFESSIONS	3	FALL ONLY/ ALL YEARS
CO460	INTERGRATED PUBLIC RELATIONS CAMPAIGNS	3	SPRING ONLY/ ALL YEARS

Choose 1 of the following:

Course	Course Title	Credits	Term Offered
CO250	ARGUMENTATION	3	FALL ONLY/ ALL YEARS
BA260	FUNDAMENTALS OF MARKETING	3	FALL/SPRING/ ALL YEARS
AR240	COMPUTER GRAPHIC DESIGN	3	FALL/SPRING/ ALL YEARS

Choose 1 of the following:

Course	Course Title	Credits	Term Offered
CO330	SMALL GROUP COMMUNICATION	3	FALL ONLY/ ODD YEARS
CO370	ORGANIZATIONAL COMMUNICATION	3	SPRING ONLY/ ODD YEARS

Choose 1 of the following:

Course	Course Title	Credits	Term Offered
CO356	EDITING AND LAYOUT DESIGN	3	SPRING ONLY/ EVEN YEARS
CO436	DIGITAL COMMUNICATIONS TECHNOLOGIES	3	FALL ONLY/ EVEN YEARS

Choose 1 of the following:

Course	Course Title	Credits	Term Offered
CO320	INTERPERSONAL COMMUNICATION	3	SPRING ONLY/ EVEN YEARS
CO340	PERSUASION	3	FALL ONLY/ EVEN YEARS

Choose 1 of the following:

Course	Course Title	Credits	Term Offered
CO326	ADVANCED REPORTING	3	SPRING ONLY/ EVEN YEARS
CO336	BROADCAST JOURNALISM	3	FALL ONLY/ ALL YEARS
CO426	DOCUMENTARY PROCESS	3	SPRING ONLY/ EVEN YEARS

**Track Electives (3 credit hours):**

Choose 1 of the following:

Course	Course Title	Credits	Term Offered
AR240	COMPUTER GRAPHIC DESIGN	3	FALL/SPRING/ ALL YEARS
BA260	FUNDAMENTALS OF MARKETING	3	FALL/SPRING/ ALL YEARS
CO240	PHOTO JOURNALISM	3	FALL ONLY/ EVEN YEARS
CO250	ARGUMENTATION	3	FALL ONLY/ ALL YEARS
CO320	INTERPERSONAL COMMUNICATION	3	SPRING ONLY/ EVEN YEARS
CO326	ADVANCED REPORTING	3	SPRING ONLY/ EVEN YEARS
CO330	SMALL GROUP COMMUNICATION	3	FALL ONLY/ ODD YEARS
CO336	BROADCAST JOURNALISM	3	FALL ONLY/ ALL YEARS
CO340	PERSUASION	3	FALL ONLY/ EVEN YEARS
CO356	EDITING AND LAYOUT DESIGN	3	SPRING ONLY/ EVEN YEARS
CO357	MEDIA COMPUTER GRAPHICS	3	SPRING ONLY/ ALL YEARS
CO370	ORGANIZATIONAL COMMUNICATION	3	SPRING ONLY/ ODD YEARS
CO385	PRINT MEDIA EXPERIENCE	3	SPRING ONLY/ ALL YEARS
CO386	MASS MEDIA EXPERIENCE: BROADCASTING	3	FALL ONLY/ ALL YEARS
CO426	DOCUMENTARY PROCESS	3	SPRING ONLY/ EVEN YEARS

Course	Course Title	Credits	Term Offered
CO436	DIGITAL COMMUNICATIONS TECHNOLOGIES	3	FALL ONLY/ EVEN YEARS

## Digital Cinema, Media, & Journalism Track and Elective Requirements (27 credit hours)

### Track-Specific Courses (24 credit hours):

Course	Course Title	Credits	Term Offered
CO228	FILM AND TELEVISION CRITICISM	3	FALL ONLY/ ALL YEARS
CO328	INDEPENDENT NARRATIVE FILMMAKING	3	SPRING ONLY/ ALL YEARS
CO336	BROADCAST JOURNALISM	3	FALL ONLY/ ALL YEARS
CO357	MEDIA COMPUTER GRAPHICS	3	SPRING ONLY/ ALL YEARS

Choose 1 of the following:

Course	Course Title	Credits	Term Offered
AR240	COMPUTER GRAPHIC DESIGN	3	FALL/SPRING/ ALL YEARS
CO240	PHOTO JOURNALISM	3	FALL ONLY/ EVEN YEARS

Choose 1 of the following:

Course	Course Title	Credits	Term Offered
CO356	EDITING AND LAYOUT DESIGN	3	SPRING ONLY/ EVEN YEARS
CO436	DIGITAL COMMUNICATIONS TECHNOLOGIES	3	FALL ONLY/ EVEN YEARS

Choose 1 of the following:

Course	Course Title	Credits	Term Offered
EN311	CREATIVE WRITING:	3	FALL/SPRING/ ALL YEARS
CO326	ADVANCED REPORTING	3	SPRING ONLY/ EVEN YEARS

Choose 1 of the following:

Course	Course Title	Credits	Term Offered
CO327	ADVERTISING IN THE MASS MEDIA	3	FALL ONLY/ ALL YEARS
CO426	DOCUMENTARY PROCESS	3	SPRING ONLY/ EVEN YEARS

### Track Electives (3 credit hours):

Course	Course Title	Credits	Term Offered
CO240	PHOTO JOURNALISM	3	FALL ONLY/ EVEN YEARS
EN311	CREATIVE WRITING:	3	FALL/SPRING/ ALL YEARS
TH315	SCENIC DESIGN	3	SPRING ONLY/ EVEN YEARS
CO326	ADVANCED REPORTING	3	SPRING ONLY/ EVEN YEARS
CO327	ADVERTISING IN THE MASS MEDIA	3	FALL ONLY/ ALL YEARS
AR340	DIGITAL IMAGING TECHNIQUES	3	FALL/SPRING/ ALL YEARS
CO356	EDITING AND LAYOUT DESIGN	3	SPRING ONLY/ EVEN YEARS
CO385	PRINT MEDIA EXPERIENCE	3	SPRING ONLY/ ALL YEARS
CO426	DOCUMENTARY PROCESS	3	SPRING ONLY/ EVEN YEARS
CO410	SPECIAL TOPICS IN COMMUNICATION STUDIES	3	AS REQUIRED

#### Note:

- CO-410 Special Topics in Communication will include Cinematography or Digital Sound Design during specific semesters. This course may be repeated for different topics, if desired.

### General Education Requirements

To meet the university's General Education requirements, follow the **Student Advisement Sheet** to fulfill all necessary courses. Under the following sections on the General Education advisement sheet, take the courses listed below to satisfy both the General Education requirement and the course requirements for this major.

#### Tier II: Direction Building (DB) (9-11 credits)

1) CF, DF, or UU as a prerequisite (can be within a declared major)

Course	Course Title	Credits	Term Offered
CO226	MEDIA WRITING	3	FALL/SPRING/ ALL YEARS
CO236	BROADCAST PRODUCTION	3	FALL/SPRING/ ALL YEARS

2) DF or major exploration. Take one of the following:

Course	Course Title	Credits	Term Offered
CO310	INTERCULTURAL COMMUNICATION	3	SPRING ONLY/ ALL YEARS
CO357	MEDIA COMPUTER GRAPHICS	3	SPRING ONLY/ ALL YEARS
CO360	PUBLIC RELATIONS IN BUS AND PROFESSIONS	3	FALL ONLY/ ALL YEARS
CO385	PRINT MEDIA EXPERIENCE	3	SPRING ONLY/ ALL YEARS

3) DF or UU exploration outside major requirements (may apply to a minor or second major)

Course	Course Title	Credits	Term Offered
BA260	FUNDAMENTALS OF MARKETING	3	FALL/SPRING/ ALL YEARS
EN311	CREATIVE WRITING:	3	FALL/SPRING/ ALL YEARS
EN316	PROFESSIONAL WRITING	3	SPRING ONLY/ ALL YEARS
EN319	ADVANCED COMPOSITION	3	FALL/SPRING/ ALL YEARS

Or any other DF courses

### Tier III: Capstone Experience

Course	Course Title	Credits	Term Offered
CO491	SEMINAR: COMMUNICATION AND MEDIA CAPSTONE AND SOCIETY	3	FALL/SPRING/ ALL YEARS

## MINOR REQUIREMENTS (21 CREDIT HOURS)

The minor in Communication & Media is particularly suited for students majoring in Public Administration, Business, Education, Agriculture, Nursing, and English who need a strong background in communication skills for their professional work. Faculty advisors will help you tailor the minor to fit your career goals.

## Required Core Courses (12 credit hours)

Course	Course Title	Credits	Term Offered
CO106	INTRODUCTION TO MASS COMMUNICATION	3	FALL/SPRING/ ALL YEARS
CO226	MEDIA WRITING	3	FALL/SPRING/ ALL YEARS
CO236	BROADCAST PRODUCTION	3	FALL/SPRING/ ALL YEARS
CO310	INTERCULTURAL COMMUNICATION	3	SPRING ONLY/ ALL YEARS

## Elective Courses (9 credit hours)

Take an additional nine credit hours of [Communication & Media \(CO\)](#) courses with consent of advisor. Six of these must be upper division hours. Students should consult with a [Communication & Media advisor](#) for recommendations regarding which courses best complement their major.

## General Education Requirements

To meet the university's General Education requirements, follow the [Student Advisement Sheet](#) to fulfill all necessary courses. Under the following sections on the General Education advisement sheet, take the courses listed below to satisfy both the General Education requirement and the course requirements for this minor.

## Tier II: Direction Building (DB) (9-11 credits)

1) CF, DF, or UU as a prerequisite (can be within a declared major)

Course	Course Title	Credits	Term Offered
CO226	MEDIA WRITING	3	FALL/SPRING/ ALL YEARS
CO236	BROADCAST PRODUCTION	3	FALL/SPRING/ ALL YEARS

2) DF or major exploration. Take one of the following:



Course	Course Title	Credits	Term Offered
CO310	INTERCULTURAL COMMUNICATION	3	SPRING ONLY/ ALL YEARS
CO357	MEDIA COMPUTER GRAPHICS	3	SPRING ONLY/ ALL YEARS
CO360	PUBLIC RELATIONS IN BUS AND PROFESSIONS	3	FALL ONLY/ ALL YEARS
CO385	PRINT MEDIA EXPERIENCE	3	SPRING ONLY/ ALL YEARS

3) DF or UU exploration outside major requirements (may apply to a minor or second major)

Course	Course Title	Credits	Term Offered
BA260	FUNDAMENTALS OF MARKETING	3	FALL/SPRING/ ALL YEARS
EN311	CREATIVE WRITING:	3	FALL/SPRING/ ALL YEARS
EN316	PROFESSIONAL WRITING	3	SPRING ONLY/ ALL YEARS
EN319	ADVANCED COMPOSITION	3	FALL/SPRING/ ALL YEARS

Or any other DF courses

## FACULTY

### PROGRAM CHAIR

#### Hunter H. Fine

Associate Professor of Communication  
College of Liberal Arts & Social Sciences  
(671) 735-2703  
[fineh@triton.uog.edu](mailto:fineh@triton.uog.edu)

## PROGRAM FACULTY

#### Raymond Anderson

Professor of Communication  
College of Liberal Arts & Social Sciences  
(671) 735-2700  
[rdanderson@triton.uog.edu](mailto:rdanderson@triton.uog.edu)

#### Manuel Lujan Cruz

Assistant Professor of Communication Studies  
College of Liberal Arts & Social Sciences  
(671) 735-2704  
[cruz6043@triton.uog.edu](mailto:cruz6043@triton.uog.edu)

#### Francis Dalisay

Associate Professor of Journalism  
College of Liberal Arts & Social Sciences  
(671) 735-2701  
[fdalisay@triton.uog.edu](mailto:fdalisay@triton.uog.edu)