Morris Campus

Communication, Media, and Rhetoric B.A.

Division of Humanities - Adm

Division of Humanities

- Program Type: Baccalaureate
- Requirements for this program are current for Spring 2016
- Required credits to graduate with this degree: 120
- Required credits within the major: 42
- Degree: Bachelor of Arts

This discipline is in the Division of the Humanities. The mission of the Communication, Media, and Rhetoric (CMR) discipline is to provide an introduction to the breadth of scholarship in communication history, communication theory, and communication contexts. UMM students in the CMR major study the multidimensional nature of various types of communication processes, the activities of message production, and the analysis and evaluation of personal, public, and mass communication. Students develop skills for lifelong learning and refine capabilities for active involvement in a participatory democracy.

Objectives--The curriculum is designed to ensure that:
1. Students develop a historical and theoretical understanding of the three areas of communication, electronic media, and rhetoric.
2. Students use a variety of assigned theoretical approaches and research methods appropriate to rhetoric, communication, and electronic mass media to describe and evaluate assigned or chosen discourse.
3. Students participate in a variety of oral communication phenomenon assignments using informative and persuasive speaking techniques effectively.

Learning Outcomes:
1. Students will be able to compare and evaluate various theoretical approaches, demonstrate an understanding of the historical dimensions of theory building, and describe and critically evaluate the complexity and richness of communication.
2. Students will be able to choose from a variety of methods to analyze, synthesize, and evaluate a specific act, communication artifact, or phenomena.
3. Students will be able to design and deliver effective messages orally.

Program Delivery

This program is available:

- via classroom (the majority of instruction is face-to-face)

Admission Requirements

For information about University of Minnesota admission requirements, visit the Office of Admissions website.

General Requirements

All students are required to complete general University and college requirements. For more information, see the general education requirements.

Program Requirements

Students are required to take 2 semester(s) of any second language.

Up to 4 credits of coursework with a grade of D or D+ may be used to meet the major requirements if offset by an equivalent number of credits of A or B. Courses may not be taken S-N, unless offered S-N only.

A minimum GPA of 2.00 is required in the major to graduate. The GPA includes all, and only, University of Minnesota coursework. Grades of "F" are included in GPA calculation until they are replaced.

Required Courses

CMR 1052 *{Inactive}*[E/CR] (2.0 cr)
CMR 2062 - Interpersonal and Group Communication [HUM] (4.0 cr)
CMR 1101 - Introduction to Theories of Communication, Media, and Rhetoric [HUM] (4.0 cr)
CMR 4152 - Advanced Public Speaking [HUM] (4.0 cr)
CMR 4900 - Communication, Media, and Rhetoric Seminar I (1.0 cr)
CMR 4901 - Communication, Media, and Rhetoric Seminar II (3.0 cr)

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Communication Electives

Take 8 or more credit(s) from the following:

- CMR 2411 - Health Communication [HUM] (4.0 cr)
- CMR 2421 - Business and Professional Communication [E/CR] (4.0 cr)
- CMR 3401 *{Inactive}*[SS] (4.0 cr)
- CMR 3411 - Intercultural Communication Theory and Research [HDIV] (4.0 cr)
- CMR 3421 - Organizational Communication Theory and Research [SS] (4.0 cr)
- CMR 3432 - Research Methods & Analysis (4.0 cr)
- CMR 3433 - Communication, Power, and Identity [HUM] (4.0 cr)
- CMR 4411 *{Inactive}*(4.0 cr)

Media Electives

Take 8 or more credit(s) from the following:

- CMR 1388 *{Inactive}*(1.0 cr)
- CMR 1389 *{Inactive}*(1.0 cr)
- CMR 2311 - Media History and Society [SS] (4.0 cr)
- CMR 2321 - Digital Media Production [HUM] (4.0 cr)
- CMR 3301 - Media Theory, Criticism, and Problems [SS] (4.0 cr)
- CMR 3312W - Media Literacy (4.0 cr)
- CMR 3342 - Visual Journalism [HUM] (4.0 cr)
- CMR 4341 - New Media Technologies [HUM] (2.0 cr)

Rhetoric Electives

Take 8 or more credit(s) from the following:

- CMR 3101 *{Inactive}*[IP] (4.0 cr)
- CMR 3111 *{Inactive}*[HUM] (4.0 cr)
- CMR 3123 - Rhetorical Criticism and Speeches that Changed the World [HUM] (4.0 cr)
- CMR 3124 - Rhetoric of Comic Art: Analysis and Creation [HUM] (4.0 cr)
- CMR 3125 *{Inactive}*[SS] (4.0 cr)
- CMR 3202 *{Inactive}*[HUM] (4.0 cr)
- CMR 3251 *{Inactive}*[E/CR] (4.0 cr)
- CMR 4122 *{Inactive}*[HUM] (4.0 cr)
- CMR 4123 - Rhetoric of Advertising [HUM] (4.0 cr)

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