

COMMUNICATION: ADVOCACY & ACTIVISM, BA

General Comm Degree Description:

Communication is an interdisciplinary field that draws from the humanities, social sciences, and sciences. The undergraduate Communication program focuses on the theoretical, critical, and empirical examination of fundamental communication systems, institutions, processes, and effects. Comm majors gain deep insight into how communication shapes our individual and collective social, political, economic, and cultural lives; both historical and contemporary, local and global. Our majors learn and employ a range of theories and research methods, including quantitative approaches such as survey research, experiments, content analysis, and computational science; and qualitative approaches such as historical, textual and discourse analysis, focus groups, and ethnographic fieldwork. In doing so, they produce scholarship that is rigorous, relevant, and multi-modal.

The major in Communication is granted by the College of Arts and Sciences, but the major curriculum is designed, administered, and taught by the Annenberg School for Communication.

Majors may complete an optional concentration. Effective Fall 2020, Communication concentrations are as follows: Advocacy & Activism; Audiences & Persuasion; Culture & Society; Data & Network Science; and Politics & Policy. Alternatively, students may also choose to enroll in the Communication and Public Service (ComPS) program. Students interested in pursuing one of these concentrations or ComPS should make an appointment to meet with a member of the COMM Undergraduate Advising Team (<https://www.asc.upenn.edu/academics/undergraduate-program/advising-appointments/>).

See separate details on requirements for a Communication major concentration (<https://www.asc.upenn.edu/academics/undergraduate-program/curriculum-and-major-requirements/concentrations/>) or the ComPS program (<https://www.asc.upenn.edu/academics/undergraduate-program/curriculum-and-major-requirements/communication-and-public-service/>).

COMM students with a concentration complete 14 courses for the major, including a total of 5 courses are required to complete a concentration (three of which are COMM courses, two of which are non-COMM elective courses). A list of approved COMM concentration courses can be found here (<https://www.asc.upenn.edu/academics/undergraduate-program/curriculum-and-major-requirements/concentrations/>). Non-COMM elective courses require pre-approval from a member of the COMM Undergraduate Advising Team (<https://www.asc.upenn.edu/academics/undergraduate-program/advising-appointments/>). *Students may only complete one concentration.*

In addition to concentrations, the Comm curriculum also offers opportunities for thesis research (<https://www.asc.upenn.edu/academics/undergraduate-program/curriculum-and-major-requirements/thesis-requirements/>), independent study (<https://www.asc.upenn.edu/academics/undergraduate-program/curriculum-and-major-requirements/independent-study/>), internships (<https://www.asc.upenn.edu/academics/undergraduate-program/academic-opportunities/internship-program-and-seminar/>), study abroad (<https://www.asc.upenn.edu/academics/undergraduate-program/curriculum-and-major-requirements/study-abroad-and-transferring-credit/>), and public

service (through the Communication and Public Service Program) (<https://www.asc.upenn.edu/academics/undergraduate-program/curriculum-and-major-requirements/communication-and-public-service/>).

Advocacy & Activism

Courses in this Concentration focus on the intersection of communication and social justice. Through this concentration students will explore vital communication-related questions about socio-political power, protest, and progress. Courses explore media institutions and the past, present, and evolving techniques and technologies of protest and social movements. Sample courses include: Media Activism Studies; Ethnography and Media for Social Justice; Global Digital Activism; Communication, Activism, and Social Change; and Digital Inequality.

The minimum total course units (<https://www.college.upenn.edu/credits-needed-major/>) for graduation in this major is 34. Double majors may entail more course units.

Students must meet the following minimum requirements prior to acceptance into the major.

1. Completion of at least two of the following introductory courses:

Code	Title	Course Units
COMM 123	Critical Approaches to Popular Culture	1
COMM 125	Introduction to Communication Behavior	1
COMM 130	Media Industries and Society	1

2. Completion of a third Communication course.
3. Cumulative GPA of 2.0 or higher in all University of Pennsylvania courses.

For more information: <https://www.asc.upenn.edu/academics/undergraduate-program> (<https://www.asc.upenn.edu/academics/undergraduate-program/>)

For information about the General Education requirements, please visit the College of Arts & Sciences Curriculum (<https://www.college.upenn.edu/curriculum/>) page.

Code	Title	Course Units
------	-------	--------------

College General Education Requirements and Free Electives

Foundational Approaches + Sectors ¹ + Free Electives	20
---	----

Major Requirements

<i>Core Survey Courses</i>	
Select two of the following:	2
COMM 123	Critical Approaches to Popular Culture
COMM 125	Introduction to Communication Behavior
COMM 130	Media Industries and Society

Research Methods Course

Select one:	1
COMM 210	Quantitative Research Methods in Communication
Or, Research Methods course from an approved list. ²	

Elective Courses

Select five COMM specific courses. ^{3,4,5}	5
Select one elective course from a department outside of COMM. The course must be related to the COMM major. ⁶	1

<i>Concentration-Advocacy & Activism</i>	
Select three COMM specific courses from the approved concentration list. ^{7,8}	3
Select two elective courses from a department(s) outside of COMM related to the concentration. ⁹	2
Total Course Units	34

- ¹ You may count no more than one course toward both a Major and a Sector requirement. For Exceptions, check the Policy Statement (<http://www.college.upenn.edu/sectors-policy/>).
- ² Please visit the website (<https://www.asc.upenn.edu/academics/undergraduate-program/curriculum-and-major-requirements/course-requirements/>) for a listing of approved Research Method Courses.
- ³ 2 of the 5 COMM elective courses must be 300 to a 499 level.
- ⁴ Study abroad and study away courses are normally assigned the number COMM298. Students can complete up to 3 COMM298 courses toward their COMM elective requirements.
- ⁵ Students with a 3.5 or higher cumulative GPA can elect to enroll in the yearlong 2 CU senior thesis course (COMM494 & COMM499.)
- ⁶ The Non-COMM elective may be at the intermediate or advanced level. The course must be related to the student's COMM major and be pre-approved by a member of the COMM Undergraduate Advising Team (<https://www.asc.upenn.edu/academics/undergraduate-program/advising-appointments/>).
- ⁷ 2 of the 3 COMM concentration courses must be 300 to 499 level. See the list here (<https://www.asc.upenn.edu/academics/undergraduate-program/curriculum-and-major-requirements/concentrations/>).
- ⁸ With department permission, COMM499 can be counted as one of your COMM specific courses.
- ⁹ 1 Non-COMM elective can be at the introductory level. Courses must be related to the student's concentration and preapproved by a member of the COMM Undergraduate Advising Team (<https://www.asc.upenn.edu/academics/undergraduate-program/advising-appointments/>).

The degree and major requirements displayed are intended as a guide for students entering in the Fall of 2020 and later. Students should consult with their academic program regarding final certifications and requirements for graduation.
