

# UNDERGRADUATE STUDIES

SOCIAL COMMUNICATION (HONOURS  
BACHELOR OF ARTS WITH MAJOR)  
(BACHELOR'S)

This is the face of change



UNIVERSITÉ  
SAINT·PAUL  
UNIVERSITY

[ustpaul.ca/programs](http://ustpaul.ca/programs)

## GENERAL INFORMATION

### Program description

Social communication explores how information is perceived, transmitted and understood. It also looks at the impact on society of various means of communication. Social communication includes the cultural, political and sociological aspects of communication.

Offered by the Faculty of Human Sciences, the Social Communication undergraduate program equips students with a range of communication tools to help them understand our world and interact with it.

In addition to the foundational courses,\* the program provides students with theoretical and practical knowledge of the multiple aspects of communication: the history of media and communications, globalization and social media, social marketing, ethics and organizational communications. Students are also given an opportunity to explore specific subjects in greater depth.

\*The foundational courses are a compulsory part of every bachelor's degree program offered at Saint Paul University.

### What you'll learn

During your studies you will acquire a solid foundation in planned communications, acquire excellent analytical skills, and broaden your understanding of communication theory. You will also learn how to express your point of view in professional-calibre writing, and how to develop and assemble multi-platform audiovisual productions.

### Why choose Saint Paul University?

- » For its small class sizes and close student-teacher ratio
- » For its safe, secure and friendly campus with personalized services
- » For its bilingual setting in the heart of the national capital
- » For its diverse student population and international vision
- » For its solid reputation, experience, history and Catholic tradition

### Career opportunities

- » Advertising manager
- » Columnist
- » Communications officer
- » Facilitator/presenter
- » Filmmaker
- » Journalist
- » Lobbyist
- » Media relations specialist
- » Multimedia scriptwriter
- » Philanthropic communications consultant
- » Press secretary
- » Public relations officer
- » Radio, TV, video producer
- » Reporter
- » Researcher
- » Web content manager

[Click here](#) to find out more about Admission Scholarships at Saint Paul University.

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Other programs that may interest you

- » [Conflict Studies \(Certificate in Conflict Resolution\)](#)
- » [Social Communication \(Honours Bachelor of Arts\)](#)
- » [Conflict Studies \(Honours Bachelor of Arts\)](#)
- » [Conflict Studies \(Honours Bachelor of Arts with Major\)](#)
- » [Human Relations and Spirituality \(Honours Bachelor of Arts with Major\)](#)

## TEACHING STAFF

BLAIS, Martin, Professor

DAKROURY, Aliaa, Professor

O. ONGUNY, Philip, Professor

PIETROBRUNO, Sheenagh, Professor

STUART, Stephen, Professor

## PROGRAM REQUIREMENTS

### Foundational Courses (24 credits)

#### Compulsory courses: 21 credits

- » HTP1101 Trends in Western Thought
- » HTP1102 Artistic and Literary Imagination: Expressions of the Human Experience
- » HTP1103 People, Politics and the Planet
- » HTP1104 Faith, Justice and the Common Good
- » ISC2309 English Composition
- » ISC2314 Public Speaking
- » PHI2181 Human Knowledge

#### Optional Courses: 3 credits from

- » MIS2103 World Religions
- » THO1306 Exploring the Sacred
- » THO1307 Understanding the Bible

### Major in Social Communication (42 credits)

#### Compulsory Courses: 24 credits

- » ISC1308 Introduction to New Media
- » ISC1310 Communication Research and Methodology
- » ISC2301 Communication and Organizations
- » ISC2306 Media and Ethics
- » ISC2307 Introduction to Communication
- » ISC2328 Communication Plan
- » ISC3300 Theories of Mediated Communications
- » ISC3305 Psycho Sociology of Mass Communications

#### Optional Courses: 18 credits

Six credits from (2000 level):

- » ISC2313 Electronic Journalism
- » ISC2315 Sound and Radio Production
- » ISC2317 Video 1: The Basics
- » ISC2326 Print Media 1: Writing Principles

Six credits from (3000 level):

- » ISC3309 Creating Media Programming
- » ISC3312 Photography: Semiology of Image
- » ISC3313 Video 3: Advanced Production
- » ISC3320 Internship 1
- » ISC3335 Document Writing

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- » ISC3350 Contemporary Journalism Practices
- » ISC3354 Video 2: Documentary

Six credits from (4000 level):

- » ISC4300 Argumentation and Persuasive Communication
- » ISC4302 Social Communications and Social Media
- » ISC4304 Media and Religious Traditions
- » ISC4305 Communications for Sustainable Development
- » ISC4306 Stakes analysis
- » ISC4314 Communication and Anthropology
- » ISC4320 Internship 2
- » ISC4330 Research or Directed Study

### Elective Courses (54 credits)

- » Students complete a second major (42 credits) and 12 credits **or** a minor (30 credits) and 24 credits.
- » 18 credits must be of 3000 or 4000 level.



## COURSES

### HTP 1101 - TRENDS IN WESTERN THOUGHT

This course addresses multiple aspects of the evolution of western thought, from Antiquity to current times, and the impact of major events and thinkers, and the influence of other civilizations on the contemporary understanding of human nature, culture and society.

### HTP 1102 - APPROACHES IN THE HUMANITIES: INTERPRETING THE HUMAN EXPERIENCE

Introduction to theoretical approaches in the Humanities and to the methods that are applied to interpret the multiple expressions of human experience, particularly those expressed in important works of art and literature.

### HTP 1103 - PEOPLE, SOCIAL JUSTICE AND ECOLOGY

Social and ecological challenges facing humanity today, and related issues of social justice. These questions will be examined from a perspective of community building and efforts towards ecological and social transformations for a hopeful future.

### HTP 1104 - FAITH, JUSTICE AND THE COMMON GOOD

This course investigates faith, justice and the common good from religious, philosophical and human science perspectives. The course draws on classic and contemporary resources, in particular those from the Christian intellectual traditions.

### ISC 1308 - INTRODUCTION TO NEW MEDIA

Initiation to the techniques of communication and to the study of media. Through basic exercises initiation to the laws of image from the perspective of the communication studies, to design and to photography. Audiovisual editing (image and sound), computer software and new technologies of communication.

### ISC 1310 - COMMUNICATION RESEARCH AND METHODOLOGY

Basics of methodology in communication. Distinction between argumentation and empirical research. Distinction between qualitative and quantitative research. Key principles of qualitative and quantitative work.

### ISC 2301 - COMMUNICATION AND ORGANIZATIONS

Definition of an organization. Usual approaches to communication within the organizations: functionalist, strategic, critical, and cultural. The change management issue. Impact of technology.

### ISC 2306 - MEDIA AND ETHICS

Constitutive elements of ethical behavior. Basic ethical criteria in media communication. Rights in communication situations. Deontology codes in use in several institutions. Case analysis in media praxis: persuasion communication and fiction.

## ISC 2307 - INTRODUCTION TO COMMUNICATION

Initiation to the language of communication. Main concepts. Most usual models in communication studies. Functions of communication. Communication scales from the personal interactions to mediated communication.

## ISC 2309 - ENGLISH COMPOSITION

This course is dedicated to the improvement of writing skills in order to become an effective communicator in several contexts.

## ISC 2313 - ELECTRONIC JOURNALISM

Initiation to news gathering. Verification procedures. Initiation to writing for electronic media. Initiation to news presentation. Initiation to radio and TV interview.

## ISC 2314 - PUBLIC SPEAKING

Learning the techniques of efficient public speaking. Introduction and training to personal impression making in electronic media. Development of a professional attitude and self-confidence.

## ISC 2315 - SOUND AND RADIO PRODUCTION

Sound in communication. Qualities of sound. Sound recording techniques. Sound editing. Implementation to radio production. Introduction to program direction and production.

## ISC 2317 - VIDEO 1: THE BASICS

Introduction to the television lexicon. Imaging and its composition. Sound recording, lighting and editing. Basic exercises with the camera. Production of a short story. Prerequisite to the other video courses.

## ISC 2326 - PRINT MEDIA: WRITING PRINCIPLES

Rules in information writing. The course will clarify the links between the apprenticeship of press writing and press reading. The course will also present the press writing rules in a broader theoretical context. Basic techniques concerning news gathering, story processing and diffusion of information in written press. News, reportage and editorial. Lectures and praxis.

## ISC 2328 - COMMUNICATION PLAN

Definition of campaign, objectives, target audience, channel, public environment, etc. Planning of strategic communications. Development of a communication plan; evaluation processes. Project management.

## ISC 3300 - THEORIES OF MEDIATED COMMUNICATION

Theories on the nature and the psychological, social and cultural influence of mediated communication. Introduction to the understanding of "magic ball"

theories, of selective influence, of social differentiation, of indirect influence, of social organization, of the social construction of reality, etc.

## **ISC 3305 - PSYCHO SOCIOLOGY OF MASS COMMUNICATIONS**

Main theories and concepts in social psychology useful for the understanding of following phenomena: communication, progression of the information and their effects. Classical concepts: attitudes, attribution, persuasion, cognitive dissonance. Main concepts of contemporary social cognition theories: bias, heuristics.

## **ISC 3309 - CREATING MEDIA PROGRAMMING**

Television, radio and cross media genres. Stages of production: from the original project, to creating the show, to scriptwriting, to the multiplatform strategy.

## **ISC 3312 - PHOTOGRAPHY: SEMIOLOGY OF IMAGE**

Introduction to the language of images within the study of communications. Expressive value of the image and communication. Cultural iconic codes. Semiology of the image. Image as a language in relation to discourse and the weight it carries in a media context.

## **ISC 3313 - VIDEO 3: ADVANCED PRODUCTION**

Exploring different types of television production. Design: idea, script, storyboards, planning. Exercises: sets, staging, direction, advanced techniques for sound and image production.

Prerequisite: ISC2317.

## **ISC 3320 - INTERNSHIP I**

Practical application of acquired knowledge. Activities monitored by a supervisor in a professional communication setting. Writing of practicum report. Graded S/NS.

## **ISC 3335 - DOCUMENT WRITING**

Understanding several official communication genres, such as: information; decision announcement; reports and memoirs. Summary reports, translating data into popular science, rewriting practices.

## **ISC 3350 - CONTEMPORARY JOURNALISM PRACTICES**

Journalism in the Internet age. Traditional journalism and new intermediaries of information. Integration of new means of collecting, processing, selecting, prioritizing and broadcasting information.

Prerequisite: ISC2326

## **ISC 3354 - VIDEO 2: DOCUMENTARY**



Historical survey of Canadian produced content and global trends. Learning the methodology of research, scripting, shooting and editing of a documentary. Production of a documentary video.

Prerequisite: ISC2317.

### **ISC 4300 - ARGUMENTATION AND PERSUASIVE COMMUNICATION**

Elements of the theory of argumentation. Concept of arguments in communication. Writing and public intervention exercises.

### **ISC 4302 - SOCIAL COMMUNICATIONS AND SOCIAL MEDIA**

Concept of social communication. Evolution of the Web and advent of social media. Types of social media and their main uses. Social media and current practices in communication.

### **ISC 4304 - MEDIA AND RELIGIOUS TRADITIONS**

Historical clashes between the media and religious traditions. Culture, religious traditions and the media. Possible divergences and convergences. Religious traditions and new technologies.

### **ISC 4305 - COMMUNICATIONS FOR SUSTAINABLE DEVELOPMENT**

Evolution of the concept of sustainable development and its different definitions. Role and responsibility of social communications in sustainable development. Communication strategies for implementation.

### **ISC 4306 - STAKES ANALYSIS**

Skill development in the analysis of social and socio-political situations. Several key concepts: situations, actors, problem framing, stakes, constraints. Identifying social and communication issues. Case analysis.

### **ISC 4314 - COMMUNICATION AND ANTHROPOLOGY**

Notions of culture and socialization. Myths and rituals. Imagination and rationality. Social construction of meaning. Types of human being in media culture, types changed through modern experience of social communication. Institutionalized communication.

### **ISC 4320 - INTERNSHIP II**

Practical application of acquired knowledge. Activities monitored by a supervisor in a professional communication setting. Writing of practicum report. Graded S/NS.

### **ISC 4330 - RESEARCH OR DIRECTED STUDY**

Individual or small group study on a topic corresponding to the needs or particular interests of students. Record of accomplishments. Possibility of recognizing a relevant professional activity in the communication or information sectors.

### **PHI 2181 - HUMAN KNOWLEDGE**

Study of the traditional, universalist, approach to knowledge as well as contemporary standpoint approaches, such as feminist and postmodernist.

### **THO 1306 - EXPLORING THE SACRED**

The human effort to express the experience of the sacred and to name our sense of the "Beyond". The different forms such expressions have taken: cosmic wonder and its symbols, foundations stories, ritual life. The meaning of this effort for understanding the quest of the human spirit and its attempts to build order in society and community.

### **THO 1307 - WHAT IS THE BIBLE?**

The Bible: book or library, history or story? History of the Jewish people and of the culture in which the Bible was written. The Bible and its content. Interpreting the text. The Jesus event. The influence of the Bible on history and on contemporary culture.

### **THO 2410 - WORLD RELIGIONS**

Introduction to the world religions with an emphasis on Christian faith in interaction with other living faiths.

## CONTACT US

### Office of Admissions, Registrar and Student Services

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### Hours of Operation

Monday to Friday: 8 a.m. to 12 p.m. and 1 p.m. to 4 p.m.