UNDERGRADUATE STUDIES

HONOURS BACHELOR OF ARTS IN SOCIAL COMMUNICATION FOR ALGONQUIN COLLEGE PROFESSIONAL WRITING GRADUATES



UNIVERSITÉ SAINT-PAUL UNIVERSITY

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 SaintÂ 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 SaintÂ Paul University.

Other programs that may interest you

» Conflict Studies (Certificate in Conflict Resolution)
» Honours Bachelor of Arts with Major in Social Communication
» Honours Bachelor of Arts in Conflict Studies
» Honours Bachelor of Arts with Major in Conflict Studies

The list of required courses is presented under the Program Requirements tab.

A student enrolled in this Honours Bachelor's Program with major must add a complementary minor.

TEACHING STAFF

BLAIS, Martin, Professor
Théorie pragmaticienne de la communication; Communication organisationnelle et théories contemporaines du leadership; Épistémologie du marketing

DAKROURY, Aliaa, Professor
Dr. Dakroury taught at the University of Ottawa's Department of Communication from 2008 to 2012; at Carleton University's School of Journalism and Communication from 2005 to 2010; and Departments of Sociology and Anthropology and Law from 2008 to 2011. She is the managing editor of the American Journal of Islamic Social Sciences. She is the author of Communication and Human Rights (2009), editor of The Right to Communicate: Historical Hopes, Global Debates, and Future Premises (2009), editor of The Right to Communicate, a special issue of Global Media Journal -- American Edition (Fall 2008), and co-editor of Introduction to Communication and Media Studies (2008). She is the winner of the Canadian Communication Association's 2005 Van Horne Award and has been nominated as an honorary expert by the Islamic Resource Bank (IRB), a joint project of the Minaret of Freedom Institute, the Association of Muslim Social Scientists, and the International Institute of Islamic Thought. Her publications appear in various journals, including the Journal of International Communication, Media Development: Journal of the World Association for Christian Communication, the American Journal of Islamic Social Sciences, Reconstruction: Studies in Contemporary Culture, the Journal of InterGroup Relations, the American Journal of Islamic Social Sciences, the Global Media Journal -- American Edition, and the Journal of Culture, Language, and Representation.

O. ONGUNY, Philip, Professor
Dr. Onguny received his Ph.D. in Communication from Université de Montreal in 2013, where he concentrated in International Communication and Development. He has an M.A. in Organizational Communication from Keene State College and Université de Rennes 2, and a B.A. in Information and Communication Sciences from Université de Rennes 2. Before joining Saint Paul University, Dr. Onguny served as an Instructor in the Department of Communication at Université de Montreal for over four years.Dr. Onguny's work focuses on three research streams: a) the role of media in conflict transformation and humanitarian intervention; b) implications of global communication on public opinion and democratization processes; and c) social activism in the contexts of new media and digital technologies. In the first line of his research, he draws on theories of international communication, including perspectives from political science and international relations, to investigate how the media's coverage of conflicts influence the actions taken by governments, civil society, and NGOs involved in peace-building efforts. In the second stream, he embraces issue-framing and audience research to examine how global information flow impacts public opinion on various issues, including cultural alignments and dominant social order. In the third cluster, he adopts critical theories of media to assess ways in which digital technologies and social media platforms create new opportunities and challenges for conventional democratic ideals such as freedom of speech, power legitimacy, and social justice. As part of his research and teaching agenda, Dr. Onguny is actively involved in outreach activities as a volunteer at Development and Peace, a Catholic humanitarian organization mobilizing Canadians towards actions for social change, particularly on poverty alleviation and social development in the Global South.

PIETROBRUNO, Sheenagh, Professor
New media and digital culture; social media; digital intangible heritage; media archaeology; media theory; media history.

STUART, Stephen, Professor
Social responsibilities of large-scale sport organizations; administration of risk in extreme sports; administration; social marketing; communication.

ADMISSION

Procedures relevant to program admission

Eligible candidates from Algonquin College who wish to avail themselves of this agreement must adhere to the following procedure:

» The admission form for Saint Paul University or the Ontario Universities' Admission Centre (OUAC) must be used to draw up your request;
» The Admission request must be received no later than April 30 and an academic transcript showing evidence that the studies program diploma for Algonquin College has been received;
» If the academic transcript is incomplete, admission will be conditional to the presentation of a final academic transcript showing that the diploma has been received for the studies program at Algonquin College;
» Administrative fees related to the admission request are applicable.

Saint Paul University reserves the right to refuse this agreement to a candidate who obtained his or her diploma for the studies program at Algonquin more than three years before submitting his or her request for admission.
Offer of admission

You must complete this form:

Note: If you anticipate sending applications for admission to more than one university, we recommend that you complete de Application for admission form of the Ontario Universities' Admission Centre (OUAC).

DOCUMENTS NEEDED FOR THE ASSESSMENT OF YOUR APPLICATION
In order for us to assess your application, you must submit official transcripts for all of your previous studies (secondary, college and university). These transcripts must be sent directly from your academic institution to the following address:

Saint Paul University
Office of Admissions and Student Services
223 Main Street
Ottawa, Ontario
K1S 1C4
CANADA

However, to expedite the assessment process for your application, you can scan your documents and e-mail them to the Office of Admissions at admission@ustpaul.ca and then send your official documents through the mail.

ASSESSMENT OF YOUR APPLICATION
Once the Office of Admissions receives all the required documents, it will begin to assess your application. One of the following decisions will be sent to you at the email address you gave us, as well as to your postal address.

Possible decisions

» **Offer of admission**
The Office of Admissions will send you an offer of admission (unconditional).

» **Conditional offer of admission**
The Office of Admissions will make you a conditional offer of admission, with specific conditions that you must meet by a certain deadline. You can still proceed to registration (course selection).
» **Deferred decision**
The Office of Admissions can inform you that some information is missing and therefore the University is unable to make a decision regarding your eligibility. If applicable, the Office will tell you which documents to send and by what date.
» **Refusal**
The Office of Admissions will inform you of the reasons for the refusal.

ACCEPT YOUR OFFER OF ADMISSION

To accept an offer of admission and a scholarship offer, if applicable, you must sign the form entitled Admission acceptance form that accompanies your offer of admission and send it to Saint Paul University by email, before the deadline, to admission@ustpaul.ca or mail it to:

Saint Paul University
Office of Admissions and Student Services
223 Main Street
Ottawa, Ontario
K1S 1C4
CANADA

CHOOSE YOUR COURSES

With your offer of admission, you will receive all the information you will need to choose your courses. You will also receive the contact information for our academic advisors; you can meet with them one on one or during information sessions for guidance and to help you finalize your course selection.

PROGRAM REQUIREMENTS

Discipline Specific Courses (48 credits)

Compulsory Courses (27 credits)

- » ISC1308 Introduction to New Media
- » ISC2301 Communication and Organizations
- » ISC2306 Media and Ethics
- » ISC3300 Theories of Mediated Communication
- » ISC3305 Psycho Sociology of Mass Communications
- » ISC3327 Theories of Social Communication
- » ISC3339 Introduction to Public Relations
- » ISC4300 Argumentation and Persuasive Communication
- » ISC4306 Stakes Analysis

Optional Courses (21 credits)

Six credits from (2000 level)

- » ISC2313 Electronic Journalism
- » ISC2329 Interpersonal Communication
- » ISC2331 Conceptions of Society
- » ISC2337 Special Topics in Social Communication 1
- » ISC2342 Strategic Communication Tools

Nine credits from (3000 level)

- » ISC3301 Social Marketing
- » ISC3302 Media and Great Social Debates
- » ISC3303 Professional Ethics in Communication
- » ISC3309 Creating Media Programming
- » ISC3312 Photography: Semiology of Image
- » ISC3318 Content Analysis
- » ISC3319 Special Topics in Social Communications 2
- » ISC3320 Internship 1
- » ISC3331 Knowing the Media
- » ISC3350 Contemporary Journalism Practices

Six credits from (4000 level)

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

Elective Courses (12 credits)

COURSES

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 1105 - CRITICAL ANALYSIS, READING AND WRITING ACADEMIC WORKS

Development of abilities to read critically and understand academic works. Focus on formal writing skills: techniques of clear expression and construction of texts, argument development and organization. This course also includes a library laboratory component with focus on research skills, citations, and academic integrity.

HTP 1106 - THE FIRST PEOPLES IN CANADA

Indigenous and non-Indigenous perspectives on the First Peoples in Canada, cultural diversity, traditional practices and beliefs, relationship with the environment, changing roles and structures influenced by colonization. Contemporary issues faced by First Nations, Métis and Inuit, including cultural genocide and trauma.

ISC 1308 - INTRODUCTION TO NEW MEDIA

Initiation to the techniques of communication and to the study of media. Trough 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 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 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 2329 - INTERPERSONAL COMMUNICATION

Main theories and techniques of analysis in the process of interpersonal communication. Conditions for successful interpersonal communication. Experiential learning in professional contexts as in other situations. Non-verbal communication.

ISC 2331 - CONCEPTIONS OF SOCIETY

Great traditions in social thought. In particular: the functionalist tradition; the conflictual tradition; the interactionist tradition; the economical conceptions of social reality.

ISC 2337 - SPECIAL TOPICS IN SOCIAL COMMUNICATIONS I

Study of a topic from a specific analytical or theoretical perspective.

ISC 2342 - STRATEGIC COMMUNICATION TOOLS

Initiation to the use of basic tools required for successful strategic communications. Research and analysis tools. Writing messages and integrating them to images, photographs and video. Press and media relations. Exhibits and promotional items. Use of social media.

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 3301 - SOCIAL MARKETING

Marketing in general, social marketing and advertising and related communication tools. Basic concepts; application of the marketing and advertising approaches to the promotion of social ideas, values and causes: product and audience analysis, identification of marketing and communications objectives, campaign evaluation.

ISC 3302 - MEDIA AND GREAT SOCIAL DEBATES

This is a course on key social debates concerning media and new media. In particular: information and the public sphere; status of minorities; great culture VS popular culture; great fears (sexuality, rumors, violence, consumption, death and religion).

ISC 3303 - PROFESSIONAL ETHICS IN COMMUNICATION

Professional Ethics in Communication Overview of approaches to professional ethics covering different subject areas of social communications including: news journalism, public relations, advertising and marketing. Ethical codes and regulation. Case studies.

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. Mains 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 3318 - CONTENT ANALYSIS

Different theories and techniques to analyze content. Critical study of different types of messages: information, entertainment, advertising, etc.

ISC 3319 - SPECIAL TOPICS IN SOCIAL COMMUNICATIONS II

Study of a topic from a specific analytical or theoretical perspective.

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 3327 - THEORIES OF SOCIAL COMMUNICATION

In depth presentation of several theories. Particularly on the following: technologies and their impacts; networks and systems; culture and symbolism; conflicts and ideologies; critical theories; contributions from neurosciences.

ISC 3339 - INTRODUCTION TO PUBLIC RELATIONS

History and basic models of public relations. Main approaches, tools, audiences, work environment. Management, marketing, advertising, public affairs. Case studies.

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 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.

CONTACT US

Office of Admissions, Registrar and Student Services
Room 148
Saint Paul University
223 Main Street
Ottawa, ON
K1S 1C4
CANADA
Telephone: 613-236-1393
Fax: 613-782-3014
admission@ustpaul.ca

Hours of Operation of August 15 to May 31
Monday to Thursday: 8 a.m. to 5 p.m.
Friday: 8 a.m. to 12 p.m. and 1 p.m. to 4 p.m.

Hours of Operation of June 1 to August 14
Monday to Friday: 8 a.m. to 12 p.m. and 1 p.m. to 4 p.m.