# UNDERGRADUATE STUDIES

B.A. SPÉCIALISÉ AVEC MAJEURE EN COMMUNICATIONS SOCIALES POUR LES DIPLÔMÉS DE SCIENCES HUMAINES (TOUS LES PROFILS) DU COLLÈGE NOUVELLES FRONTIÈRES (90 CRÉDITS)




UNIVERSITÉ SAINT-PAUL UNIVERSITY

ustpaul.ca/programs

## 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

**Modalités d'admission au programme**

Les candidates et candidats admissibles du Collège Nouvelles Frontières désirant se prévaloir de la présente entente doivent suivre la procédure suivante :

» le formulaire d'admission de l'Université Saint-Paul ou du Centre de demande d'admission aux universités de l'Ontario (OUAC) doit être utilisé pour formuler sa demande;
» la demande d'admission doit être déposée au plus tard le 30 avril et doit être accompagnée d'un relevé de notes attestant l'obtention du diplôme du programme d'études complété du Collège Nouvelles Frontières;
» si le relevé de notes est incomplet, l'admission sera conditionnelle à la présentation d'un relevé de notes final attestant l'obtention du diplôme du programme d'études complété du Collège Nouvelles Frontières;
» les frais administratifs reliés à la demande d'admission s'appliquent.

L'Université Saint-Paul se réserve le droit de refuser cette entente à une candidate ou un candidat ayant obtenu son diplôme collégial du programme d'études du Collège Nouvelles Frontières plus de trois ans avant sa demande d'admission.
Demande d'admission

**Vous devez remplir ce formulaire :**

*Note : Si vous prévoyez faire demande d'admission à plus d'une université, nous vous recommandons de remplir le formulaire de demande d'admission du Centre de demande d'admission aux universités de l'Ontario (OUAC)*

**DOCUMENTS REQUIS POUR L'ÉVALUATION DE VOTRE DEMANDE D'ADMISSION**
Afin que nous puissions évaluer votre demande d'admission, vous devez soumettre des relevés de notes officiels pour l'ensemble de vos études antérieures (niveaux secondaire, collégial et universitaire). Ces relevés de notes doivent être envoyés directement par votre établissement scolaire à l'adresse suivante :

**Université Saint-Paul**
**Bureau de l'admission et des services aux étudiants**
223, rue Main
Ottawa (Ontario)
K1S 1C4
CANADA

Toutefois, pour accélérer le processus d'évaluation de votre demande d'admission, vous pouvez numériser vos documents et les faire parvenir par courriel au Bureau de l'admission à l'adresse admission@ustpaul.ca et, par la suite, transmettre vos documents officiels par la poste.

**L'ÉVALUATION DE VOTRE DEMANDE D'ADMISSION**
Dès que le Bureau de l'admission aura reçu l'ensemble des documents qui sont exigés, il procèdera à l'évaluation de votre demande d'admission et l'une des décisions suivantes vous sera envoyée à l'adresse courriel que vous nous avez fournie, ainsi qu'à votre adresse postale.

Décisions possibles

» **Admission définitive**
Le Bureau des admissions vous fait parvenir une offre définitive d'admission (sans condition à rencontrer).

» **Admission conditionnelle**
Le Bureau des admissions vous fait une offre d'admission conditionnelle, avec des conditions précises que vous devrez remplir dans les délais prescrits. Vous pourrez tout de même procéder à votre inscription (choix de cours).

» **Décision différée**
Le Bureau des admissions peut vous informer que certains renseignements sont manquants afin d'être en mesure de prendre une décision qu'à votre admissibilité. Le cas échéant, on vous informera des documents que vous devrez nous faire parvenir dans le délai prescrit.

» **Refus**
Le Bureau des admissions vous informera des raisons du refus.

**ACCEPTEZ VOTRE OFFRE D'ADMISSION**

Pour accepter l'offre d'admission et l'offre de bourse, le cas échéant, vous devez signer le formulaire d'acceptation qui accompagne votre offre d'admission et le faire parvenir, avant la date butoir, à l'Université Saint-Paul par courriel à l'adresse suivante admission@ustpaul.ca ou par la poste à :

**Université Saint-Paul**
**Bureau de l'admission et des services aux étudiants**
223, rue Main
Ottawa (Ontario)
K1S 1C4
CANADA

**FAITES VOTRE CHOIX DE COURS**

Avec votre offre d'admission, vous recevrez également tous les renseignements nécessaires pour faire votre choix de cours. Vous recevrez également les coordonnées de nos conseillères aux études que vous pourrez rencontrer, de façon individuelle ou lors de sessions d'information, pour vous conseiller et vous aider à compléter votre choix de cours.

# PROGRAM REQUIREMENTS

Formation fondamentale (3 crédits)

**Cours optionnel (3 crédits)**

Trois crédits parmi :
- » MIS 2503 Religions du monde
- » THO1706 Exploration du phénomène sacré
- » THO1707 Comprendre la Bible

Formation disciplinaire (42 crédits)

Cours obligatoires (24 crédits)
- » ISC1708 Initiation aux nouveaux médias
- » ISC1710 Méthodes et recherche en communication
- » ISC2701 Communication et organisations
- » ISC2706 Médias et éthique
- » ISC2707 Introduction à la communication
- » ISC2728 Plan de communication
- » ISC3700 Théories de la communication médiatisée
- » ISC3705 Psychosociologie de la communication de masse

**Cours optionnels (18 crédits)**

Six crédits parmi (niveau 2000) :
- » ISC2713 Journalisme électronique
- » ISC2715 Son et radio
- » ISC2717 Vidéo I : les bases
- » ISC2726 Presse : principes d'écriture

Six crédits parmi (niveau 3000) :
- » ISC3709 Conception d'émissions
- » ISC3712 Photographie : sémiologie de l'image
- » ISC3713 Vidéo 3 : production avancée
- » ISC3720 Stage 1
- » ISC3735 Écriture de documents
- » ISC3750 Pratiques contemporaines du journalisme
- » ISC3754 Vidéo 2 : documentaire

Six crédits parmi (niveau 4000) :
- » ISC4700 Argumentation et communication persuasive
- » ISC4702 Communications sociales et médias sociaux
- » ISC4704 Interactions entre médias et religions
- » ISC4705 Communications pour développement durable
- » ISC4706 Analyse d'enjeux
- » ISC4714 Communication et anthropologie
- » ISC4720 Stage 2
- » ISC4730 Recherche ou travail dirigé

Cours au choix (45 crédits)
- » L'étudiant complète une seconde majeure (42 crédits) et 3 crédits ou une mineure (30 crédits) et 15 crédits.

» 18 crédits doivent être de niveau 3000 ou 4000.

# 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 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 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 3331 - KNOWING THE MEDIA**

Evolution and future of great media. Commercial logic and business models. Understanding media issues in specific social contexts. National media reality and globalization.

**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

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223 Main Street
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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.