



UNIVERSITY *of the*
SOUTHERN CARIBBEAN

Masters in Communication **Studies**





MA Communication Studies

The MA in Communication Studies is a flexible program of study that has its theoretical and professional grounding within the Humanities and Social Sciences. The goal of the program is to encourage students; to pursue their selected area of specialization within Communication Studies in order to advance the practice of the discipline within areas such as corporate and strategic communications, public opinion research, human resource development, national and international broadcasting, community affairs, ministry and the culture industry.





Communicate

Masters of Arts in Human Communication Courses

Comm 550 (3) - History and Development of Communication Theory

This course traces the history and development of communication theory and the significant research of various theorists. It also explores classical and modern contributions to the study of rhetoric and the ways in which it has advanced communication practice. The evolution of the various mediums of human communication and the impact on communication studies will also be assessed.

Comm 560 (3) - Interpersonal Communication

This course traces the history and development of communication theory and the significant research of various theorists. It also explores classical and modern contributions to the study of rhetoric and the ways in which it has advanced communication practice. The evolution of the various mediums of human communication and the impact on communication studies will also be assessed.

ATTCOMM 570 (3) - Public Relations Writing

This module provides the core competencies needed to plan and execute public relations activities. Students are encouraged to develop the written and oral communication skills needed to specialize in image management and the forging of collaborative relationships between organizations and their target populations. PR training also deals with the ways in which Web 2.0 technology i.e.: websites, blogging, webinars, and social media impacts upon contemporary PR practice.





COMM 580 (3) - Communication and Social Change

Communication and Social Change is centered on the philosophies, communication strategies and techniques that promote social change. Through the use of case studies the ways in which marketing, branding and strategic philanthropy can be used to guide social transformation will be demonstrated.



COMM 595 (3) - Research Methods and Communication

Through critical thinking, students must demonstrate an understanding of how science informs communication practice. Emphasis is placed on the best qualitative and quantitative research methodologies for communication and communication research with a mind to building the powers of inquiry of the various methodologies and philosophies that guide communication research.



COMM 600 (3) - Crisis and Issues Communication

Students are exposed to the praxis of crisis management and specialized communication strategies that will enable them to handle controversial issues in a variety of contexts. Through the use of situational analysis and simulations, students will be made to confront communications challenges for a variety of natural and man-made disasters in order to understand how to manage them expertly. philosophies that guide communication research.



COMM 620 (3) - Mass Communication

This unit examines the history and impact of the various mediums of communication; and the mass media industry; books, newspapers, magazines, recording, radio, movies, television, the Internet, radio, IPTV, desk-top publishing, e-commerce and e-trade.





COMM 630 (3) - Cultural Diversity and the Internet

This unit examines the history and impact of the various mediums of communication; and the mass media industry; books, newspapers, magazines, recording, radio, movies, television, the Internet, radio, IPTV, desk-top publishing, e-commerce and e-trade.



COMM 640 (3) - Emergency and Disaster Communication

This course focuses on the communication possibilities in the aftermath of a natural disaster, or other major interruption of interpersonal and mass communication. It highlights the need for such communication and the possible difficulties that may arise in such circumstances. Emphasis is placed also on the emergencies that are created in the wake of natural or man-made disasters. The focus remains on the communication processes that become necessary in disaster situations; exploring various natural disasters to appreciate the immensity of the communication tasks they bring about. Additionally, some will be placed on media on media, and certain electronic and technical devices that may be used.



COMM 650 (3) - Intercultural Communication

This course explores the impact of globalization and the various ways in which it necessitates an awareness of cultural differences on trade, international relations, and general social intercourse. Various cultures and subcultures are studied and presented using a multi-dimensional format which will enable students to manage multiculturalism and diversity within organizations and devise effective programs and policies for cultural exchange and cross country recruitment within various organizations.



Internship





Core Course List

COMM 550:

History and Development of Communication Theory

COMM 560:

Interpersonal Communication

COMM 570:

Public Relations Writing

COMM 580:

Communication and Social Change

COMM 595:

Research Methods in Communication

COMM 600:

Crisis and Issues Communication

COMM 620:

Mass Communication and Social Media

COMM 630:

Cultural Diversity and the Internet

COMM 640:

Emergency and Disaster Communication

COMM 650:

Intercultural Communication

COMM 660:

Masters' Thesis

(The Master's Thesis/Project

(COMM 660), which must also be completed, is worth 6 credits)





Specific Requirements

- A Bachelor's degree in English Communication, or related field.
- Applicants with a first degree in an unrelated field must complete elective courses to satisfy entry requirements into the program.
- A minimum GPA of 3.0

Prerequisite courses for persons with a degree in unrelated field:



COMM320:
Interpersonal Communication

COMM436:
Intercultural Communication





Lecturers:

Dr. Loverne Jacobs-Browne (Associate Professor)

Dr. Wanda Chesney (Associate Professor)

Dr. Susan Chand (Professor)

Dr. Keith Chin Aleong (Professor)



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HOURS

Monday - Thursday

8am - 5pm

Friday

8am - 12pm