

# BACHELOR OF ARTS WITH A MAJOR IN POLITICAL COMMUNICATION

The Political Communications program at GW is the first-of-its-kind—as a student, you'll explore the nature and political effects of our rapidly evolving media environment. Our faculty of accomplished academics and practitioners will guide you through how mass media, the internet, and new information and communication technologies are changing the political field in the United States and around the world. You'll participate in life-changing internships around the D.C. area and beyond—our students have held internships that include blogging for Politico and the Huffington Post or media production at CNN, Fox News, and NBC's "Meet the Press." Our graduates have gone on to successful careers on the campaign trail, in Congress, or in offices and boardrooms around the world.

Visit the program website (<https://smpa.gwu.edu/political-communication/>) for additional information.

## ADMISSIONS

For information about the admission process, including deadlines, visit the Office of Undergraduate Admissions website (<https://undergraduate.admissions.gwu.edu/>). Applications can be submitted via the Common Application (<https://go.gwu.edu/commonapp/>).

Supporting documents not submitted online should be mailed to:

Office of Undergraduate Admissions  
The George Washington University  
800 21st St NW Suite 100  
Washington, DC 20052

For questions visit [undergraduate.admissions.gwu.edu/contact-us](http://undergraduate.admissions.gwu.edu/contact-us) (<http://undergraduate.admissions.gwu.edu/contact-us/>).

## REQUIREMENTS

The following requirements must be fulfilled:

The general requirements stated under Columbian College of Arts and Sciences, Undergraduate Programs (<http://bulletin.gwu.edu/arts-sciences/#degreeregulationstext>).

Program-specific curriculum:

Code	Title	Credits
<b>Required</b>		
PSC 1001 or PSC 1003	Introduction to Comparative Politics Introduction to International Politics	
PSC 1002	Introduction to American Politics and Government	
SMPA 2102	Introduction to Political Communication <sup>1</sup>	

SMPA 2110W	Introduction to News Writing and Reporting
SMPA 2112	Digital Media I: Introduction to Video Production
SMPA 2113	Digital Media II: Introduction to Web Production and Social Media
SMPA 2151	Research Methods
SMPA 2152	Data Analysis for Journalism and Political Communication
SMPA 4199	Senior Seminar
STAT 1053	Introduction to Statistics in Social Science
Two political science (PSC) courses (6 credits) numbered 2000 or above.	
<b>Electives</b>	
21 credits (7 courses) selected from the following:	
SMPA 2173	Media Law
SMPA 3194	Selected Topics in Political Communication <sup>2</sup>
SMPA 3196	Independent Study
SMPA 3197	Internship <sup>3</sup>
SMPA 3245W	Editorial and Persuasive Writing
SMPA 3240W	Washington Reporting
SMPA 3241W	Campaign Reporting
SMPA 3333	Media Organizations and Audiences
SMPA 3348	Political Communication Ethics
SMPA 3350	Public Diplomacy
SMPA 3352	Principles of Public Relations
SMPA 3353	Strategic Political Communication
SMPA 3354	Political Campaign Communication
SMPA 3357W	Political Speech Writing
SMPA 3358	Strategic Practicum
SMPA 3428	Media, Politics, and Government
SMPA 3450	Social Media
SMPA 3459	Language and Politics
SMPA 3460	Race, Media, and Politics

SMPA 3469	International Communication
SMPA 3471	Media in the Developing World
SMPA 3472	Media and Foreign Policy
SMPA 3476	Media, Technology, and Culture
SMPA 3477	Information Technology and Politics
SMPA 4198	Special Honors Research Seminar

<sup>1</sup>Students must achieve a minimum grade of C in SMPA 2102 to remain in the major.

<sup>2</sup>SMPA 3194 may be repeated once for credit.

<sup>3</sup>Only one 3-credit internship taken under SMPA 3197 can be counted toward the major.

Students must achieve specified grades in some courses. Consult the School of Media and Public Affairs (<http://smpa.gwu.edu/>) for particular grade and course sequencing requirements.

## GENERAL EDUCATION

In addition to the University General Education Requirement (<http://bulletin.gwu.edu/university-regulations/general-education/>), undergraduate students in Columbian College must complete a further, College-specific general education curriculum—Perspective, Analysis, Communication (G-PAC) (<https://advising.columbian.gwu.edu/general-education-curriculum-gpac/>) as well as the course CCAS 1001 First-Year Experience. Together with the University General Education Requirement, G-PAC engages students in active intellectual inquiry across the liberal arts. Students achieve a set of learning outcomes that enhance their analytical skills, develop their communication competencies, and invite them to participate as responsible citizens who are attentive to issues of culture, diversity, and privilege.

**Coursework (<http://bulletin.gwu.edu/university-regulations/general-education/#generaleducationtext>) for the University General Education Requirement is distributed as follows:**

- One course in critical thinking in the humanities.
- Two courses in critical thinking, quantitative reasoning, or scientific reasoning in the social sciences.
- One course that has an approved oral communication component.
- One course in quantitative reasoning (must be in mathematics or statistics).
- One course in scientific reasoning (must be in natural and/or physical laboratory sciences).
- UW 1020 (<https://bulletin.gwu.edu/search/?P=UW%201020>) University Writing (4 credits).

- After successful completion of UW 1020, 6 credits distributed over at least two writing in the discipline (WID) courses taken in separate semesters. WID courses are designated by a "W" appended to the course number.

**Coursework for the CCAS G-PAC requirement is distributed as follows:**

- Arts—one approved arts course that involves the study or creation of artwork based on an understanding or interpretation of artistic traditions or knowledge of art in a contemporary context.
- Global or cross-cultural perspective—one approved course that analyzes the ways in which institutions, practices, and problems transcend national and regional boundaries.
- Local or civic engagement—one approved course that develops the values, ethics, disciplines, and commitment to pursue responsible public action.
- Natural or physical science—one additional approved laboratory course that employs the process of scientific inquiry (in addition to the one course in this category required by the University General Education Requirement).
- Humanities—one additional approved humanities course that involves critical thinking skills (in addition to the one course in this category required by the University General Education Requirement).
- CCAS 1001 First-Year Experience

**Certain courses are approved to fulfill GPAC requirements in more than one category.**

Courses taken in fulfillment of G-PAC requirements may also be counted toward majors or minors. Transfer courses taken prior to, but not after, admission to George Washington University may count toward the University General Education Requirement and G-PAC, if those transfer courses are equivalent to GW courses that have been approved by the University and the College.

Lists of approved courses in the above categories are included on each undergraduate major's (<http://bulletin.gwu.edu/arts-sciences/#majorstext>) page in this Bulletin.

## SPECIAL HONORS

In addition to the general requirements stated under University Regulations, in order to be considered for graduation with Special Honors, students with a 3.7 GPA in all courses completed at GW and in all courses required for the major may declare for Special Honors in political communication at the beginning of the senior year. Students take SMPA 4199 Senior Seminar in the first semester of the senior year and SMPA 4198 Special Honors Research Seminar in the second semester. To achieve Special Honors, the student must maintain the required GPA and present a successful oral defense of a research paper prepared for the Honors Research Seminar before a committee that includes the seminar instructor and two other faculty members nominated by the student and approved by the seminar instructor.

## COMBINED PROGRAMS

### Combined programs

- Dual Bachelor of Arts with a major in political communication and Master of Arts in the field of media and strategic communication (<http://bulletin.gwu.edu/arts-sciences/media-public-affairs/combined-ba-political-communication-ma-media-strategic-communication/>)
- Dual Bachelor of Arts with a major in political communication and Master of Professional Studies in the field of political management (<http://bulletin.gwu.edu/professional-studies/dual-bs-political-communication-mps-political-management/>)