

# DEPARTMENT OF COMMUNICATION STUDIES

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## **Course Requirements for Bachelor of Arts Degree in Communication Studies (COMA)**

### **Communication Studies Core (21 hours):**

Communication 104 or 109 (total of three hours).

Communication 135, 207, 212, 225, 305, and 427.

### **Communication Studies Electives (18 hours):**

#### **Message Production (3 hours):**

One course from: Communication 235, 251, 277, 378 or 388.

#### **Media and Culture (3 hours):**

One course from: Communication 222, 350, 362 or 450.

#### **Social Network (3 hours):**

One course from: Business 420, 459; Communication 300 or 459.

#### **Communication Studies electives (9 hours):**

Choose nine additional semester hours in Communication Studies electives.

Business 420 and 459 may also count as Communication Studies electives. The one credit course, Communication 259, may be repeated, and a maximum of three hours may count toward the major. A Communication Internship (Communication 480) may not count as an elective course toward the major, though Communication 480 grades will be included in the Major Quality Point Average (MQPA) for Communication Studies majors.

### **Courses that count in the COMA major quality point average (MQPA):**

All courses with “COMM” prefix, BUSA 420 and BUSA 459. A minimum MQPA of 2.00 is required to graduate.

### **Recommended Electives:**

The required courses and electives provide the graduating student a strong foundation for a career in professional communication, graduate study in communication, or more effective performance in the career of his/her choice. Additional recommendations include two-years of language study at the college level and a broad background in Business, English, History, Philosophy, and Psychology courses.

Students are expected to contact their advisors for a detailed schedule of courses recommended to meet requirements for a major.

The faculty in the Department of Communication Studies is committed to providing the opportunities Communication Studies majors and other students need to excel in oral and written communication. For success in today’s society, information literacy is also a critical skill. To these ends, Communication 104 is designated as a Speaking Intensive (SI) course; Communication 212 and Communication 427 are designed as Writing

Intensive (WI) courses; and Communication 104, 207, 212, 305, and 427 address the key issues involved with Information Literacy (IL) and are designated as such. These courses include learning experiences that are designed to prepare Communication Studies majors to be effective and ethical producers and consumers of knowledge.

### **SUPPORTING ACTIVITIES**

The Department of Communication Studies offers students significant co-curricular activities, including:

- A highly acclaimed theatre program, including two main stage productions and numerous student productions during the academic year.
- The Speech and Debate Team, which participates in both individual events and Lincoln-Douglas debate.
- Lambda Pi Eta, the undergraduate honor society for Communication Studies students, sponsors special programs and speakers.
- Theta Alpha Pi (TAP), the theatre honorary, sponsors a One-Act Play Festival each semester.
- The Communication Association sponsors speakers and communication-related events on campus.
- Involvement with the campus newspaper, radio station, literary magazine, yearbook, or College's Public Relations Office.

Internships, whereby students earn academic credit for work done in conjunction with a professional organization related to communication (e.g., local newspaper, radio, or television station). See the course description for Communication 480.

### **Course Requirements for a minor in Communication Studies (18 hours)**

#### **Communication Studies Core (6 hours):**

Communication 104 or 109 (total of 3 hours).

One theory course from Communication 207, 212, 222, 305, or 350.

#### **Communication Studies Electives (12 hours):**

Choose 12 hours from any courses with COMM prefix. Business 420 and 459 may also count as Communication Studies electives. The one credit course, Communication 259, may be repeated, and a maximum of three hours may count toward the minor. A Communication Internship (Communication 480) may not count as an elective course toward the minor.

### **Course Requirements for a minor in Theatre (18 hours)**

This minor is open to all students with a love for theatre and an interest in supplementing their academic major with a program that will develop appreciation of dramatic literature, public communication skills, and skills in the various crafts of the theatre. Eighteen hours are required, including:

#### **Theatre Core (12 hours):**

English 250, 355, Communication 251, and 261.

#### **Elective options (6 hours):**

Choose six hours from the following:

Communication 262, 320; English 252, 302, 351, or 352.

Any combination of Communication 259 and English 254 for a total of three hours.

Communication or English 290, 460 or 480 courses may also count but must be approved by the department chair and must relate directly to theatre studies.

## COMMUNICATION STUDIES (COMM)

**104. PUBLIC SPEAKING AND RHETORIC.** Introduces students to the preparation and presentation of material for a variety of public speaking situations. This performance-oriented class offers instruction in the theory of rhetoric, material development, and delivery techniques. Students will review the historical importance of oral communication and the role it plays in society. This course fulfills the Speaking Intensive (SI) and part of the Information Literacy (IL) requirement for Communication Studies majors. *Semester course, three hours.*

**109. FORENSICS.** A skills-based course designed to improve students' ability to analyze ideas, advocate ideas in individual debate, and to prepare and deliver oral communications. Students will develop and refine their ability to research, organize, and present orally ideas in the form of informative, critical, and persuasive speeches, Lincoln-Douglas style debates, or individual performances of literature in the form of oral interpretation of literature. Co-requisite: participation with the intercollegiate forensics (speech & debate) team, or consent of the instructor. May be taken up to three times. *Semester course, one hour.*

**135. WRITING FOR THE MEDIA.** Provides an introduction to the substance, structure, and style of multiple forms of non-narrative mass media including print, broadcast, film, and the Internet. It is required for the Communication Studies major. *Semester course, three hours.*

**207. THEORIES OF COMMUNICATION.** Focuses on the history of communication, including rhetorical and communication theory from the classics to modern times. Students are introduced to the body of communication literature through article analysis and literature review exercises. Students study the theoretical underpinnings of the practice of communication in its various settings: public, relationships, small groups, organizations, mass media, and intercultural. The course examines the functions, structures, and processes of communication in a variety of contexts. This course, along with Communication 104, 212, 305, and 427, fulfills the Information Literacy (IL) requirement for Communication Studies majors. *Semester course, three hours.*

**212. RESEARCH METHODS IN COMMUNICATION.** Examines the fundamentals of research approaches and methods in communication studies, both qualitative and quantitative. The course also examines a variety of actual communication research studies across the breadth of the field from interpersonal to mass communication. Students will learn questionnaire design and interviewing techniques. This course, along with Communication 427, fulfills the Writing Intensive (WI) requirement, and along with Communication 104, 207, 305 and 427, fulfills the Information Literacy (IL) requirement for Communication Studies majors. *Semester course, three hours.*

**222. FILM HISTORY AND THEORY.** Encompasses the history of the motion picture from its invention in 1895 to the present day, focusing on American film. Introduction to film theories and criticism including principles of aesthetics and the art of how a film is created, from concept to completion. *Fall semester only, three hours.*

**224. MEDIA, RELIGION AND DEMOCRACY.** Explores a variety of questions and problems related to the mass media in a democracy. Questions related to media control, government regulation of media, political economy, journalistic “objectivity,” and the advertising-editorial dichotomy are included. Christian reactions and religious activism related to the media are discussed. Chomsky, Herman, McChesney, Postman and other critical theorists are studied. Prerequisite: none.  
*Offered alternate years, Fall semester only, three hours.*

**225. INTERCULTURAL COMMUNICATION.** Provides an overview of the study of communication and culture. Course content focuses primarily on the theory and practice of communication in intercultural contexts. Students will examine cross-cultural communication (communication across cultures) and intercultural communication (communication between members of different cultures). This course is especially suited to students whose future careers may involve travel overseas or business with non-native Americans.  
*Spring semester only, three hours.*

**235. JOURNALISM.** Reviews a variety of print and broadcast media, exploring editorial style and slant. Fundamental newsgathering and news writing skills will be studied and practiced. Students will gather information from campus, community, and research sources in order to develop hard news, feature, and in-depth stories. Ethical and legal issues will be explored as well as the role of print media in shaping current events.  
*Semester course, three hours.*

**245. PHOTOGRAPHY.** Emphasizes use of the 35mm single-lens reflex (SLR) camera, the aesthetics of photography, black and white film development, and darkroom techniques. Students are required to have a 35mm camera with internal metering and a manual control override mode. *An additional fee is charged for this course.*  
*Semester course, three hours.*

**251. ACTING.** Practice in preparing a dramatic role for performance. Exercises will focus on freeing the actor’s voice and body for maximum expressiveness. Students will prepare and perform monologues, short scenes, and a single extended scene.  
*Fall semester only, three hours.*

**259. THEATRE PRACTICUM.** Students may receive one credit for a minimum of 40 hours of supervised technical theatre work directly related to a main-stage theatre production. Students must keep an ongoing record of the dates and times of their work, and the student’s supervisor must sign each entry. These records are due by Study Day of the semester enrolled. This course is repeatable, but no more than three hours may

count toward the Communication major or Communication or Theatre minors. It will count as a general elective if taken more than three times. *Semester course, one hour.*

**261. STAGECRAFT.** This course covers the technical work of set-design, lighting, sound design, and stage rigging as well as administrative/budgetary management of technical theater. A practical course taught both in the classroom and in hands-on settings. Students will be required to assist in various productions and live performances throughout the semester. *Semester course, three hours.*

**262. DESIGN FOR THE THEATRE.** Provides practical experience for the student in the various aspects of set design and lighting design for the theatre. Students will study principles of play analysis for design and will engage in the following design activities and projects: For set design - thumbnail sketches, ground plans, section views, color renderings, and front and rear construction elevations; For lighting design - light plots, instrument schedules, channel and dimmer hookups, and color schedules. *Semester course, three hours.*

**277. AUDIO PRODUCTION.** Reviews the basics of audio production for recording. A particular emphasis is placed on the medium of radio including web casting. Consideration will be given to the history of radio broadcasting; properties of sound; microphone types; recording and control room techniques; and computerized editing of audio materials. Students will undertake a variety of practical projects in public affairs, news, sports, remote, music, and drama programming with opportunity for airing quality work on the College radio station. *Semester course, three hours.*

**290. STUDIES IN COMMUNICATION.** Intensive examination of area of communication not fully covered by regular departmental offerings. Subject matter varies each semester. *Offered periodically, semester course, one, two or three hours.*

**300. PUBLIC RELATIONS.** Focuses on public relations theory, strategy, and techniques. The course emphasizes writing and developing public relations campaigns; theories of public persuasion; legal and ethical considerations; and crisis management and related issues. Students will develop a portfolio for a campus or community organization which will include: an overall campaign plan, news releases, a brochure, a speech, a print advertisement, a radio advertisement, and a final campaign presentation. Prerequisite: Communication 235. *Semester course, three hours.*

**303. PROFESSIONAL SPEAKING AND WRITING.** Focuses on speaking and writing tools most often used by business professionals. Presentational speaking, personal communicative development, professional communication, and interviewing will be emphasized. Issues that relate to professional success will be explored. *Spring semester only, three hours.*

**305. PERSUASION THEORY.** Explores a variety of media to ascertain the persuasive messages inherent in each genre. The course will familiarize the students with the processes of persuasion, methods of studying persuasion, the theories of persuasion, and

ethical concerns about persuasion. The perspectives and tools developed should enable the student to develop effective message strategies in both professional and personal life. An excellent course for pre-professional majors and students involved in speech and debate. This course, along with Communication 104, 207, 212, and 427, fulfills the Information Literacy (IL) requirement for Communication Studies majors. Prerequisite: Communication 207 or consent of the instructor. *Fall semester only, three hours.*

**320. STAGE DIRECTION.** Theories and techniques of directing plays for the stage. Principles of play analysis, blocking, characterization, and rhythm are studied. The student will direct laboratory scenes, prepare production scripts, do script analyzes, and produce an extended scene. Prerequisite: Communication 251.

*Fall semester only, three hours.*

**350. MASS MEDIA AND SOCIETY.** Surveys the major media of mass communication - print, Internet, broadcast, film, and music - and the historical, ethical, and social issues in their use. Students will study the effect of these media on society and the individual.

*Fall semester only, three hours.*

**352. CHRISTIAN FAITH AND CINEMA.** A survey of films, both the decidedly Christian and decidedly secular. The student will consider the importance of a film's theme in deciding its worth, criteria by which they can choose valuable films to watch, and will evaluate secular films through a Christian perspective. The student will also learn what it means to possess a Biblical worldview and how "other" worldviews permeate popular cinema. *Offered alternate years, Spring semester only, three hours.*

**362. MEDIA LAW AND ETHICS.** Reviews relevant communication and media law and addresses a variety of communication-related ethical issues such as: libel, privacy, copyright, newsgathering rights, etc. Prerequisite: junior status.

*Spring semester only, three hours.*

**376. EDITING AND DESIGN.** Knowledge and skills related to the fundamentals of editing for publication. Principles of editing for newspapers, magazines, and web-based media are included. In addition to practicing these basic skills, students will be introduced to the elements of design for the print media. *Semester course, three hours.*

**378. VIDEO PRODUCTION.** An introduction to broadcasting history, media aesthetics, and the technology and practice of television production. Lectures, programmed self-instruction, CD-ROM, and hands-on experience with cameras, microphones, lighting, and computer-based video editing will provide the basis for further study and internships in this influential medium of mass communication. Applications include broadcast television, cable, satellite, and computer-mediated delivery systems such as CD-ROM. *Spring semester only, three hours.*

**388. DOCUMENTARY FILM.** Encompasses the history and theory of the documentary film genre in motion pictures and television, from the earliest cinematic experiments to the present. The course examines various roles the documentary plays,

such as explorer, reporter, painter, advocate, poet, catalyst, and guerrilla. Students will learn basics of visual literacy and will storyboard and shoot their own video taped documentary using computerized video editing systems. *Fall semester only, three hours.*

**390. STUDIES IN COMMUNICATION.** Intensive examination of areas of communication not fully covered by regular departmental offerings. Subject matter varies each semester. *Offered periodically, semester course, one, two, or three hours.*

**427. RHETORICAL THEORY AND CRITICISM.** This capstone course is required for Communication Studies majors. It includes an in-depth study of selected figures in rhetorical and communication theory from the classical, medieval, and contemporary periods. Students apply the theories studied, engage in rhetorical criticism, and prepare a significant, original research paper. This course, along with Communication 212, fulfills the Writing Intensive (WI) requirement, and along with Communication 104, 207, 212, and 305, fulfills the Information Literacy (IL) requirement for Communication Studies majors. Prerequisite: Communication 207, senior status or permission of the instructor.

*Fall semester only, three hours.*

**444. ADVANCED FILM THEORY.** A deeper look at the medium of motion pictures from the point of view of film theorists including semiotics; realism; expressionism; *auteur* theory; cinema as art; montage; film as narrative; literature and adaptations to the screen; documentary and propaganda approaches; genre conventions; psychology; sociology; mythology; and ideology. Prerequisite: Communication 222.

*Spring semester only, three hours.*

**450. MEDIA AND THE HUMANE ENVIRONMENT: SEMINAR IN MEDIA ECOLOGY.** This course provides an historical survey of how human media shape the social environment and structure human thought. Taught as a seminar, students read and discuss Plato, Ong, Postman, McLuhan, and others who have contributed to understanding of orality, literacy, image, and electronic media.

*Semester course, three hours.*

**459. ORGANIZATIONAL COMMUNICATION.** Principles and practices of organizational communication and development, as well as problems associated with effective communication and systems development, information flows, and the transfer of data into knowledge. Prerequisite: junior or senior status.

*Offered alternate years, semester course, three hours.*

**460. INDEPENDENT STUDY.** Opportunities for students with extensive background in communication to do intensive independent study or research on specialized topics. Prerequisite: Sophomore status or higher and permission of the department chair.

*Semester course, one, two or three hours.*

**480. INTERNSHIP IN COMMUNICATION.** Students may, with consent of the department, earn academic credit for work done in a communication-related organization (e.g., newspaper; radio or television station; public relations office; business; etc.).

Students must arrange for a faculty advisor, contact the organization where work will be done, keep a daily log of activities, and write a final paper summarizing the internship. Students must work 60 contact hours for each academic credit earned. Prerequisite: Sophomore status or higher and permission of the department internship coordinator.

*Semester course, one to six hours.*

**488. SEMINAR.** An advanced course for junior and senior Communication Studies majors to concentrate on specific subject matter to be determined by the instructor. Individual research and extensive oral and written reports are required.

*Semester course, three hours.*

**499. HONORS IN COMMUNICATION.** The student who chooses to pursue work beyond the basic requirements may do extensive reading in one of the following areas: theater; television and radio; filmmaking; oral interpretation; public address; group communication; and rhetorical or communication theory. Extensive research paper and independent reading required. Prerequisites: Senior status and consent of the department.

*Semester course, one, two or three hours.*