

## Department of Communicative Arts and Sciences



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The Department of Communicative Arts and Science offers study in a variety of communication disciplines. Degree requirements are designed to give students professional training, technical expertise and theoretical understanding.

Bachelor of Arts and Bachelor of Science with majors in communication and emphases degrees are offered in broadcast journalism, broadcast production, communication studies, journalism, public relations and sports communication. The department also offers a Master of Arts with a major in communication.

Unique hands-on educational opportunities are available to students. These include KENW-TV (PBS affiliate), KENW-FM (NPR affiliate), a student-operated radio station, *The Chase* (student newspaper), *The Silver Pack* (student yearbook), *Hound Bytes* (student-online magazine) and the intercollegiate debate and forensics programs.

The faculty of the Department of Communicative Arts and Sciences is involved in a variety of research within their disciplines. There are opportunities for students to work with faculty on research projects. Faculty members also provide consultative services.

### Communication Studies

The undergraduate emphasis in communication studies is designed to illustrate the importance of understanding the relationship between communicative behaviors in interpersonal and public communication settings.

The curriculum is designed to provide instruction in the theory and application of rhetorical concepts; communication research; and basic applications to nonverbal communication, organizational, gender, family and intercultural communication. The instructional focus is broad with a social-scientific orientation committed to the belief that many methodological approaches are appropriate to studying and building theoretical explanations of communication.

Students are encouraged to develop their performance skills by participating in intercollegiate debate and individual contest speaking. The activity is designed to develop critical thinking, reasoning, research skills and platform skills.

### Mass Communication

Undergraduate students in mass communication may pursue a major emphasis in broadcast journalism, broadcast production, journalism, public relations or sports communication. Minors are offered in electronic media and journalism. Students receive instruction and experience in radio and television production, announcing, reporting, communication design, public relations, journalism and online publishing.

The programs of study are designed to give students a core understanding of mass communication and focused study on areas of specialization. Practical experience is available through campus

FM and AM radio/audio productions, KENW-TV television production and station operations, *The Chase*, *Hound Bytes* and *Silver Pack*. Descriptions of COMM courses begin on Page 114.

Students pursuing emphases in broadcast journalism and broadcast production may not minor in electronic media and those pursuing an emphasis in journalism may not minor in journalism. All mass communication students must complete the mass communication core requirements.

### Mass Communication Core Requirements (16 hours)

COMM 103	Introduction to Mass Communication (3)
COMM 203/L	News Writing (3)
COMM 300	Introduction to Communication Theory (3)
COMM 414	Mass Media Law (3)
COMM 415	Ethics in Public Communication (3)
COMM 498	Senior Seminar (1)

### Degree: Bachelor of Arts (BA) or Bachelor of Science (BS)

### Major: Communication

The department offers the BA/BS with a major in Communication. The Communication major, with the exception of the emphasis in communication studies, requires the Mass Communication core requirements. Within the major, the student must select one of the following emphases:

### Emphasis: Broadcast Journalism

#### Courses that must be chosen within the General Education Requirements:

COMM 102	Public Speaking (3)
PSCI 102	American National Government (3)

#### Communication Emphasis Requirements (32 hours)

COMM 110/L	Beginning Television Production (3)
COMM 210/L	Audio Production (3)
COMM 220/L	Intermediate Television Production (3)
COMM 223	Voice and Performance (3)
COMM 302	Electronic News Gathering (3)
COMM 304	Reporting (3)
COMM 327	Broadcast Journalism (3)
COMM 420	Documentary Writing and Production (3)

8 hours from the following:

COMM 344	Mass Communication Workshop (2)
COMM Electives	(6 hours) in consultation with advisor

### Emphasis: Broadcast Production

#### Courses that must be chosen within the General Education Requirements:

PSCI 102	American National Government (3)
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#### Communication Emphasis Requirements (32 hours)

COMM 110/L	Beginning Television Production (3)
COMM 210/L	Audio Production (3)
COMM 220/L	Intermediate Television Production (3)
COMM 328	Producing and Planning the Television Series (3)

COMM 335	Script Writing for Electronic Media (3)
COMM 404	Online Communication (3)
COMM 422/L	Directing for Television (3)
COMM 423	Radio Station Operations (3)

8 hours from the following:

COMM 344	Mass Communication Workshop (2)
COMM Electives	(6 hours) in consultation with advisor

**Emphasis: Communication Studies****Courses that must be chosen within the General Education****Requirements:**

COMM 101/L	Interpersonal Communication (3)
<b>Communication Course Requirements (27 hours)</b>	
COMM 102	Public Speaking (3)
COMM 103	Introduction to Mass Communication (3)
COMM 202	Dynamics of Group Behavior (3)
COMM 250	Techniques of Listening (3)
COMM 300	Introduction to Communication Theory (3)
COMM 301	Principles and Practices of Communication Research (3)
COMM 334	Persuasive Communication (3)
COMM 338	Intercollegiate Forensics (1) (must take 2 hours)
COMM 390	Rhetorical Theory (3)
COMM 498	Senior Seminar (1)

**Communication Electives (15 hours)**

Select from the following:

COMM 231	Argumentation Theory (3)
COMM 331	Intercultural Communication (3)
COMM 355	Techniques of Job Interviewing (3)
COMM 380	Nonverbal Communication (3)
COMM 447	Organizational Communication (3)
COMM 470	Interpersonal Communicative Behavior (3)
COMM 475	Gender Communication (3)
COMM 477	Family Communication (3)

**Emphasis: Journalism****Courses that must be chosen within the General Education****Requirements:**

PSCI 102	American National Government (3)
HIST 102	Survey of American History Since 1877 (3)

**Communication Emphasis Requirements (30 hours)**

COMM 212	Introduction to Digital Photography (3)
COMM 304	Reporting (3)
COMM 305	Copy Editing (3)
COMM 306	Communication Design (3)
COMM 401	Editorial Writing (3)
COMM 402	Magazine Writing (3)
COMM 403	Computer Assisted Reporting (3)
COMM 404	Online Communication (3)
COMM 412/L	Photojournalism (3)
COMM 489	Communication Internship (3)

**COMM Electives (6 hours) in consultation with advisor****Emphasis: Public Relations****Courses that must be chosen within the General Education****Requirements:**

COMM 102	Public Speaking (3)
PSCI 102	American National Government (3)

**Communication Emphasis Requirements (45 hours)**

COMM 110/L	Beginning Television Production (3)
COMM 212	Introduction to Digital Photography (3)
COMM 260	Public Relations (3)
COMM 301	Principles and Practices of Communication Research (3)
COMM 303	Public Relations Techniques (3)
COMM 304	Reporting (3)
COMM 305	Copy Editing (3)
COMM 306	Communication Design (3)

COMM 307	Public Relations Design (3)
COMM 327	Broadcast Journalism (3)
COMM 334	Persuasive Communication (3) <b>OR</b>
COMM 401	Editorial Writing (3)
COMM 402	Magazine Writing (3)
COMM 447	Organizational Communication (3)
COMM 456	Event Management (3)
COMM 460	Public Relations Cases and Campaigns (3)
<b>Course Requirements Outside Communication (9 hours)</b>	
CIS 241	Introduction to Web Development (3)
MKT 301	Principles of Marketing (3)
MKT 452	Integrated Marketing Communications (3)
<b>Related Electives (5 hours) in consultation with advisor</b>	

**Emphasis: Sports Communications****Courses that must be chosen within the General Education****Requirements:**

COMM 102	Public Speaking (3)
<b>Communication Emphasis Requirements (35 hours)</b>	
COMM 110/L	Beginning Television Production (3)
COMM 210/L	Audio Production (3)
COMM 212	Introduction to Digital Photography (3)
COMM 260	Public Relations (3)
COMM 304	Reporting (3)
COMM 306	Communication Design (3) <b>OR</b>
COMM 307	Public Relations Design (3)
COMM 327	Broadcast Journalism (3)
COMM 340	Sports Communication (3)
COMM 344	Mass Communication Workshop (2)
COMM 403	Computer Assisted Reporting (3)
COMM 404	Online Communication (3)
COMM 440	Sports Media Production (3)

**Course Requirements outside Communication (18 hours)**

HPE 245	Theory of Coaching (3)
HPE 381	Officiating of Sports (3)
Choice of 2 courses (6 hours)	
HPE 331	Coaching of Football (3)
HPE 333	Coaching of Basketball (3)
HPE 337	Coaching of Tennis (3)
HPE 338	Coaching of Soccer (3)
HPE 341	Coaching of Volleyball (3)
HPE 342	Coaching of Track and Field (3)
HPE 382	Coaching of Softball and Baseball (3)

Related Electives (6 hours) in consultation with advisor

**Minor: Art/Computer Graphics/Animation****(for Communication majors only)****Art/Computer Graphics Course Requirements (28 hours)**

ART 145	Materials I (4)
ART 146	Materials II (4)
ART 245	Visual Concepts and Principles I (4)
ART 345	Advanced Materials I (4)
ART 459	Computer Graphics/Animation (4) (repeated for 12 hours)

**Minor: Communication/Computer Graphics/Animation  
(for Art majors only)**

**Communication/Computer Graphics Course**

**Requirements (28 hours)**

COMM 103	Introduction to Mass Communication (3)
COMM 110/L	Beginning Television Production (3)
COMM 220/L	Intermediate Television Production (3)
ART 459	Computer Graphics/Animation (4) (repeat for 12 hours)

4 hours from the following:

COMM 344	Mass Communication Workshop (2) (repeat for 4 hours)
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3 hours from the following:

COMM 420	Documentary Writing and Production (3)
COMM 422/L	Directing for Television (3)

**Minor: Communication Studies**

**Communication Course Requirements (18 hours)**

COMM 102	Public Speaking (3)
COMM 103	Introduction to Mass Communication (3)
COMM 202	Dynamics of Group Behavior (3)
COMM 250	Techniques of Listening (3)
COMM 300	Introduction to Communication Theory (3)

COMM 334	Persuasive Communication (3)
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**Communication Electives (9 hours)**

Select from the following:

COMM 231	Argumentation Theory (3)
COMM 331	Intercultural Communication (3)
COMM 338	Intercollegiate Forensics (1) (may be repeated for a maximum of 3 hours)
COMM 355	Techniques of Job Interviewing (3)
COMM 380	Nonverbal Communication (3)
COMM 390	Rhetorical Theory (3)
COMM 447	Organizational Communication (3)
COMM 470	Interpersonal Communicative Behavior (3)
COMM 475	Gender Communication (3)
COMM 477	Family Communication (3)

**Minor: Journalism**

**Communication Course Requirements (21 hours)**

COMM 203/L	News Writing (3)
COMM 212	Introduction to Digital Photography (3)
COMM 304	Reporting (3)
COMM 305	Copy Editing (3)
COMM 306	Communication Design (3)
COMM 403	Computer Assisted Reporting (3)
COMM 412/L	Photojournalism (3)

**Minor: Electronic Media**

**Communication Course Requirements (25 hours)**

COMM 103	Introduction to Mass Communication (3)
COMM 110/L	Beginning Television Production (3)
COMM 203/L	News Writing (3)
COMM 210/L	Audio Production (3)
COMM 220/L	Intermediate Television Production (3)
COMM 302	Electronic News Gathering (3)
COMM 327	Broadcast Journalism (3)

4 hours from the following:

COMM 344	Mass Communication Workshop (2)
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**Suggested Programs of Study in Communication**

For specific information on particular degree plans, see advisor.

**Broadcast Journalism:**

1. First year must take COMM 102, COMM 103, COMM 110/110L, PSCI 102.
2. Sophomores should take 200-level classes. COMM 203
3. Juniors should take 300-level classes and COMM 344.
4. Seniors should take 400-level classes, COMM 415, and COMM 498 the last semester.

**Broadcast Production:**

1. First year must take PSCI 102, COMM 103, COMM 110/110L.
2. Sophomores must take 200-level classes. COMM 203
3. Juniors should take 300-level classes and COMM 344.
4. Seniors should take 400-level classes, COMM 415, and COMM 498 the last semester.

**Journalism:**

1. First year must take PSCI 102, HIST 102 and COMM 103.
2. Sophomores should take 200-level classes, COMM 212, and COMM 203.
3. Juniors should take 300-level classes.
4. Seniors should take 400-level classes, COMM 415, and COMM 498 the last semester.

**Public Relations:**

1. First year must take COMM 102, COMM 103, COMM 110/110L, PSCI 102, CIS 151.
2. Sophomores should take 200-level classes, COMM 260, COMM 212 and COMM 203.
3. Juniors should take 300-level classes.
4. Seniors should take 400-level classes, COMM 415, and COMM 498 the last semester.

**Sports Communication:**

1. First year must take COMM 102, COMM 103 and COMM 110/110L.
2. Sophomores must take COMM 203 and 200-level classes.
3. Juniors should take 300-level classes.
4. Seniors should take 400-level classes, COMM 415, and COMM 498 the last semester.