

- A. COM 120, 121, 200
- B. COM 210–2 semesters, 1 hour each
- C. COM 320, 321, 323, 355, 415, 419, 430
- D. One of: COM 360; ART 221, 231
- E. COM Electives–9 hours

III. Major in Broadcasting—44 hours

- A. COM 120, 121, 200, 211, 220, 230
- B. COM 310–2 semesters, 1 hour each
- C. COM 320, 321, 340, 355, 403, 419, 430
- D. COM Electives–3 hours

IV. Major in Public Relations/Advertising—44 hours

- A. COM 120, 121, 200, 320, 321, 323, 325, 355, 360, 415, 419, 423, 430
- B. COM 210–2 semesters, 1 hour each
- C. COM Electives—3 hours

V. Digital Media Studies Major

- A. Core requirements for all emphases–39 hours
 - 1. ART 120, 221, 231, 345
 - 2. COM 220, 320, 365, 419
 - 3. CSC 115, 321, 360, 365
 - 4. Digital Media Studies Seminar 490
- B. Communication Arts Emphasis requirements–24 hours
 - 1. COM 121, 323, 325, 430
 - 2. MKT 328
 - 3. Select three courses: COM 230, 355, 410, 423, 488; MKT 424
- C. Art Emphasis–28 hours
See Art Department for complete details.
- D. Computer Science Emphasis–23 hours
See Computer Science Department for complete details.

VI. Broadcasting Minor—21 hours

- A. COM 120, 121, 220, 230
- B. Select 9 hours: COM 320, 325, 340, 403, 410, 419, 430

VII. Public Relations/Advertising Minor—21 hours

- A. COM 120, 121, 323, 419, 424
- B. Select 6 hours: COM 210, 320, 321, 325, 360, 415, 430; ART 221, 231

VIII. Journalism Minor—21 hours

- A. COM 120, 121, 210, 321, 415
- B. Select 6 hours: COM 320, 323, 360, 419; ART 221, 231

IX. Theatre/Speech Minor—21 hours

- A. COM 112, 113, 211, 235, 240
- B. Select 6 hours: COM 301, 311, 355, 330, 341, 342, 345, 350, 405, 412

Student Related Goals

The department has three goals for students majoring in communication arts. We expect students 1) to understand the theories, principles, and history of communicating arts (visual, written, oral) in their area of concentration; 2) to demonstrate competency in written, oral and visual communication skills related to their area of concentration; and 3) to demonstrate knowledge of the impact of their area of concentration on society.

Assessment of Majors

The Communication Arts Faculty will conduct an interview with each major at the end of the first semester of the student's junior year. This interview will assess the student's academic progress in the program and the student's strengths and weaknesses.

“Tony” are chosen by the Union University Theatre Director. Selections are based on excellence of performances with cooperative loyalty and dedication to achievement as factors in the decision. Winners are announced in May at the annual banquet.

The Betty Hillix Foellinger Memorial Student Publications Award is given each year to the editors of *Union University News* and *Union University Review*.

Departmental awards are given annually to the outstanding senior and the outstanding freshman. Achievement in each of the four majors is also recognized.

Course Offerings in Communication Arts (COM)

()-Hours Credit: F-Fall; W-Winter; S-Spring; Su-Summer

112. Public Communication (3) F, W, S, Su

An oral communication skills course that emphasizes organizing thoughts, adapting messages to specific audiences, using language correctly, delivering messages verbally and nonverbally with confidence, and active listening and evaluation skills.

113. Introduction to Theatre Arts (3) F, S

An introductory study of the techniques of theatre art, designed to make play going more meaningful and better appreciated.

120. Mass Media (3) F, S

A survey of the functions, responsibilities, and influence of various mass communication media. Students will review the economic, technical, historical, regulatory, and sociological aspects of radio, television, film, newspapers, magazines, books, advertising, and public relations.

121. Writing for the Mass Media (3) F, S

Designed to give the beginning media student a basis for understanding the differences and similarities of the various types of writing in the field: news, advertising, public relations, radio, television, film, newspapers, magazines, books, advertising, and public relations. A course for further understanding of differences in world views and development of expanded views.

230. Television Production (3) F

Prerequisite: COM 220.

An overview of the elements of television production: cameras, sound, lighting, and videotape recording using a switcher. Students work with these components in producing television programs.

235. Interpersonal Communication (3) F, W, S, Su

This course is designed to help students identify communication problems in interpersonal relationships. Emphasis is placed on interpersonal skills including ethical communication, self-disclosure, perception, interviewing, conflict management, verbal and nonverbal communication. The student will exhibit competent language skills through oral reports, working in dyads and small groups, and class simulations.

240. Acting Theory and Technique (3) S—Odd Years

A basic course covering various acting theories and practices. Emphasis will be placed on exercises in physical training, vocal reproduction, character projection, and the aesthetics of acting.

299. Practicum (1) F, W, S, Su

Practical hands-on experience in journalism, public relations, advertising, speech, or theatre. Students work with a faculty member on specific projects that will enhance their knowledge and expertise in their concentration. May be taken three times.

301. Symbolism in Theatre and Film (3) S—Even Years

This course explores the subtle uses of symbolism in presenting subtextual messages. Students view and analyze a variety of films and taped theatre productions.

305. Drama (3) Every Third Year

Prerequisite: ENG 111, 112, 201, and 202. Reciprocal credit: ENG 305.

See ENG 305 for course description.

310. NewsMagazine (1) F, S

Prerequisites: COM 121, 230.

Practical application of news editing and production in the newsmagazine format following newsroom standards. Course may be repeated 3 times.

311. Oral Interpretation of Literature (3) S

Analysis, adoption, and staging of various literary genres for solo and ensemble performance. Included is the study of techniques for Reader's Theatre staging and performances before an audience.

312. Creative Writing (3) F—Even Years; W As Needed

Prerequisites: ENG 111, 112, 201 and 202. Reciprocal credit: ENG 312.

See ENG 312 for course description.

318. Advanced Composition (3) S; W as needed

Prerequisite: ENG 111, 112, 201 and 202. Reciprocal credit: ENG 318.

See ENG 318 for course description.

320. Organizational Communication (3) F

Students study organizational structure, communication networks, and employer-employee relationships. Emphasis is placed on conducting interviews and performance appraisals, decision-making strategies, ethical communication, team-building, conflict communication, and the communication audit. The student will exhibit competent language skills through the presentation or oral reports and group activities.

321. Reporting for Print and Electronic Media (3) S

Prerequisite: COM 121.

Basic principles and skills of gathering information and writing news for the mass media. Topics include interviewing, developing sources, conducting research, covering specific areas, and current events.

323. Public Relations (3) F

Reciprocal credit: MKT 323.

Problems, writing procedures, policies, and methods of public relations for business, industry, and institutions.

325. Communication Training & Development (3) S

An interactive, comprehensive experience emphasizing the process through which companies and other organizations help managers and employees improve performance and increase job satisfaction. It is a study of current trends of T&D, learning styles, preparing proposals, and designing, conducting and evaluating training programs.

330. Theatre Production (3) F—Odd Years

A survey course in the fundamentals of successful stage production and technique; emphasis on directing, acting, and rehearsing; problems in organization; play choice and casting; scenery, costuming, makeup, and lighting.

340. Broadcast Sales and Management (3) F

Students will learn management theory as it applies to broadcast and cable management. Course content will cover issues of concern for broadcast managers: sales techniques, promotions, regulations, and programming.

341. Theatre History I (3) F—Odd Years

Prerequisite: COM 113.

A survey of the historical development of the Theatre from its beginnings through the Elizabethans with emphasis on selected plays.

342. Theatre History II (3) S—Even Years

Prerequisite: COM 113.

A continuation of 341 from the French Neoclassical period to present day.

345. Advanced Acting/Improvisation (3) F—Odd Years

An advanced course in acting characterization, historical styles, and improvisational techniques.

350. Christian Drama (3) S—Even Years

The purpose of this course is to explore the meaning of and possible uses for theatre from a Christian perspective.

355. Communication Theory & Effects (3) F

A critical look at the most contemporary theories of human and mass communication, emphasizing their practical applications for society while considering general issues, the relations between theory and practice and the influence of gender.

360. Desktop Publishing (3) F, S

This course provides the student with practical knowledge of state-of-the-art publishing technology. The hands-on experience teaches the student to edit, design, layout, and provide camera-ready documents for use in business, industry, public relations, advertising, and journalism.

365. Computer-Mediated Communication (3) S

A blending of theoretical and practical views of communication through computers considering how and why there is a movement to computers for informational and interactional exchanges as well as the creative/production process involved in generating online projects. Online projects will be used to evaluate each approach.

403. Advanced Television Production (3) S

Prerequisite: COM 230.

An advanced course in television production involving in-depth, hands-on experience with color cameras, a switcher and special effects generator, character generator, and editing system. Crew work is stressed in the production or videotaped programs by students.

405. Advanced Studies in Communication (3) S—Odd Years

A combination study of rhetorical analysis, argumentation and debate, scriptwriting, royalty and copyright laws as well as special topics of communication. It is designed for students seeking licensure in Speech and Theatre and graduate study in communications.

410. Video Editing (3) F

Prerequisite: COM 230.

This course provides the student with the skills necessary to do post-production television work, including audio/video electronic editing, matching sight to sound, and electronic cutting and splicing.

412. Fundamentals of Directing (3) F—Even Years

Prerequisite: COM 113 and 240.

A study of the art of the director, culminating in the production of a one-act play by each student.

415. Magazine and Feature Writing (3) S

Practical experience in mastering the craft of writing the special feature; each student is encouraged to prepare an article for publication.

419. Advertising (3) F, S

Reciprocal credit: MKT 419.

A survey course in the functions, theory, and applications of advertising with practical work in creating advertisements and the writing of advertising copy.

423. Practical Applications in Public Relations (3) S

Prerequisite: COM 323.

This course considers the critical issues and problems confronting public relations practitioners and discusses alternative approaches to dealing with them. Includes the use of selected case studies.

430. Communications Law (3) S

A study of the legal controls and government regulations on the mass media. Students will study specific case precedents involving the freedom and rights of the press and broadcasters.

485. Internship in Radio Broadcasting (3) F, W, S, Su

Prerequisite: COM 220 as well as two of the four required courses in the major. Permission of department chair required.

Selected students are assigned as interns to obtain supervised practical work at a local radio station professionally concerned with broadcasting.

