

Department of Communication Arts
College of Arts and Sciences

Faculty
Kina Mallard

2. Professional Education: EDU 150, 250, 326, 426, 435; PSY 213, 318; SE 225.
3. Completion of applicable portions of the Praxis Series II.
4. For additional information, see the Director of Teacher Education.

II. Major in Journalism—44 hours

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

III. Major in Broadcasting—44 hours

- A. COM 120, 121, 200, 211, 220, 230, 320, 321, 347, 355, 406, 419, 430
- B. COM Electives—5 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; MKT 328
 2. Select three courses: COM 230, 355, 410, 423, 488; MKT 424
- C. Art Emphasis (28 hours) and Computer Science Emphasis (23 hours)
See respective department for details.

VI. Broadcasting Minor—21 hours

- A. COM 120, 121, 220, 230
- B. Select 9 hours: COM 320, 325, 347, 403, 410, 419, 430

VII. Public Relations/Advertising Minor—21 hours

- A. COM 120, 121, 323, 419, 423
- 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

X. Film Studies Minor—18 or 22 hour

- A. Required for both Tracks: COM 328—3 hours
- B. Track One—15 hours
 1. Required: COM 338, CHR 348—6 hours
 2. Select 3: ART 428; COM 301, 438; ENG 311; PHL 448
- C. Track Two—19 hours
 1. Select 1: ART 428; COM 301, 438; ENG 311; PHL 448
 2. Admission to Los Angeles Film Studies Center:
 - a. COM 307, 348, 484—10 hours
 - b. Select 2: COM 425, 428, 440, 491

Mission Statement

Students majoring in communication arts will, in their area of concentration, understand the theories, principles, and history of communicating arts, demonstrate competency in written, oral and visual communication skills and demonstrate knowledge of the impact on society.

Assessment of Majors

The Communication Arts Faculty will interview with 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. Recommendations for the student's future work as a major will be made.

Student Organizations

The Department sponsors several student organizations designed to promote achievement within the field of communication arts. Majors and minors are encouraged to become involved in organizations of their choice.

The Cardinal & Cream, official student newspaper of Union, is published by students under the supervision of the journalism faculty. The newspaper reports the news of Union's campus, while serving as a "learning laboratory" for students. The C&C staff is comprised of journalism students, although students in any major may participate.

The **Union Broadcasting System (UBS)** exists for students interested in the broadcasting. UBS is a student chapter of the Radio-Television News Directors Association (RTNDA), professional broadcast journalism organization. UBS produces news programming and documentaries for public TV, the high school quiz show "Head to Head," Union's basketball games and the NAIA women's national tournament. UBS provides opportunities for students to strengthen contacts with professionals in the industry.

The **Student Public Relations Society** is open to all students interested in the public relations profession and society activities, determined and planned by students under the direction of a faculty advisor, usually relate to the practice of public relations, planning a PR career or acquiring the skills needed in public relations.

Alpha Psi Omega is the national honorary dramatic fraternity. Beta Mu chapter sponsors Campus Day activities, coffee house presentations, and a variety of other events as time and personnel allow. Membership is based on attainment in theatre.

Society for Collegiate Journalists (SCJ)

230. Television Production (3) F

Prerequisite: COM 220.

325. Communication Training & Development (3) S

An interactive experience emphasizing the process by which organizations help managers and employees improve performance and increase job satisfaction.

328. Film Theory and Criticism (3)

Prerequisite: Art 210 and either ENG 201 or 202.

An introduction to the scholarly aesthetic analysis and study of cinema teaching students the critical skills involved in the interpretation of film. Includes a foundational study of forms, functions and history of film arts to develop appreciation and skill in analysis.

330. Theatre Production (3) F—Odd Years

Fundamentals of successful stage production and technique; directing, acting, rehearsing; organization; play choice and casting; scenery, costuming, makeup, and lighting.

333. Advanced Techniques in Photojournalism (3) S

Prerequisite: ART 231.

Advanced techniques and problem solving as students explore journalistic photo principles in documentary, portraiture, fashion, food, architecture and sports.

338. Development of Cinema (3)

Historical survey of motion pictures with emphasis on major movements, genres and themes in narrative film from the early silent era, early talking pictures, the studio system and post-classical cinema.

341. Theatre History I (3) F—Odd Years and 342. Theatre History II (3) S—Even Years

Prerequisite: COM 113.

A survey of the historical development of the Theatre from its beginnings through the Elizabethans with emphasis on selected plays. The sequel considers French Neoclassical period to present day.

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

Advanced acting characterization, historical styles, and improvisational techniques.

347. Broadcast News Producing and Management (3) F

Management and producing theories and techniques for the newsroom learned from studying day-to-day decision making, personnel management, regulation, story decision and ethical dilemmas faced by news directors and senior producers.

350. Christian Drama (3) S

Exploration of the meaning of and possible uses for theatre from a Christian perspective.

355. Communication Theory & Effects (3) F—Odd Years

Contemporary theories of human and mass communication, emphasizing 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

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 the movement to computers for informational and interactional exchanges as well as the creative/production process involved in generating online projects.

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

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.

406. Broadcast Journalism (3) S

Prerequisite: COM 230, 321

Combines advanced skills in broadcast production with writing, producing and reporting for a regular news or sport magazine for cable television. Students will develop a final 1/2 hour, capstone documentary on a substantive issue of public interest.

410. Video Editing (3) F

Prerequisite: COM 230.

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.

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

487. Internship in Journalism (3) F, W, S, Su

Prerequisite: Two required courses in the major; Permission of the Chair.

Selected students are assigned to obtain supervised practical work at a local newspaper professionally concerned with the print media.

488. Internship in Public Relations (3) F, W, S, Su

Prerequisite: COM 419 and 323; Three required courses in the major; Permission of the Chair.

Students are assigned as interns to obtain supervised practical work at a local business in public relations.

490. Digital Media Studies Senior Seminar (3) F, S

Capstone course for DMS majors to bring the emphases together for exposure to the variety of fields of digital media and associated workplace cultures. Includes case studies, guest speakers, field trips and an interdisciplinary group project culminating in the production of a computer-based portfolio for job search. Reciprocal with ART and CSC.

180-280-380-480. Study Abroad Programs (1-4) As Needed

All courses and their applications must be defined and approved prior to travel.

428. Introduction to Filmmaking (3)

Theory and practice of motion picture filmmaking. Topics include: familiarity with equipment; basic techniques; converting ideas to images, use of lighting, editing and sound; the role of acting, directing and good storytelling in the process.

440. Acting in Hollywood (3)

The practice and process of acting in the Hollywood arena. Topics: role of agents, managers, casting directors and unions; equity waiver theatre and showcases; photos and resumés; and the audition process used for commercials, live theatre, film and television. Attention given to the demands that the acting profession places on the Christian actor.

484. Internship (6)

Participation in some aspect of the Hollywood film or television industry. Primarily non-paying positions in an office setting such as development companies, agencies, personal management companies, production offices. Requires 20-24 hours/week.

491. Seminar in Producing the Independent Film (3)

An introduction to the process of producing an independent film including legal structures, business plans, preproduction activities such as scheduling and budgeting, and an overview of the producer's role in production, post-production, and distribution.