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Jim Veneman (1999). Assistant Professor of Communication Arts and Director of Visual Communication. B.A., Ouachita Baptist University; M.A., Southwestern Baptist Theological Seminary.

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.

Curriculum

The Department offers a wide range of courses designed to meet the complex and significant theoretical and communication skill requirements of students.

The Department is affiliated with several programs that enhance student learning: the Los Angeles Film Studies Center, American Studies Program, Summer Institute of Journalism and Broadcasting, Student Publications, Public Relations and Grass Roots Politics Schools sponsored by the Leadership Institute in Washington, D.C. Faculty encourage participation in state and regional conferences.

3. COM Elective—3 hours
- D. Teacher Licensure Emphasis—24 hours
1. COM 113, 240, 311, 320, 330, 341, 342, 412
 2. Professional Education: EDU 150, 250, 326,

120. Mass Media (3) F, S

Functions, responsibilities, and influence of various mass communication media. Students review the economic, technical, historical, regulatory, and sociological aspects of radio, television, film, newspapers, magazines, books, advertising, and public relations and are offered opportunities for telephone conferences with significant media figures.

121. Writing Across Media Platforms (4) F,S

Introduction to news writing skills for the beginning media

322. Copy Editing and Publication Layout (3) S—Odd Years

Principles of editing copy for newspapers and magazines, writing headlines, and using type, photography, and graphics in layout and design for print news media.

323. Principles of Public Relations (3) F

Prerequisite: COM 121.

Introduction to principles, practices, context, and structure of public relations examining both the process and its implementation in business, industry, and institutions.

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.

326. Social Documentary S

Prerequisite: COM 336

Social documentary photojournalism is an attempt to bear witness, to bring attention, and to advocate. At its best, it tries also to communicate something a concerned and informed photographer felt when he/she released the camera's shutter. Social documentary photojournalism communicates through a complex distillation of visual truth and interpretation. This course will take a close look at work that has made an impact on its audiences and at the photographers who produced it. Technical proficiency and visual awareness will continue to broaden.

327. Interactive Media (3) S

Prerequisite: COM 220.

Project-based approach toward developing skills in the creation of interactive media using industry standard software, interactive design theories, needs assessment, and project management procedures.

328. Media Effects and Criticism (3) F

Prerequisites: ART 210 and either ENG 201 or ENG 202.

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

329. Principles of Advertising (3) F, S

An overview of the field of advertising, including its history in the United States, advertising as a business, current career opportunities in the field, and past and current trends in both traditional and new media.

330. Theatre Production (3) F—Odd Years

Prerequisite: COM 113.

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

336. Photojournalism II (3) F, W

Prerequisite: COM 236.

Course will broaden proficiency and visual awareness in the articulation of ideas through learning how to "see" light, capturing the moment, documentary photography, portraiture, fashion, food, architecture, advertising, and sports. It will also stress exploring a fresh view of the commonplace, maintaining high standards of visual communication and understanding the relationship between words, photographs, and design.

338. Development of Cinema (3) S—Odd Years

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 from the French Neoclassical period to present day.

343. Public Relations Writing (3) F

Prerequisite: COM 121; Corequisite: COM 323.

Practical application of public relations writing process for various media with focus on targeting publics using research, audience analysis, message design, and selection of communication channels.

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

Prerequisite: COM 240

Advanced acting characterization, historical styles, and improvisational techniques.

346. Photo Editing S

Prerequisite: COM 336

An exploration of the technical aesthetic qualities of photographs and how these factors affect editorial decisions concerning their use in publications. Students will acquire skills in visual editing and participate in discussions of ethical and legal issues. Understanding subject emphasis, application of framing techniques, characteristics of good photographs, universal themes, photograph evaluation, recognizing impact value, and ethics will be stressed.

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

Prerequisite: COM 113.

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

481. Internship in Photojournalism (3) F, S

Prerequisite: Three courses required in the Photojournalism minor.

Selected students work as interns in supervised photojournalism work.

482. Internship in Advertising (3) F, S

Prerequisites: COM 314, COM 329, plus 3 additional courses in the Advertising major.

Students work as interns (primarily unpaid) to obtain supervised practical experience in advertising at an agency or another type of business. Requires a minimum of 150 hours during one semester.

483. Internship in Digital Media (3) As Needed

Prerequisite: ART 221, CSC 360, COM 220 and two required courses from the DM-Communication Arts Emphasis.

Selected students are assigned as interns to obtain supervised practical real-life work experiences. It is not a job per se; it is a learning opportunity having direct relationship to the student's program of study and career interests. Course may be repeated for credit.

484. Internship in Film and Television (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.

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

Prerequisite: COM 220; 2 required courses in the major; Permission of Chair.

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

486. Internship in Television Broadcasting (3) F, W, S, Su

Prerequisite: COM 230; 2 required courses in the major. Permission of Chair.

Students are assigned as interns to obtain supervised practical work at a local television station professionally concerned with broadcasting.

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

Prerequisite: 2 required courses in the major; Permission of 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, 323; 3 required courses in the major; Permission of 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.

179-279-379-479. External Domestic Study Programs (1-3) As Needed

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

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

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

195-6-7. Special Studies (1-4)**295-6-7. Special Studies (1-4)**

Lower-level group studies which do not appear in the regular departmental offerings.

395-6-7. Special Studies (1-4)

Upper-level group studies which do not appear in the regular departmental offerings.

495-6. Independent Study (1-4)

Individual research under the guidance of a faculty member(s).

497-8-9. Seminar (1-3)

To be used at the discretion of the department.