

Communication Arts

Chair: Dr. Donna Menis

Clear, accurate and creative composition and distribution of information is the focus of the Communication Arts major.

We live in an age of instant communication that seems to invent a new means of conveying messages almost daily. Those who are able to master the crafting of messages well, and who understand the best way to send the messages to reach the desired audiences, are highly sought-after employees.

The Communication Arts major makes extensive use of a multimedia production lab designed specifically for our students in the media. Students will learn techniques of digital imaging, as well as concentrate upon the fundamentals of writing and editing for both print and video media.

The “arts” portion of the major is addressed with a foundation of coursework in American and English literature. American literature addresses issues pertaining to early magazines, and British literature makes use of historical themes in classic works that are still portrayed in music, movies and videos today. Finally, writing courses help to provide additional focus on one of the principal needs of today’s employers. Strong written and oral communication skills and adeptness with use of technology are the primary abilities that will make our students stand out from those from other schools and programs.

BACHELOR OF ARTS IN COMMUNICATION ARTS MAJOR REQUIREMENTS

COMM 101, 201, 205, 301, 308, 401, 389, 398/399 or 501; PSYC 304, SPCH 103, ART 115, a foreign language through the 201-level; ENGL 201, 202, 303 or 304, 305, 405 or 406; six additional credits in English courses 200-level or above; and nine credits from the following choices: Marketing 302, Communications 306, 310, 311, 320 or 450.

Minor requirements: Fifteen credits in Communications, no more than three of which may come from COMM 398/399 or 501.

COMMUNICATIONS — COURSE DESCRIPTIONS

101. Mass Media and Society (3 credits)

The nature of the various media and their role in society; the relationship between the media and their effect on society.

201. Writing for Media (3 credits)

Basic news gathering and writing techniques for the print media; news values, ethical and legal aspects of reporting. Course utilizes the facilities of the student media lab.

202. Magazine Writing (3 credits)

Staff and freelance writing for periodicals. Researching the market, developing story ideas, composing query letters and writing articles. Course utilizes the facilities of the student media lab.

205. Editing (3 credits)

Techniques of preparing materials for print media. Headline writing, copyreading, layout typography and legal aspects of editing. Course utilizes the facilities of the student media lab.

210. Public Relations (3 credits)

Overview of the history, principles and functions of the field of public relations. Through a combination of theory and practice, the course assists students in learning the fundamentals of the field and to think critically about the concepts, ethics, legal implications and practices within the profession.

301. Audio/Video Production (3 credits)

Radio and television broadcasting and production; familiarization with terminology and equipment; laboratory work in the student radio station and the student media lab.

305. Broadcast News and Public Affairs Reporting (3 credits)

Gathering, writing and editing broadcast news and public affairs programming. Course utilizes the facilities of the student media lab. Students will produce a video documentary. *Prerequisite: Communications 301.*

306. New Media Issues (3 credits)

Exploring the latest trends and issues in journalism and the media in general. *Fall 2013.*

308. Desktop Publishing (3 credits)

The course will train students to attain proficiency in the art of publication layout and design on the computer. Course takes a hands-on approach using the latest design and editing software. Course utilizes the facilities of the student media lab.

310. Advertising (3 credits)

A survey of the nature of advertising and its relationship to the mass media, the individual and the consumer, and marketing concepts.

SPEECH

Speech is intended to improve the speaking skills of students, particularly those who need basic principles and practice in effective oral communication, and to develop skills needed for speaking before groups.

103. Speech Fundamentals and Public Speaking (3 credits)

The treatment, preparation and delivery of public speech; standards for critical listening. Methods for presenting various types of speeches with emphasis on psychological and physiological adjustment to the speaking situation. Theory and practice of effective public speaking. Students may fulfill the speech requirement by demonstrating proficiency in speaking (by a video-taped challenge exam) or by completing Speech 103. The Speech Challenge Exam is open only to students with fewer than 116 credits. *Fall, Spring.*

311. Video Production II (3 credits)

Advanced video production skills. Utilizes multimedia production lab and digital editing software. *Prerequisite: Communications 301. Spring 2013.*

320. Web Design and Development (3 credits)

Writing and designing new websites, updating existing sites. Creative maintenance and growth of web projects. Course utilizes the facilities of the student media lab. *Prerequisite: Communications 308 or permission of instructor. Fall 2012.*

389. Practicum (1 credit)

Practical experience with one of the on-campus media outlets, including Troubadour, Red Radio and the Bell Tower. *Fall, Spring beginning in 2010.*

398/399 Internship Project/Supervised Experience (2-12 credits)

The internship program is designed to allow students to augment classroom experience. Students are assigned to a radio or TV station, newspaper, advertising or public relations firm or other communications-related outlet in conjunction with the student's specific career goals. *Prerequisite: Junior or senior standing and permission of department chair. Fall, Spring, Summer.*

401. Media Law (3 credits)

An investigation of legal issues and rules pertaining to journalists. Specific discussion of privacy, prior restraint, libel and slander. *Fall 2011.*

450-452. Special Topics in Communications (3 credits)

In-depth inquiry into a current subject of interest in the communications field. *As needed.*

501. Independent Study in Communication Arts (1-8 credits)