

COMMUNICATION

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Faculty

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Academic Programs	Credits
BA: Communication	37
BA: Journalism	37
BA: Public Relations	37
Minor in Communication Studies	20
Minor in Journalism	20
Minor in Public Relations	20
MA: Interdisciplinary Studies (Communication)	37-45

After completing the freshman/sophomore sequence of courses, students make formal application to the faculty to continue their chosen majors. Students may be asked to take specific communication courses to develop required skills. Transfer students beyond the sophomore year are allowed one year to make up deficiencies.

INTERNSHIPS

Communication, Journalism, and PR majors may submit applications for internships during the junior or senior year. Students must have completed COMM480 or have department permission prior to applying for internships.

Undergraduate Programs

Communication Core 10
Required for each of the three majors offered: COMM215; COMM480; JOUR230.

BA: Communication—37

Major requirements: *Communication core* plus JOUR140; COMM280 or 454; COMM320, 405, 436, 456, 475; and 6 credits of electives chosen in consultation with the adviser. *A minor or a second major is required for this major.*

Students seeking Michigan State certification for elementary- or secondary-school teaching must take COMM450.

BA: Journalism—37

Major requirements: *Communication core* plus JOUR330, 375, 389, 445, 455, 465; COMM320 or 436; and 6 credits of electives chosen in consultation with adviser. *Cognate:* PHTO115 or equivalent. *A minor or second major is required for this major.*

Students may apply two of the following courses to the major: DGME180; ART414; ENGL438, 467.

BA: Public Relations—37

Major requirements: *Communication core*; PREL255, 320, 389, 454, 465; COMM405 or COMM456; JOUR445; and 6 credits of electives chosen in consultation with the adviser. *A minor or second major is required for this major.*

Students may apply two of the following courses to the major: ART214, 414; DGME180, 200.

Recommended minors are marketing, graphic arts, behavioral sciences, business, English, or graphic design.

Minor in Communication Studies—20

At least 10 credits must be upper division. Students apply to the department for this minor. When accepted, each student designs minor in consultation with departmental minor adviser to ensure that the plan of study is appropriate for the student's goals. Communication core classes are recommended.

Minor in Journalism—20

JOUR140, 230, 330 or 445, 375; and electives chosen from other courses allowed in the major in Journalism.

Minor in Public Relations—20

JOUR140, 230; PREL255, 454, 460; COMM405; and electives chosen from other courses allowed for the major in Public Relations.

Graduate Program

The Communication Department offers the Master of Arts: Interdisciplinary Studies—Communication. Degree requirements are found in the Interdisciplinary Studies section on p. 97.

Courses (Credits)

See inside front cover for symbol code.

COMMUNICATION

COMM104 (2)
Communication Skills

Study of the human communication process from an intercultural perspective; focusing on interactions with oneself, with one other person, with a small group, and within public-speaking situations. Transfer students, juniors, and seniors meet the General Education requirement by taking one of the following: COMM230, 320, 436, or 456.

COMM104-50 (2)
Honors Communication Skills (Honors Section)

Study of the human communication process with emphasis on public presentation, interviewing, and reasoning about social dilemmas.

COMM104 V (2)

Communication Skills

Distance education—see content above.

COMM215 (4)
Introduction to Communication Theory and Research

A study of classical and modern theories of rhetoric, interpersonal communication, language, and the role of communication in establishing social reality. Includes a survey of critical research related to these major theories and a sample research project.

COMM230 (3)
(was COMM104 for majors)
Communication Practices

A foundational course for communication majors and minors which introduces students to the study of the human communication process; interpersonal, intercultural, group and public speaking; and also to career opportunities in the field of communication.

COMM280 (3)
Voice and Diction

Through vocal analysis and studying the production and differentiation of sound units in the English language, students identify and develop vocal strengths and identify and remedy vocal problems. By studying pitch, diction, volume, vocal quality and variety, expression, and pronunciation, students learn to use their voices to achieve maximum understanding and pleasure. Includes theory, practice exercises, public performances, and an introduction to the International Phonetic Alphabet.

COMM290 (1-3)
Practicum

Supervised work experience in journalism, public relations, or another aspect of communication. At least 65 clock hours of work experience are required for each semester hour of credit. Obtain procedures and guidelines from the department. Prerequisite: consent of appropriate instructor.

COMM320 (3)
Interpersonal Communication

Emphasis is placed on interpersonal skills for the workplace. Students examine components of interpersonal communication such as listening, perception, managing conflict, etc., then apply specific strategies to build relationships.

COMM340 (3)
Argumentation and Debate

An examination of argumentation and debate theory with practical application of debate skills including building and organizing cases, and analyzing and rebutting arguments. Particularly useful for students in fields such as pre-law and business which require decision making and argumentation. Prerequisite: COMM104 or COMM230

COMM389 (1-3)
Internship in Communication

Students work full time at communication enterprises. At least 65 clock hours of work experience are required for each semester hour of credit. Prerequisites: Adequate background, at least junior standing, and consent of the department.

COMM405 ? (3)
Persuasion

The analysis of persuasive appeals from the point of view of a critical consumer plus practical experience, oral and written, in ethically persuading others. Prerequisite: COMM104 or COMM230.

COMM436 ? (3) **Intercultural Communication**

Students examine the relationship between culture and communication and the ways culture influences values and perceptions. Discussion and activities help students develop and apply analytic and communication skills which enable them to interact with cultural sensitivity and communicate more effectively in intercultural, interethnic, and cross-gender contexts. Particularly useful for students in business, behavioral sciences, education, and theology.

COMM440 ? (3) **Family Communication**

A study of the family from a communication perspective with rotating emphasis on interpersonal communication used in family groups and in gender communication.

COMM450 ? (3) **Communication in the Classroom**

The study and development of effective communication skills within the context of the classroom. Focus is on interactive learning where the student rather than the instructor is central. Open only to upper division and graduate students. Prerequisite: COMM104 or COMM230.

COMM454 ? (1-3) **Topics in Communication: _____**

Topics of current significance. Repeatable with different topics. Credit to be announced with topic in advance.

COMM456 ? \$(3) **Group Dynamics and Leadership**

An experiential study of groups in process within organizations for the purpose of problem-solving and team building.

COMM465 ? (3) **(merges COMM474, 454: London Theatre)**

Topics in Communication Arts: _____
Study of selected topics in Communication Arts (e.g., drama, interpretive reading, British dramatic arts). Topic to be announced in advance. Repeatable to 9 credits with different topics. Prerequisites: Varies according to topic.

COMM475 ? (3) **Effective Presentations**

For students who wish to continue their study and practice of public oral presentations. Grounded in rhetorical theory and research. Students deliver presentations on subjects of their choice to an interdisciplinary audience and, in addition to improving their public-speaking skills, they gain expertise in using presentational aids, in analyzing oral argument, in assessment of their own speaking skills and in evaluating the effectiveness of others' presentations. Prerequisite: COMM104 or COMM230.

COMM480 (3) **(was COMM487, 454: Portfolio)**
Senior Seminar

A practical capstone class which helps students integrate and synthesize material acquired in their major and apply it to their current and future

goals. Students are required to complete their portfolios including mission statements and samples of performance in their major, and give evidence of an organized job search. Prerequisite: Junior or Senior status as departmental major.

COMM495 (1-3) **Independent Study/Readings/Research**

Topics chosen in consultation with an instructor. Repeatable to 4 credits. Requires prior approval from instructor.

COMM515 (3) **Communication Theories**

The study of communication theories from covering laws, human action, and systems perspectives. Students engage in seminar presentations and classroom discussions of how the theories can be applied in practical ways.

COMM536 (3) **Issues in Intercultural Communication**

Examination of intercultural communication issues with specific applications to student's chosen fields of enquiry or employment. Students explore critical issues influencing the effectiveness of their interaction with individuals from varied cultures in specific organizational and societal contexts.

COMM554 (2) **Topics in _____**

Study of selected communication topics of current significance. Topics to be announced in advance. Repeatable to 6 credits with different topics.

COMM589 (2-3) **Internship/Practicum in Communication**

Students apply their academic preparation at a full-time professional communication-related job in journalism, broadcasting, public relations, communication consulting, or a similar area. Internship lasts for an entire semester. Students must find the job. Prerequisite: Approved application.

COMM590 (3) **Graduate Seminar in _____**

Projects, reports, and discussions. Seminars are offered in various subjects corresponding with faculty specialization and greatest library strength. Repeatable with different subject matter. Topic announced in advance.

COMM651, 652 (1, 2) **Communication Research Seminar I & II**

A seminar for analysis of communication research in which students present, evaluate and critique original communication research.

RESEARCH AND SPECIALIZED COURSES

COMM520 (3) **Communication Research Methodology**

Consideration of basic research principles and methodologies with emphasis on constructing appropriate research designs and choosing appropriate methods. Students usually conduct a class research project. Prerequisite: COMM515

COMM599 (2-3) **Production Project in Communication**

Students produce some major communication effort, such as creating and offering a training workshop, designing a public-relations campaign, editing a department magazine, directing a play,

or offering a one-person show. Prerequisite: Completed production project proposal.

COMM648 (1-2) **Communication Workshop**

Intensive study on selected topics. Includes as a topic Christian Writers' Workshop. Offered on a periodic basis with topic announced in class schedule.

COMM690 (1-3) **Independent Study in Communication**

Individualized reading or research in a specified area under the guidance of an instructor; admission by consent of Area Coordinator.

COMM695 (2-3) **Research Project in Communication**

Independent work on final research project(s). Repeatable to 6 credits with Area Coordinator's permission. Prerequisites: COMM520 and approved project proposal.

JOURNALISM

JOUR140 (3) **(was CMME150)**

Introduction to Mass Communication
A study of how media affects our popular culture and the lives we live. Beginning with the invention of mass communication and ending with the technology of the World Wide Web, students study each mass medium using culture as a thematic approach to critically assess the role of media in our lives.

JOUR230 (3) **(merges JOUR250, part of JOUR340)**

Beginning Media Writing
Aimed at all communication majors, media writing introduces students to writing targeted communication in a journalistic style. They learn the basics of journalistic writing for various media (i.e., newspapers, radio and television), public relations press releases, basic features and editorials, the importance of audience for any written communication as well as the values of timeliness, objectivity, and fairness critical to any communication career. Prerequisite: Ability in word-processing and ENGL115, 215 with a minimum grade of C or permission of instructor.

JOUR330 (3) **(merges JOUR340, parts of JOUR400)**

Advanced Media Writing
Continues on the foundation of Beginning Media Writing, helping students to develop a deeper understanding of journalism and its place in society. Students learn how to cover a journalistic "beat", develop sources, and how to research in-depth stories. Students also practice the art of the interview and learn the rights and obligations of reporters and communicators in any media. Prerequisite: JOUR230.

JOUR375 (3) **(was JOUR275)**

Photojournalism
Practice in the composition of good news pictures and in producing the picture story. Prerequisites: JOUR230, PHTO115.

JOUR389 (1-3) **(was COMM489)**

Internship in Journalism
Students work full time at journalistic enterprises.

At least 65 clock hours of work experience are required for each semester hour of credit. Prerequisites: Adequate background, at least junior standing, and consent of the department.

JOUR445 ? (4)
(was **JOUR456**)
Publication Production
The theory and practice of planning and producing of any publication, be it newspaper, magazine or newsletter. Students will learn the value of careful editing and basic layout from an editor's perspective. Practice in editing copy, writing headlines, composing picture captions, planning layout and designing pages, as well as tips and tricks on project production, will be covered.

JOUR455 ? (3)
Media Law and Ethics
Case studies of court decisions affecting the mass media in the United States and the place of the ethical journalist in society. Consideration of the development of freedom, censorship, libel, privacy, obscenity laws, and the relationship between the press and the courts and freedom of information, and broadcast regulation.

JOUR465 ? (3)
(was **JOUR400**)
Advanced Topics in Journalism: _____
Study of selected topics in Journalism (feature writing, editorials, investigative reporting). Topic to be announced in advance. Repeatable to 9 credits with different topics.

PUBLIC RELATIONS

PREL255 (3)
(was **JOUR354**)
Introduction to Public Relations
Basic concepts in public relations, publics, public opinions, attitudes, two-way communications, and evaluation of public relations effectiveness. Basic literature of the field is examined. Basic principles for production of news releases, public service announcements, and other materials are covered.

PREL320 (3)
(was **JOUR468**)
Managing PR Campaigns, Special Events & Meetings
Provides techniques and insights into developing and managing all aspects of meetings, events and program planning, and evaluation. Whether the meeting or event is for 10 or 10,000, the fundamentals are the same and planning is the key to success. Prerequisite: PREL255.

PREL389 (1-3)
(was **COMM489**)
Internship in Public Relations
Students work full time at public relation enterprises. At least 65 clock hours of work experience are required for 1 semester hour of credit. Prerequisites: Adequate background, at least junior standing, and consent of the department.

PREL454 ? (3)
(equivalent to **JOUR454**)
Advanced Public Relations
Examines the characteristics of successful public relations campaigns. Emphasis given to public relations planning and evaluating, as well as to advanced techniques in news publicity, controlled

media publicity, and media relations. Professional practitioners are frequent guest lecturers. Prerequisites: PREL255, and PREL320 or JOUR330.

PREL460 ? (3)
(was **COMM460**)
Development
Provides student with an understanding of the facets of development intrinsic to a non-profit organization. Students work on team projects in local agencies and organization. They report to the class, write reflection papers, and give a final oral presentation about their experiences.

PREL465 ? (3)
Advanced Topics in Public Relations: _____
Study of selected topics in Public Relations (Crisis/Issues Management, Critical Issues in Public Relations, Case studies in PR, Health Care PR). Topic to be announced in advance. Repeatable to 9 credits with different topics.

ENGLISH

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Scott E. Moncrieff
Merlene A. Ogden
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Dianne L. Staples
Joseph W. Warren

Academic Programs	Credits
BA: English	36
Literature Emphasis	
Teaching English as a Second Language	
Writing Emphasis	
BA: Elementary Education,	
Second Major in English	30
BS: Elementary Education,	
Major in Language Arts	36
Minor in English	21
Minor in Teaching English as a	
Second Language	21
Minor in Language Arts	24
(for a Major in Elementary Education)	
Bilingual Education Minor for Teachers	24
Spanish	
MA	33
English	
Teaching English as a Second Language	
MAT	min. 32
Elementary/Secondary English	
Teaching English as a Second Language	

English majors and minors working on secondary teaching certification in English must complete the following courses within or in addition to the major and minor requirements outlined below: ENGL270, 300, 378, 445 (or acceptable alternative), 459, 474 (or a 4th credit in ENGL300 for brief history of English language), and ENGL407 or 408.

ENGLISH PROFICIENCY STANDARDS

Students whose native language is not English must meet certain English-language proficiency standards before they are accepted into any program in the English Department. To qualify for admission, students must have passed (*within the past year*) the test(s) listed below with score(s) at or above those indicated:

1. *TOEFL* score of 600 with no section score lower than 60 and a minimum *TWE* (Test of Written English) score of 5.5
or
2. *MELAB* average score of 93 with no section score lower than 90.