

COMMUNICATION

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Faculty

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Academic Programs	Credits
BA: Communication	37
International Communication Emphasis	58
Communication Management Emphasis	58
Media Technology Emphasis	58
BA: Journalism	37
Media Studies Emphasis	58
BA: Public Relations	37
International Public Relations Emphasis	58
Minor in Communication Studies	20
Minor in Journalism	20
Minor in Media Studies	20
Minor in Public Relations	20
MA: Communication Interdisciplinary Studies	37-45

The Department of Communication offers a variety of undergraduate programs as well as a master's program. Interdisciplinary programs are available on campus.

"Communicating for community" reflects the vision of the programs offered by the Department of Communication. Communication is all about connection—successfully sharing messages and meaning. Communication competence is critical to being an effective leader. Learning the skills of how to communicate, whatever your calling is in life, is a good place to start as you ascend the professional ladder of success. Whether you're interested in Journalism or Broadcasting, whether you want to develop your skills at Public Speaking or Event Planning—from Advertising to Administration, Ministry to Media, Publishing to Public Relations, what we offer at the Department of Communication will well equip you to serve. Electronic media are a part of our focus but ideas, concepts, creativity, and the human connection transcend technology. Your ideas of accomplishing God's mission will be stretched as you are inspired by all the innovative ways in which you can support the task of taking the good news to the whole world at this time. People do not care about what you know; they know when you care.

Undergraduate Programs

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

Journalism and PR majors must submit applications for required internships during the sophomore and/or junior year. Students must fulfill the required number of clock hours to meet the requirements for their degree.

Communication majors are encouraged to participate in the internship program and must then submit applications for internships during the junior or senior year. Students must have department permission prior to applying for internships. It is strongly recommended that students complete COMM480 prior to submitting applications.

PRACTICUM

Practicum refers to the out-of-class opportunities on campus and in the immediate area for developing skills valuable to the communication professional. Students are encouraged to apply to the department for such opportunities. These experiences will be documented in a Portfolio as evidence of the student's involvement in the practical application of theory.

Communication Core—10

Required for each of the three majors and interdisciplinary emphases offered: COMM215; COMM480; JOUR230.

BA: Communication—37

Major requirements: *Communication core* plus JOUR140; COMM280 or 465; COMM320, 405, 436, 456, 475; and 6 credits of electives chosen in consultation with the advisor. *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.

International Communication Emphasis—58

Major requirements: Communication core plus COMM280 or 465; COMM320, 405, 436, 456, 475; 9 credits of communication electives chosen in consultation with the advisor; plus ANTH200, PLSC350, 488; and 12 credits of multi-disciplinary course electives chosen in consultation with the advisor.

The Adventist Colleges Abroad Program (full year or summer) or participation in the Student Missionary program or a comparable international experience is required.

A second major or minor is not required.

Communication Management Emphasis—58

Major requirements: Communication core plus COMM280 or 465, COMM454 Topics in communication: Organizational communication, COMM454 Topics in Communication: Media Literacy, COMM290, 320, 405, 436, 456, 475; 6 credits of communication electives chosen in consultation with the advisor; plus PREL460; required 12 credits of multi-disciplinary courses, BSAD355, 384 or 436; and rest of electives from the School of Business chosen in consultation with the advisor.

Electives should reflect the emphasis in management and communication. An internship in an area suitable for the student's career goals is a requirement.

A second major or minor is not required.

Media Technology Emphasis—58

Major requirements: Communication core (10 credits) plus JOUR140, 455, 465, COMM454 Topics: Media Literacy;

COMM280 or 465; COMM320/436, 405, 456 (24 credits) and multi-disciplinary electives (2-3 credits). Required interdisciplinary courses for video production emphasis: PHTO130, DGME175, 215, 216, 345, TCED485 (18 credits) and capstone course IDSC495: Media Production.

An internship in the area of Video Production is required. IDSC495 Media Production is highly recommended as fulfilling the internship requirements.

A second major or minor is not required.

Recommended General Education course PHTO115 Introduction to Photography.

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 advisor. **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.

Media Studies Emphasis—58

Major requirements: Communication core plus COMM280 or 465; COMM290, 320 or 436, 405, 456; COMM454 Topics in Communication: Communication on the Web; COMM454 Topics in Communication: Media Literacy; JOUR140, 330, 375 or 445; 6 credits of communication electives chosen in consultation with the advisor; plus ENGL430, 220 or 438 or 315 or 467; plus PHTO130; and 9 credits of multi-disciplinary courses chosen in consultation with the advisor. There must be a balance between art, design and the technical courses. An internship in an area of media is required.

A second major or minor is not required.

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 advisor. *A minor or second major is required for this major.*

Students may apply two of the following courses to the major: ART214, 414; DGME185, 225.

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

International Public Relations Emphasis—58

Major Requirements: Communication core; PREL255, 320, 465, 460; COMM405 or COMM456, JOUR 445; plus 6 credits of electives chosen in consultation with the advisor; plus PLSC350, 488, ANTH200; plus 12 credits of multi-disciplinary course electives chosen in consultation with the advisor.

The Adventist Colleges Abroad Program (full year or summer) or participation in the Student Missionary program or a comparable international experience is required.

A second major or minor is not required.

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 advisor 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 Media Studies—20

JOUR140, 230, COMM454 Topics in Communication: Media Literacy, COMM290; and electives chosen in consultation with advisor to meet career goals.

Minor in Public Relations—20

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

Other recommended minors may be selected from Management, Marketing, Graphic Design, Visual Art, Behavioral Sciences, Business, English, Modern Languages and a combination of Art, Design and Digital Imaging courses.

Graduate Program

The Master of Arts: Communication Interdisciplinary Studies is designed for students who wish to develop advanced-level communication skills in combination with knowledge or skills in another area or areas.

Some of the areas of study that may be combined with communication in preparation for specific careers include marketing, curriculum and instruction, behavioral science, history and political science, international languages, religion, health care, English and the arts. The procedures are explained in the department's *Graduate Student Manual*.

GENERAL ADMISSION REQUIREMENTS

Graduate Program admission requirements, academic information and graduation procedures are detailed on p. 44. The Master of Arts: Communication Interdisciplinary Studies Student Manual details the procedures required by the Department of Communication (available online and from the Department).

DEPARTMENTAL ADMISSION REQUIREMENTS

This is a summary of the procedures that a student planning to enroll in the MA should note:

- 1) At the time of application for admission, students must submit a *Statement of Purpose* which explains how the relevant disciplines will be integrated to meet his/her career and academic goals.
- 2) Upon acceptance and registration, the student in conjunction with the graduate advisor will develop a Plan of Study which is based on the student's *Statement of Purpose*.
- 3) In addition to the admission requirements of the School of Graduate Studies, the student applying to the Department of Communication must:
 - a) have a minimum of 12 semester credits in communication and adequate prerequisites for the secondary areas/s. Students must complete at least 6 undergraduate credits in communication before registering for graduate work in communication.
 - b) have an overall GPA of 2.75

- c) complete all deficiencies at the beginning of the program. These courses are in addition to the regular graduate-degree course work.
- d) evidence a sufficient command of the English language to succeed in the proposed program. This requires a minimum TOEFL score of 600 average with no section score lower than 60 and a minimum 5.5 score on the TWE (Test of Written English) or a minimum MELAB average score of 90 with no section lower than 88. No test score may be older than one year.

PROGRESSION

All graduate students need to understand that

- The GRE must be completed in order to register for the second semester courses.
- A student on regular status must, in consultation with the graduate advisor, identify members to serve on a supervisory committee. This committee is appointed before students register for their second semester in the program. It determines individual requirements for completion with reference to a student's plan of study.
- A 3.00 GPA per semester must be maintained.
- Application for Graduation must be completed before completing the Advancement to Candidacy.
- Upon completion of 50% of course work, Advancement to Candidacy is initiated by the student, who completes all the required forms.

Forms are submitted to the chair of the Department Graduate Program Sub-committee. On approval, recommendations are made to the Records Office and to the Dean of Graduate Studies.

See pp. 26-27 for further details on graduation procedures and degree conferral.

MA DEGREE REQUIREMENTS

- 1) Comply with the standards outlined in the Graduate Degree Academic Information section of the bulletin.
- 2) Complete a curriculum consisting of a minimum of 40 credits of course work (see below) approved by the supervising committee.
- 3) Pass a comprehensive examination over the areas selected for the degree.

Communication core—12

COMM515, 520 or an approved graduate level research class, 590, 651, 652

Two projects—4

Selected from COMM589, 599, 695. Students consult with their advisor and with their supervising committee to determine what combination of the above is most suited to their degree goals.

Additional communication courses—12

Selected with the approval of the supervising committee.

Additional courses in other area(s)—12-15

Selected with the approval of the other department(s) and the student's supervising committee.

Total MA degree credits required—40-45

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: COMM320, 436, or 456. Communication majors who transfer in take COMM230, 320, 436 or 456.

COMM104 V (2)

Communication Skills

AU/HSI course—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)

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. 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. A minimum of 75 clock hours of work experience is required. Obtain procedures and guidelines from the department. S/U grade

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 Alt (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 90 clock hours of work experience are required. Obtain procedures and guidelines from the department. S/U grade.
- COMM405** Alt ♦ (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** Alt ♦ (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.
- COMM445** Alt ♦ (3)
Family Communication
The study of the interactive relationships between gender and communication as experienced in various contexts such as personal relationships, school and work settings (even years).
- COMM446** Alt ♦ (3)
Gender Communication
The study of the interactive relationships between gender and communication as experienced in various contexts such as personal relationships, school and work settings (even years).
- COMM450** Alt ♦ (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.
- COMM454** ♦ (1-3)
Topics in Communication: _____
Topics of current significance. Repeatable with different topics. Credit to be announced with topic in advance.
- COMM456** S ♦ § (3)
Group Dynamics and Leadership
An experiential study of groups in process within organizations for the purpose of problem-solving and team building. Students work in teams to plan and complete a service project during the semester.
- COMM465** ♦ (3)
Topics in Communication Arts: _____
Study of selected topics in Communication Arts. Topic to be announced in advance. Repeatable to 9 credits with different topics. Prerequisites: Varies according to topic.
• *Drama*
• *Interpretive Reading*
• *British Dramatic Arts*
- COMM475** Alt ♦ (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)
Communicating for Community
A practical capstone class which helps students integrate and synthesize material acquired in their major. Practical applications are made to specific communities of practice. 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. Preparation for internship.
- 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. At least 400 clock hours of work experience are required. Obtain procedures and guidelines from the department. S/U grade.
- COMM590** (3)
Graduate Seminar in _____
Projects, reports, and discussions. Seminars are offered in various subjects such as Conflict Management, Prejudice Communication and Forgiveness, and Teambuilding. Repeatable with different subject matter. Topic announced in advance.
- COMM651** (1)
Communication Research Seminar I
A seminar for analysis of communication research in which students explore published research from a variety of approaches. Emphasis is given to understanding and critiquing research studies.
- COMM652** (2)
Communication Research Seminar II
A research seminar in which students present, evaluate and critique

original research. This seminar provides students an opportunity to refine their proposals and develop their original research/production projects under the direct guidance of an instructor. COMM652 is usually taken in conjunction with COMM599 or COMM695 after completing other course work. Prerequisites: COMM651, 520 or equivalent is strongly recommended.

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. S/U grade.

COMM648 (1-2)

Communication Workshop

Intensive study on selected practical topics. 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 Graduate Committee permission. Prerequisites: COMM520 and approved project proposal.

JOURNALISM

JOUR140 Alt \$ (3)

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)

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.

JOUR330 \$ (3)

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)

Photojournalism

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

JOUR389 (1-3)

Internship in Journalism

Students work full time at journalistic enterprises. At least 90 clock hours of work experience are required. Obtain procedures and guidelines from the department. S/U grade.

JOUR445 Alt ♦ \$ (4)

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. Prerequisite: JOUR230.

JOUR455 Alt ♦ (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)

Advanced Topics in Journalism: _____

Study of selected topics in Journalism Topic to be announced in advance. Repeatable to 9 credits with different topics.

- *Feature Writing*
- *Investigative Reporting*
- *Communicating on the Web*
- *Magazine Writing*
- *Scriptwriting*

PUBLIC RELATIONS

PREL255 (3)

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)

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)

Internship in Public Relations

Students intern at public relations or a related field. At least 400

clock hours of work experience are required. Obtain procedures and guidelines from the department. S/U grade.

PREL454 ♦ (3)
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 Alt ♦ (3)
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. Topic to be announced in advance. Repeatable to 9 credits with different topics.

Prerequisite: PREL255.

- *Crisis/Issues Management*
- *Critical Issues in PR*
- *Case Studies in PR*
- *Health Care PR*

ENGLISH

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Academic Programs	Credits
BA: English	36
Literature Emphasis	
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 a computer *TOEFL* of 250 with no section score lower than 19.
2. *MELAB* average score of 93 with no section lower than 90.