

3. Completion of applicable portions of the Praxis Series II.
4. For additional information, see the Director of Teacher Education.

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

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- A. COM 120, 121, 200, 211, 220, 230
- B. COM 310–2 semesters, 1 hour each
- C. COM 320, 321, 340, 355, 403, 419, 430
- D. COM Electives–3 hours

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- 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

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- 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
 2. MKT 328
 3. Select three courses: COM 230, 355, 410, 423, 488; MKT 424
- C. Art Emphasis–22 hours
See Art Department for complete details.
- D. Computer Science Emphasis–23 hours
See Computer Science Department for complete details.

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- A. COM 120, 121, 220, 230
- B. Select 9 hours: COM 320, 325, 340, 403, 410, 419, 430

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- A. COM 120, 121, 323, 419, 424
- B. Select 6 hours: COM 210, 320, 321, 325, 360, 415, 430; ART 221, 231

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- A. COM 120, 121, 210, 321, 415
- B. Select 6 hours: COM 320, 323, 360, 419; ART 221, 231

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- A. COM 112, 113, 211, 235, 240
- B. Select 6 hours: COM 301, 311, 355, 330, 341, 342, 345, 350, 405, 412

311. (3)
Analysis, adoption, and staging of various literary genres for solo and ensemble performance. Included is the study of techniques for Reader's Theatre staging and performances before an audience.

***312.** (3)
See ENG 312 for course description.

***318.** (3)
See ENG 318 for course description.

320. (3)
Students study organizational structure, communication networks, and employer-employee relationships. Emphasis is placed on conducting interviews and performance appraisals, decision-making strategies, ethical communication, team-building, conflict communication, and the communication audit. The student will exhibit competent language skills through the presentation or oral reports and group activities.

321. (3)
Prerequisite: COM 121.
Basic principles and skills of gathering information and writing news for the mass media. Topics include interviewing, developing sources, conducting research, covering specific areas, and current events.

****323.** (3)
Problems, writing procedures, policies, and methods of public relations for business, industry, and institutions.

324. (3)
An interactive, comprehensive experience emphasizing the process through which companies and other organizations help managers and employees improve performance and increase job satisfaction. It is a study of current trends of T&D, learning styles, preparing proposals, and designing, conducting and evaluating training programs.

330. (3)
A survey course in the fundamentals of successful stage production and technique; emphasis on directing, acting, and rehearsing; problems in organization; play choice and casting; scenery, costuming, makeup, and lighting.

340. (3)
Students will learn management theory as it applies to broadcast and cable management. Course content will cover issues of concern for broadcast managers: sales techniques, promotions, regulations, and programming.

341. (3)
Prerequisite: COM 113.
A survey of the historical development of the Theatre from its beginnings through the Elizabethans with emphasis on selected plays.

342. (3)
Prerequisite: COM 113.
A continuation of 341 from the French Neoclassical period to present day.

343. (3)
An advanced course in acting characterization, historical styles, and improvisational techniques.

30. Theatre (3)

The purpose of this course is to explore the meaning of and possible uses for theatre from a Christian perspective.

31. Mass Communication & Gender (3)

A critical look at the most contemporary theories of human and mass communication, emphasizing their practical applications for society while considering general issues, the relations between theory and practice and the influence of gender.

30. Publishing (3)

This course provides the student with 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.

32. Computer Communication (3)

A blending of theoretical and practical views of communication through computers considering how and why there is a movement to computers for informational and interactional exchanges as well as the creative/production process involved in generating online projects. Online projects will be used to evaluate each approach.

403. Television Production (3)

Prerequisite: COM 230.

An advanced course in television production involving in-depth, hands-on experience with color cameras, a switcher and special effects generator, character generator, and editing system. Crew work is stressed in the production or videotaped programs by students.

40. Rhetoric (3)

A combination study of 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.

410. Post-Production (3)

Prerequisite: COM 230.

This course provides the student with the skills necessary to do post-production television work, including audio/video electronic editing, matching sight to sound, and electronic cutting and splicing.

412. Director (3)

Prerequisite: COM 113 and 240.

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

41. Writing (3)

Practical experience in mastering the craft of writing the special feature; each student is encouraged to prepare an article for publication.

****41. Advertising (3)**

A survey course in the functions, theory, and applications of advertising with practical work in creating advertisements and the writing of advertising copy.

423. (3)

Prerequisite: COM 323.

This course considers the critical issues and problems confronting public relations practitioners and discusses alternative approaches to dealing with them. Includes the use of selected case studies.

430. (3)

A study of the legal controls and government regulations on the mass media. Students will study specific case precedents involving the freedom and rights of the press and broadcasters.

4 (3)

Prerequisite: COM 220 as well as two of the four required courses in the major.

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

4 (3)

Prerequisite: COM 230 as well as two of the four required courses in the major.

Selected students are assigned as interns to obtain supervised practical work on an unpaid basis at a local television station professionally concerned with broadcasting.

4 (3)

Prerequisite: Two of the four required courses in the major.

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

4 (3)

Prerequisite: COM 419 and 323 as well as three of the four required courses in the major.

Selected students are assigned as interns to obtain supervised practical work on an unpaid basis at a local business in public relations.

40. (3)

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.

1 (1-4)

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

3 (1-4)

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

4 (1-4)

Individual research under the guidance of a faculty member.

4 (1-3)

To be used at the discretion of the department.

* Reciprocal credit in English

** Reciprocal credit in Marketing