



- C. One of: COM 360; ART 221, 231
  - D. COM Electives—9 hours
- A. COM 120, 121, 220, 230, 245, 419, 430
  - B. COM 320 or 355—3 hours
  - C. Select 9 hours: 321, 325, 327, 347, 406, 410
  - D. COM Electives—9 hours
- 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
- 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, 327, 430; MKT 328
    2. Select three courses: COM 120, 230, 236, 325, 328, 355, 360, 410, 423, 483; MKT 424.
  - C. Art Emphasis (28 hours) and Computer Science Emphasis (23 hours)  
See respective departments for details.
- A. COM 120, 121, 220, 230
  - B. Select 9 hours: COM 320, 325, 347, 403, 410, 419, 430
- A. COM 120, 121, 323, 419, 423
  - B. Select 6 hours: COM 210, 320, 321, 325, 360, 415, 430; ART 221, 231
- A. COM 120, 121, 210, 321, 415
  - B. Select 6 hours: COM 320, 323, 360, 419; ART 221, 231
- A. COM 112, 113, 211, 235, 240
  - B. Select 6 hours: COM 301, 311, 355, 330, 341, 342, 345, 350, 405, 412
- A. Required for both Tracks: COM 328—3 hours
  - B. Track One—15 hours
    1. Required: COM 338, CHR 348—6 hours
    2. Select 3: COM 301, 438; ENG 311; PHL 448; PSC 300
  - C. Track Two—19 hours
    1. Select 3 hours: CHR 348; COM 301, 338, 438; ENG 311, PHL 448; PSC 300.
    2. Admission to Los Angeles Film Studies Center: Check with the Communication Arts Department, the Institute for International and Intercultural Studies for details or [lafsc.bestsemester.com](http://lafsc.bestsemester.com).
- A. ART 231, COM 121
  - B. COM 236, 326, 336, 346, 426
  - C. If ART 231 or COM 121 is required by the student's major, replace the hours in the minor with ART 232, COM 321, or COM 415.

### Student Organizations

The [Beta Mu Chapter](#) exists for students interested in the broadcasting. UBS is a student chapter of the Radio-Television News Directors Association. UBS produces news programming and documentaries for public TV, the high school quiz show “Head to Head,” Union’s basketball games and the NAIA women’s national tournament. UBS provides opportunities for students to strengthen contacts with professionals in the industry.

The [Public Relations Society](#) is open to all students interested in the public relations profession and society activities, determined and planned by students under the direction of a faculty advisor, usually relate to the practice of public relations, planning a PR career or acquiring the skills needed in public relations.

The [Sigma Tau Chapter](#) is the national honorary dramatic fraternity. Beta Mu chapter sponsors Campus Day activities, coffee house presentations, and a variety of other events as time and personnel allow. Membership is based on attainment in theatre.

The \_\_\_\_\_, open to all major emphases of DMS, exists to raise the awareness of the new fields, to showcase student work, and to make connections with the professional world.

## Student Awards

\_\_\_\_\_, established by Mrs. Loyd, Associate Professor of Speech and Theatre at Union from 1939-1967, are presented each year to the best actor/actress and supporting actor/actress as chosen by the Union Theatre Director. Based on excellence of performances with cooperative loyalty and dedication to achievement, selections are announced at the annual departmental awards program.

\_\_\_\_\_ is presented to the best theatre technician.

\_\_\_\_\_ is given each year to the editor of the *Cardinal*

and *Cream*.

Departmental awards are given annually to the outstanding senior and the outstanding freshman. Achievement in each of the four majors is also recognized.

## Course Offerings in Communication Arts (COM)

( ) Hours Credit; F–Fall, W–Winter; S–Spring; Su–Summer

An oral communication skills course that emphasizes organizing thoughts, adapting messages to specific audiences, using language correctly, delivering messages verbally and nonverbally with confidence, and active listening and evaluation skills.

An introductory study of the techniques of theatre art, designed as a foundational study to make play going more meaningful and better appreciated.

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.

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Designed to give the beginning media student a basis for understanding the differences and similarities of the various types of writing in the field. The student will learn the basics of print, broadcast, advertising, and public relations writing.

A course to foster understanding of different world views and to develop a working philosophy that integrates faith and profession. The course is designed to help develop confidence and strategies to become change agents in media and the arts.

Reciprocal credit: PEWS 205. See PEWS 205 for course description.

Prerequisite: COM 121.

Application of journalism fundamentals to the *Cardinal & Cream*. Includes: writing, editing, layout, advertising, management and production. May be taken 3 times.

Study and development of the voice with exercises in articulation and pronunciation. Seeks to evaluate vocal weaknesses and provide students with the tools to improve their voices. A special unit emphasizes improving regionalisms and southern dialect.

The foundation for video and audio production emphasizing aesthetics of design with hands-on experience with cameras, lighting, audio, and basic editing techniques.

Prerequisite: COM 220.

Overview of the elements of production: cameras, sound, lighting, and videotape recording using a switcher. Students work with these in producing television programs.

Identify communication problems in interpersonal relationships including ethical communication, self-disclosure, perception, interviewing, conflict management, verbal and nonverbal communication. The student will exhibit competent language skills through oral reports, working in dyads and small groups, and class simulations.

Prerequisite: ART 231—Photography I

The basics of seeing a story-telling photograph and learning to apply the basics of photography to help communicate a message. Emphasis will be placed on setting high standards of visual integrity and communication ethics and on developing an understanding of the role of photojournalism in shaping and reflecting contemporary society. The history of photojournalism, current trends, and the varied challenges found in this field will be explored.

Prerequisite: COM 113.

Various acting theories and practices with emphasis on exercises in physical training, vocal reproduction, character projection, and the aesthetics of acting.

Development of professional vocal, visual, personality, and performance skills by use of simulated newscasts, interviews, and script narrations.

Practical hands-on experience in journalism, public relations, advertising, speech, or theatre. Students work with a faculty member on specific projects that will enhance their knowledge and expertise in their concentration. May be taken three times.

This course explores the subtle uses of symbolism in presenting subtextual messages. Students view and analyze a variety of films and taped theatre productions.

Prerequisite: ENG 201 & 202. Reciprocal credit: ENG 305. See ENG 305 for description.

Analysis, adoption, and staging of various literary genres for solo and ensemble performance including techniques for Reader's Theatre staging and performances before an audience.

Prerequisites: ENG 201&202. Reciprocal credit: ENG 312. See ENG 312 for description.

Prerequisite: ENG 201&202. Reciprocal credit: ENG 318. See ENG 318 for description.

Organizational structure, communication networks, and employer-employee relationships. Emphasis: conducting interviews and performance appraisals, decision-making strategies, ethics, team-building, and the communication audit.

Prerequisite: COM 121.

Basic principles and skills of gathering information and writing news for mass media. Topics: interviewing, developing sources, research, and current events.

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

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.

An interactive experience emphasizing the process by which organizations help managers and employees improve performance and increase job satisfaction.



Major theories, models, and conceptualizations of communication with emphasis on practical applications of research.

Using hands-on experiences to edit, design, layout, and develop camera-ready documents to provide practical knowledge of state-of-the-art publishing technology.

A blending of theoretical and practical views of communication through computers considering the movement to computers for informational and interactional exchanges as well as the creative/production process involved in generating online projects.

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.

Prerequisite: COM 230, 321; Pre-or Corequisite: COM 321.

Combines advanced skills in broadcast production with writing, producing, and reporting for a regular news or sport magazine for cable television. Students will develop a final 1/2 hour capstone documentary on a substantive issue of public interest.

Prerequisite: COM 230.

The skills necessary to do post-production television work, including audio/video electronic editing, matching sight to sound, and electronic cutting and splicing.

Prerequisite: COM 240.

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

Prerequisite: COM 321.

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

An overview of media-based advertising, including study of the development of ideas, campaigns, target audiences, demographics, brand equity and loyalty, and principles of copywriting. An actual team-based campaign will be developed.

Prerequisite: COM 323.

Examines preparation of comprehensive public relations campaigns with emphasis on critical thinking and problem solving through use of case studies.

Prerequisite: COM 336

This course will explore the many variations of portfolio presentation in today's marketplace and the photographs needed to present a well-rounded collection. Preparation of a portfolio based upon research in the student's areas of interest will be a primary target of the class. Looking closely at potential clients, target audiences, various ways of delivery, and the images needed for a portfolio will be addressed.

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

The practice and patterns of censorship in cinema. Issues include local and state censorship boards, legal challenges, organized public pressure, and self-regulatory efforts by the industry. The use of film as propaganda, including Soviet cinema theory, Nazi film propaganda, and American use of film in supporting war efforts will be considered.

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.

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.

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.

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.

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.

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.

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.

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

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

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

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

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

To be used at the discretion of the department.

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