

Department of

MEDIA AND APPLIED COMMUNICATIONS

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Mission Statement

The Cedarville University Department of Media and Applied Communications is a diverse community of communication professionals committed to educating students to change the world as they biblically engage their culture with the heart and mind of Christ. The department recognizes the importance of balancing the professional side of our discipline with a rigorous academic grounding. Contemporary issues and theories are evaluated and discussed in the perspective of Scripture. To achieve these goals, the department has set the following objectives. We seek:

1. To achieve excellence in communication skills and critical thinking.
2. To foster a desire for knowledge and an enthusiasm for creative expression.
3. To aid students in formulating problem-solving techniques in applied contexts.
4. To encourage the evaluation of performance-based communication as a reflection of culture.
5. To develop innovative leaders for positions in media, politics, business, and entertainment.

Personal Requirements

Students planning to pursue a major in media and applied communications are best prepared by taking a college-preparatory curriculum in high school. Successful students in the major are individuals with abilities in creative expression, critical thinking, problem-solving, and interpersonal interaction.

Department Requirements

All students in the department take Introduction to Communication Arts as the entry course in the major. Within each specific program of study, students complete courses in the history, theory, research, and ethics of their particular fields of communication. Students are required to complete a senior capstone project in research, production or an internship to graduate. The nature of the project is determined by the emphasis area of the student.

Technical Resources

The department provides state-of-the-art audio and video equipment with which students learn the skills of the broadcasting and digital media.

The computer network provides tools and resources for public speaking, debate, and forensics.

Journalism students learn news writing and design in a newly developed media lab. This facility also features print, broadcasting, and online media resources for classroom instruction and research.



Programs of Study

The department of media and applied communications offers the following programs of study:

Majors

- Comprehensive Communication
- Broadcasting and Digital Media
- Intercultural Communication
- Journalism
- Media Communication
- Organizational Communication
- Political Communication
- Technical and Professional Communication

Minors

- Comprehensive Communication Arts
- Digital Film
- Editing and Publishing
- Electronic Media
- Intercultural Communication
- Motion Graphics
- Organizational Communication
- Writing for the Professions

Co-Curricular Opportunities

Debate

Cedarville University has had a successful debate program for two decades, earning the national championship title in 1999, 2000, and 2003 within the National Education Debate Association. In 2003, Cedarville joined the National Parliamentary Debate Association (NPDA), the largest debate organization in the U.S., and is currently ranked #13 in the nation (the top 5 percent) for the 2010–11 season, surpassing other nationally recognized teams such as UCLA and University of Oregon. Cedarville debaters are also the 2011 National Champions among Christian colleges and universities Small Schools Division. Contact the director of debate, Mark Bentley, for audition and scholarship information.

Forensics

Forensics is intercollegiate speech competition, including events in public speaking, oral interpretation, limited preparation, and Lincoln-Douglas debate. In recent years, Cedarville has been state champions in Ohio and national champions among Christian colleges and universities. Contact professor Derrick Green, assistant professor of media and applied communications, for audition information. Scholarships are available.

Lambda Pi Eta

Lambda Pi Eta is the National Communication Honor Society for undergraduate students. It recognizes, fosters, and rewards outstanding scholastic achievement. In addition, Lambda Pi Eta promotes and encourages professional development among majors, while providing an opportunity to discuss and exchange ideas in the field of communication.

Miriam Maddox Forum

The Miriam Maddox Forum is an honorary alumni society of the department of media and applied communications for alumni and graduating seniors with a continuing interest in communication within the public sphere.

Society for Human Resource Management

Media and applied communications majors interested in organizational communications and human resources are encouraged to join the Cedarville University chapter of the Society for Human Resource Management (SHRM). SHRM members investigate the field of human resources by developing their own human resource management programming and activities and by attending other professional human resource meetings and conferences.

The Society for Technical Communication Student Chapter

Serves students in the technical and professional communication major. It promotes communication in technical fields. Benefits of membership include job referral services, networking with professionals, and numerous social activities among faculty and students.

Resound Radio

Students of all majors interested in developing their skills in broadcasting and digital media are encouraged to join the staff of Resound Radio, the University's award-winning, online, professional, student radio station. Students are involved in planning, programming, and managing the station. Students enjoy a fun working environment and a large, responsive audience. Popular programs, music, and personalities have made this station an important part of the campus life at Cedarville. The station can be found at resoundradio.com.

Career Opportunities

Careers in communications are varied and vast. Graduates of this department excel in careers in public relations, personnel management, communication consulting, media communication, political communication, cross-cultural communication, and corporate education training.

Students who major in broadcasting and digital media receive excellent training for careers in audio and video production, station management, digital media production, journalism, interactive media design, and management.

These majors also equip students to pursue graduate studies in communication and other fields such as law, theology, and business.

Other career opportunities include:

- Actor
- Advertising executive
- Anchorperson
- Business manager
- Communication consultant
- Communication statistician
- Community relations director
- Customer service representative
- Public information officer
- Development officer
- Film director
- Fund raiser
- Health services manager
- Human rights officer
- Journalist
- Labor relations consultant
- Legal communication consultant
- Legislative correspondent
- Mediation specialist
- News director
- Nonprofit organization director
- Political campaign director
- Political analyst
- Politician
- Publications editor
- Publicist
- Radio talk-show host
- Recording company executive
- Sales/marketing rep.
- Seminar leader
- Sports announcer
- Technical communication
- Technical marketing communication
- Web design

Faculty

Charles W. Elliott, *Chair*. Professor of Communication Arts. *Education*: B.A., Cedarville University, 1977; M.A., Temple University, 1984; Ph.D., Temple University, 1994. At Cedarville since 2003.

J. Wesley Baker, Distinguished Professor of Communication Arts. *Education*: B.A., Bob Jones University, 1972; M.A., University of South Carolina, 1980; Ph.D., The Ohio State University, 1991. At Cedarville since 1977.

Mark Bentley, Instructor of Communication Arts and Debate Coach. *Education*: B.A., Cedarville University, 2009. At Cedarville since 2011.

Jeffrey Gilbert, Assistant Professor of Journalism. *Education*: B.A., Cedarville University, 1987. At Cedarville since 2009.

Derrick L. Green, Assistant Professor of Communication Arts; Director of Forensics. *Education*: B.A., Cedarville University, 1997; M.A., Miami University, 1999. At Cedarville since 2002.

Deborah B. Haffey, Senior Professor of Communication Arts. *Education*: B.A., Cedarville University, 1968; M.A., The Ohio State University, 1969; Ph.D., The Ohio State University, 2002. At Cedarville since 1986.

Sandra Harner, Senior Professor of Technical Communication. *Education*: B.A., Cedarville University, 1964; M.A., University of Dayton, 1981. At Cedarville since 1981.

Heather Heritage, Instructor of Communication Arts. *Education*: B.S., Youngstown State, 2002; M.A., University of Dayton, 2011. At Cedarville since 2011.

Clifford L. Johnson, Professor of Communication Arts. *Education*: B.Ed., Western Washington University, 1949; M.Ed., Western Washington University, 1953; D.Ed., University of Washington, 1962. At Cedarville since 1962.

James L. Kragel, Associate Professor of Communication Arts. *Education*: B.S., Mankato State University, 1977; M.A., Wheaton College, 1984. At Cedarville since 1994.

James O. Leightenheimer, Associate Professor of Communication Arts. *Education*: B.A., Cedarville University, 1980; M.A., Ohio University, 1989. At Cedarville since 1982.

J. Michael López, Professor of Communication Arts. *Education*: B.A., Bob Jones University, 1972; M.A., Bob Jones University, 1975; Ph.D., The Ohio State University, 1985. At Cedarville since 1984.

Mischelle L. McIntosh, Assistant Professor of Communication Arts and Media Research. *Education*: B.A., Cedarville University, 1977; M.A., Pensacola Christian College, 1981; M.A., University of West Florida, 1992. At Cedarville since 1999.

Kurt D. Moreland, Associate Professor of Communication Arts. *Education*: B.A., Cedarville University, 1976; M.A., West Virginia University, 1978; all work completed for Ph.D. except dissertation, Purdue University. At Cedarville since 1981.

James R. Phipps, Senior Professor of Communication Arts. *Education*: B.A., Cedarville University, 1968; M.A., The Ohio State University, 1970; Ph.D., The Ohio State University, 1975. At Cedarville since 1968.

Jeff Simon, Instructor of Communication Arts. *Education*: B.A., Cedarville University, 2006. At Cedarville since 2010.

Margaret S. Wheeler, Associate Professor of Communication Arts. *Education*: B.A., Cedarville University, 1964; M.Ed., Central State University, 1998. At Cedarville since 1995.

Technical Support Staff

David G. Bastress, Electronic Media Technician. *Education*: Practical Bible Training School, 1970; John Brown University, 1980. At Cedarville since 2002.

A complete description of the general education requirements is found on page 26.

Comprehensive Communication

The **comprehensive communication major** prepares students for careers in public relations, personnel management, consultation programs, media communications, and corporate executive training. Because excellent communication skills are important in many professions, this major has also been chosen by those pursuing careers in sales or politics. It also serves as excellent preparation for those planning additional graduate professional training such as law, theology, and business.

Course requirements involve 48 semester hours including:

Comprehensive communication requirements	36
COM-1000 Introduction to Communication Arts	3
COM-2000 Persuasive Theory	3
COM-2050 Communication Theory	3
COM-2200 Communication in Applied Contexts	2
COM-2220 Research in Communication	3
COM-3100 Advanced Public Speaking	3
COM-3240 Interpersonal Communication	2
COM-4110 History of Public Address	3
COM-4120 Contemporary Rhetoric	3
COM-4810 Research Pre-Seminar	2
COM-4820 Senior Research Project	3
COM-4830 Research Post Seminar	0
COM-XXX Communication Arts Electives	6

****Electives**

*Capstone Course

**Electives are chosen by the student to meet his or her specific life goals and must be approved by the department chair and the student's advisor. Additionally, the student must justify the exclusion of communication courses that appear to meet the life goal plan. No 1000-level courses may apply.

Comprehensive Communication Major Curriculum Summary

Proficiency Requirements	0–5
General Education Requirements.....	49–60
Comprehensive Communication Major Requirements	48
Electives	31
Total (minimum, not including proficiency)	128



Suggested Four-Year Curriculum for a Major in Comprehensive Communication

First year:

BEGE-1710 Christian Life and Thought.....	3
BEGE-1720 Spiritual Formation	3
COM-1000 Introduction to Communication Arts	3
COM-1100 Fundamentals of Speech.....	3
COM-2200 Communication in Applied Contexts	2
ENG-1400 Composition.....	3
GSS-1100 Politics and American Culture.....	3
HUM-1400 Introduction to the Humanities.....	3
PEF-1990 Physical Activity and the Christian Life	1
Biological Science Elective.....	3.5
History Elective.....	3
Literature Elective	3
Physical Education Activity Elective.....	1
Total	34.5

Second year:

BEGE-2730 Old Testament Literature	3
BEGE-2740 New Testament Literature	3
COM-2000 Persuasive Theory	3
COM-2050 Communication Theory.....	3
COM-2220 Research in Communication	3
Physical Science Elective.....	3.5
Quantitative Elective.....	3
Social Science/Global Awareness Elective.....	3
General Education Electives	8
Total	32.5

Third year:

BEGE-3750 Christian Worldview Development.....	2
BEGE-3760 Christian Worldview Integration	2
COM-3100 Advanced Public Speaking.....	3
COM-3240 Interpersonal Communication	2
COM-4810 Research Pre-Seminar	2
Core Requirement Electives	12
Media and Applied Communications Electives.....	6
Electives	2
Total	31

Fourth year:

COM-4110 History of Public Address	3
COM-4820 Senior Research Project	3
COM-4120 Contemporary Rhetoric.....	3
COM-4830 Research Post-Seminar	0
Electives	21
Total	30

Broadcasting and Digital Media

The **broadcasting and digital media major** prepares students for careers in a wide range of media — radio, television, non-broadcast audio/video production, and online and computer-based media. Because of the paraprofessional nature of this program and the balance of practical and theoretical aspects of media work, Cedarville graduates have excelled in careers across all of these media.

Through specifically designed courses, students have the opportunity to work in environments in which radio stations are streaming alternate music formats on the web, television is digital and interactive, and the Internet’s broadband capacity provides video on demand. Students receive a broad perspective to prepare them to work in a rapidly changing media environment and will also select a concentration for specialization.

Course requirements involve 53 semester hours—32 semester hours of core courses that provide the student with an overview of these media and develop skills in common with all of them and a 21-hour concentration. The concentrations provide specialized courses in audio production, video/film production, and a program of study designed by the student and faculty members to meet his or her specific life goal.

Internships are strongly recommended but are dependent upon availability and placement.

Course requirements involve 54 semester hours including:

Core Requirements.....33

EMTC-1110 Introduction to Electronic Media	3
EMTC-1120 Audio Production.....	3
EMTC-2110 Video Technical Training.....	3
EMTC-2130 Writing for Electronic Media.....	3
(or EMTC-3330 Screenwriting	3)
(or EMTC/JOUR 3605 Writing and Design	
Web/Mobile Media	3)
EMTC-2810 Sophomore Seminar	1
EMTC-3111 Survey Research for Electronic Media	3
(or EMTC-3611 Web Analytics	3)
EMTC/JOUR-3150 Electronic Media Ethics	2
EMTC-3151 Christian Approaches to Electronic Media.....	2
EMTC/JOUR-3650 Networked Audience	3
EMTC-4110 Electronic Media Law and Regulation.....	3
EMTC/JOUR-4650 Designing Solutions for New Audiences....	3
EMTC-4810 Senior Seminar.....	1

Select one of the following, with approval of faculty 3–12

- *EMTC-4920 Senior Project.....3
- *EMTC-4930 Electronic Media Internship..... 3–12

Concentration selected from the following21

Digital Film and Video concentration..... 21

EMTC-2320 Preproduction and Planning for Video/Film....	3
EMTC-3210 Digital Audio Post Production.....	3
(or EMTC-3216 Audio for Video and Film	3)
(or THTR-2430 Acting I.....	3)
EMTC-3310 Digital Film Production	3
EMTC-3355 SFX and Compositing for TV and Film	3
EMTC-3620 Digital Compression and Streaming	3
EMTC-4310 Advanced Cinematography and Lighting	3

Practica – three hours selected from the following3

- *EMTC-3731 Video Production Practicum
 1 || *EMTC-3733 Sports Production Practicum..... | 1 |
| *EMTC-3734 Film Practicum | 1 |

Digital Radio and Audio concentration 21

EMTC-1210 Media Performance.....	3
EMTC-3210 Digital Audio Post-Production.....	3
EMTC-3215 Live Sound.....	3
Select one set of courses approved by advisor.....	12
Set one:	
EMTC-3410 Electronic Media Sales.....	3
THTR-1410 Introduction to Theatre	3
THTR-2410 Advanced Performance Techniques.....	3
THTR-2430 Acting I.....	3
Set two:	
EMTC-2220 Sound Design	3
EMTC-3211 Digital Music Production	3
EMTC-3216 Audio for Video/Film	3
EMTC-3720 Audio Production Practicum (1 hour each;	
3 hours required).....	3

Integrated Digital Media concentration 21

EMTC-3210 Digital Audio Post Production	3
EMTC-3310 Digital Film Production	3

Digital Media Electives 15

Electives are chosen by the student to meet his or her specific life goals and must be approved by the department chair and the student’s advisor. Additionally, the student must justify the exclusion of communication courses that appear to meet the life goal plan. No 1000-level courses may apply.

*Capstone Course

+Repeatable



Broadcasting and Digital Media Major Curriculum Summary

Proficiency Requirements..... 0–5
 General Education Requirements..... 52–60
 Broadcasting and Digital Media Major Requirements..... 54
 Electives 15–23
Total (minimum, not including proficiency) 128

Electronic Media Advisory Board

The EMTC Advisory Board provides input on the development of the EMTC majors and an assessment of the program’s courses and facilities to ensure that students are being prepared for a career in the field. Current board members* include:

- Ben Barrett, Association of Baptists for World Evangelism*
- Jay Benson, WHIZ Media Group*
- Ruth Bliss, Mission Network News*
- R. Todd Carter, Ginghamburg Church*
- Dan Craig, WRFD, Salem Media*
- Bill DeWees, WONU*
- Bob Lepine, Family Life Today*
- Dusty Rhodes, WAY-FM Media Group*
- Dave Samuel, Focus on the Family*
- Josh Snyder, Media and Entertainment Entrepreneur*
- Shelly Stock, Freelance Television Producer*
- Paul Yuen, Gospelcom International*

*Organizational affiliation cited for identification only



A complete description of the general education requirements is found on page 26.

Suggested Four-Year Curriculum for a Major in Broadcasting and Digital Media

First year:

BEGE-1710 Christian Life and Thought..... 3
 BEGE-1720 Spiritual Formation 3
 COM-1100 Fundamentals of Speech..... 3
 EMTC-1110 Introduction to Electronic Media 3
 EMTC-1120 Audio Production 3
 ENG-1400 Composition..... 3
 GSS-1100 Politics and American Culture..... 3
 HUM-1400 Introduction to the Humanities..... 3
 PEF-1990 Physical Activity and the Christian Life 1
 Biological Science Elective..... 3.5
 History Elective 3
 Quantitative Elective 3
Total 34.5

Second year:

BEGE-2730 Old Testament Literature 3
 BEGE-2740 New Testament Literature 3
 EMTC-2110 Video Technical Training..... 3
 EMTC-2810 Sophomore Seminar 1
 EMTC-XXXX Writing Option 3
 EMTC-XXXX Concentration Requirements and Electives..... 12
 Physical Education Activity Elective..... 1
 Physical Science Elective..... 3.5
 Literature Elective 3
Total 32.5

Third year:

BEGE-3750 Christian Worldview Development..... 2
 BEGE-3760 Christian Worldview Integration 2
 EMTC-3150 Media Ethics..... 2
 EMTC-3151 Christian Approaches to Electronic Media..... 2
 EMTC-3650 Networked Audience 3
 EMTC-XXXX Research Option..... 3
 EMTC-XXXX Practica..... 2
 EMTC-XXXX Concentration Requirements and Electives..... 6
 Social Science/Global Awareness Elective..... 3
 Electives 7
Total 32

Fourth year:

EMTC-4110 Electronic Media Law and Regulation..... 3
 EMTC 4650- Designing Solutions for New Audiences..... 3
 EMTC-4810 Senior Seminar..... 1
 EMTC-4920 Senior Project..... 3
 (or EMTC-4930 Electronic Media Internship 3–12)
 Concentration Requirement or Elective 3
 EMTC-XXXX Practicum..... 1
 Humanities Elective 3
 Electives 16
Total 30

A complete description of the general education requirements is found on page 26.

Intercultural Communication

The **intercultural communication major** was developed with the awareness that there is a need to educate communication professionals to be competent in diverse cultural contexts. It has been structured to provide students with the opportunity to obtain a strong foundation in intercultural communication as an academic field; understand the research methods needed to answer questions and solve problems related to this area of study; apply their program of study in a supervised cultural immersion experience; and evaluate multicultural issues and integrate their understanding of the field and their responsibility within it in the context of a Christian worldview.

Course requirements involve 48 semester hours including:

Intercultural Communication requirements	39
COM-1000 Introduction to Communication Arts	3
COM-2000 Persuasive Theory	3
COM-2050 Communication Theory	3
COM-2140 Intercultural Communication.....	3
COM-2200 Communication in Applied Contexts	2
COM-2220 Research in Communication	3
COM-3100 Advanced Public Speaking	3
COM-3240 Interpersonal Communication	2
COM-3710 Communication and Cultural Literacy	3
COM-4810 Research Pre-Seminar	2
COM-4820 Senior Research Project	3
COM-4830 Research Post Seminar	0
PYCH-3740 Qualitative Research	3
*Immersion Requirement	3
COM-3790 Cultural Immersion Clinic	3
(or one semester study abroad.....)	3)
During the freshman or sophomore year, select at least one course from the following	3
PYCH-1800 Cross-Cultural Psychology	3
SOC-1300 Introduction to Sociology	3
During the junior or senior year, select remaining elective courses from the following	9
ART-3310 Art History I.....	3
ART-3320 Art History II	3
BEPT-3470 Cross-Cultural Ministry	3
COM-2300 Voices of Diversity	3
COM-3150 Gender, Politics, and Communication.....	3
HLMU-2100 Jazz History: Music of the Multi-Culture.....	2
HLMU-3400 Global Music.....	2
THTR-2510 Theatre and Social Change.....	3

*All immersion requirements must be completed in a cultural context different from the student's culture of origin and are subject to approval by the department chair and the student's advisor. Other electives may be included to meet specific academic goals of the student, and must be approved by the department chair and the student's advisor.

Intercultural Communication Major Curriculum Summary

Proficiency Requirements	0–5
General Education Requirements.....	52–63
Intercultural Communication Major Requirements.....	48
Electives	28
Total (minimum, not including proficiency)	128

Suggested Four-Year Curriculum for a Major in Intercultural Communication

First year:

BEGE-1710 Christian Life and Thought.....	3
BEGE-1720 Spiritual Formation	3
COM-1000 Introduction to Communication Arts	3
COM-1100 Fundamentals of Speech.....	3
COM-2200 Communication in Applied Contexts	2
ENG-1400 Composition.....	3
GSS-1100 Politics and American Culture.....	3
HUM-1400 Introduction to the Humanities.....	3
PEF-1990 Physical Activity and the Christian Life	1
Biological Science Elective.....	3.5
History Elective.....	3
Literature Elective	3
Physical Education Activity Elective.....	1
Total	34.5

Second year:

BEGE-2730 Old Testament Literature	3
BEGE-2740 New Testament Literature	3
COM-2000 Persuasive Theory	3
COM-2050 Communication Theory.....	3
COM-2140 Intercultural Communication.....	3
COM-2220 Research in Communication	3
Freshman/Sophomore Requirements	3
Physical Science Elective.....	3.5
Quantitative Elective	3
Social Science/Global Awareness Elective.....	3
Total	30.5

Third year:

BEGE-3750 Christian Worldview Development.....	2
BEGE-3760 Christian Worldview Integration	2
COM-3100 Advanced Public Speaking.....	3
COM-3240 Interpersonal Communication	2
COM-3710 Communication and Cultural Literacy	3
COM-4810 Research Pre-Seminar	2
PYCH-3740 Qualitative Research	3
Immersion Requirement	3
Junior/Senior Requirements	3
Electives	9
Total	32

Fourth year:

COM-4820 Senior Research Project	3
COM-4830 Research Post-Seminar	0
Junior/Senior Requirements	6
Humanities Elective	3
Electives	19
Total	31



Journalism

The **journalism major** prepares students for careers in a wide range of media — convergent journalism and public relations.

The uniqueness of the major is based in Cedarville University's approach to integrating faith and learning. In this program of study, students will be educated to develop a Christ-centered approach to the collection and dissemination of information.

The scope of the major provides both breadth and depth. The convergent aspect of the program provides academic and professional development across media. There is depth in the progression through the core and concentration subjects.

Entrance into the journalism program is contingent on passing the GSP (Grammar/Spelling/Punctuation) Test. Also, students must have a minimum GPA of 2.5.

Retention requirement at the end of fall semester of the sophomore year is a minimum GPA of 2.30 to continue.

Course requirements involve 51 semester hours: 32 semester hours of core courses and 19 hours of concentration.

Course requirements involve 51 semester hours including:

Core Requirements	32
COM-2320 Theories of Mass Media.....	3
COM-2510 Media History	3
JOUR-1000 Introduction to Media Writing	3
JOUR-2000 Introduction to Reporting	3
JOUR-3100 Media Law	3
JOUR-3150 Media Ethics	2
JOUR/EMTC-3605 Writing and Design for Web/Mobile Media.....	3
JOUR/EMTC-3650 Networked Audience	3
JOUR/EMTC-4650 Designing Solutions for New Audiences....	3
*JOUR-4950 Internship	6
Concentration selected from the following	19
Convergent Journalism concentration	19
JOUR-3310 Adv Newswriting/Reporting for Broadcasting .3	
JOUR-3320 Adv Newswriting and Reporting for Print.....3	
JOUR-3900 Journalism Practicum	1
Convergent courses selected from.....	6
JOUR-3350 Television News Production	3
JOUR-3420 Editing and Design	3
JOUR-3600 Computer Assisted Reporting.....	3
Electives selected from the following	6
EMTC-1120 Audio Production.....	3
EMTC-3350 Documentary Films	3
EMTC-3370 Documentary Film-style Production	3
EMTC-3610 Visual Design for Electronic Media.....	3
EMTC-3611 Web Analytics	3
JOUR-4420 Feature Writing	3
JOUR-4600 Magazine Writing.....	3
JOUR-4610 Photojournalism.....	3
JOUR-4620 Investigative Reporting	3
Public Relations concentration	19
JOUR-2500 Introduction to Public Relations.....	3
JOUR-3500 Public Relations Principles and Writing	3
JOUR-3550 Advanced Public Relations Writing.....	3
JOUR-4500 Public Relations Campaigns	3
JOUR-4550 Practicum in Public Relations	1
Electives selected from the following	6
COM-3230 Organizational Communication.....	3
COM-3810 Political Speechwriting	3
COM-4060 Organizational Leadership	3
JOUR-4820 Special Topics in Public Relations	3
MRKT-3600 Principles of Marketing	3

*Capstone Course

Journalism Major Curriculum Summary

Proficiency Requirements.....	0-5
General Education Requirements.....	52-60
Journalism Major Requirements	51
Electives	12-25
Total (minimum, not including proficiency)	128

A complete description of the general education requirements is found on page 26.

Suggested Four-Year Curriculum for a Major in Journalism

First year:

BEGE-1710 Christian Life and Thought.....	3
BEGE-1720 Spiritual Formation	3
COM-2320 Theories of Mass Media.....	3
COM-1100 Fundamentals of Speech.....	3
ENG-1400 Composition.....	3
GSS-1100 Politics and American Culture.....	3
HUM-1400 Introduction to the Humanities.....	3
JOUR-1000 Introduction to Media Writing	3
PEF-1990 Physical Activity and the Christian Life	1
Biological Science Elective.....	3.5
History Elective.....	3
Physical Education Activity Elective.....	1
Total	32.5

Second year:

BEGE-2730 Old Testament Literature	3
BEGE-2740 New Testament Literature	3
COM-2510 Media History	3
JOUR-2000 Introduction to Reporting	3
JOUR/EMTC 3605 Writing and Design for Web/Mobile Media.....	3
JOUR-XXXX Concentration Requirements	3
Literature Elective	3
Physical Science Elective.....	3.5
Quantitative Elective.....	3
Electives	3
Total	30.5

Third year:

BEGE-3750 Christian Worldview Development.....	2
BEGE-3760 Christian Worldview Integration	2
JOUR-3100 Media Law	3
JOUR-3150 Media Ethics	2
JOUR/EMTC-3650 Networked Audience	3
JOUR-XXXX Concentration Requirements	3
Humanities Elective	3
Social Science/Global Awareness Elective.....	3
Electives	11
Total	32

Fourth year:

JOUR/EMTC-4650 Designing Solutions for New Audiences.....	3
JOUR-4950 Internship.....	6
JOUR-XXXX Concentration Requirements	13
Electives	11
Total	33

A complete description of the general education requirements is found on page 26.

Media Communication

The **media communication major** offers a new approach to the study of media that prepares students to lead media innovations, solve new problems, and address the unique challenges of convergent mediated communication. Students are taught to cultivate a unique approach to mediated communication that develops skills in creative problem-solving techniques, innovative adaptation of media forms and formats, and positive leadership.

Course requirements involve 48 semester hours, including 42 semester hours in the core requirements and 6 semester hours in electives consistent with the career interests of the student and subject to department approval.

Course requirements involve 48 semester hours including:

Media Communication requirements	42
COM-1000 Introduction to Communication Arts	3
COM-2000 Persuasive Theory	3
COM-2050 Communication Theory	3
COM-2200 Communication in Applied Contexts	2
COM-2220 Research in Communication	3
COM-2510 Media History	3
COM-3100 Advanced Public Speaking	3
COM-3120 Argumentation and Debate	3
(or COM-4060 Organizational Leadership	3)
COM-3220 Visual Communication	3
COM-3240 Interpersonal Communication	2
COM-3840 Media Analysis	3
COM-4810 Research Pre-Seminar	2
COM-4820 Senior Research Project	3
COM-4830 Research Post Seminar	0
EMTC-4155 Image and Word in a Visual Culture	3
EMTC/JOUR-3650 Networked Audience	3
*Electives	6

*Electives consistent with media studies may be selected from the media and applied communications department or other departments in order to specify the major according to career interests and must be approved by the department chair and the student's advisor.

Media Communication Major Curriculum Summary

Proficiency Requirements	0–5
General Education Requirements	52
Media Communication Major Requirements	48
Electives	28
Total (minimum, not including proficiency)	128



Suggested Four-Year Curriculum for a Major in Media Communication

First year:

BEGE-1710 Christian Life and Thought	3
BEGE-1720 Spiritual Formation	3
COM-1000 Introduction to Communication Arts	3
COM-1100 Fundamentals of Speech	3
COM-2200 Communication in Applied Contexts	2
ENG-1400 Composition	3
GSS-1100 Politics and American Culture	3
HUM-1400 Introduction to the Humanities	3
PEF-1990 Physical Activity and the Christian Life	1
Biological Science Elective	3.5
History Elective	3
Literature Elective	3
Physical Education Activity Elective	1
Total	34.5

Second year:

BEGE-2730 Old Testament Literature	3
BEGE-2740 New Testament Literature	3
COM-2000 Persuasive Theory	3
COM-2050 Communication Theory	3
COM-2220 Research in Communication	3
COM-2510 Media History	3
COM-3220 Visual Communication	3
Physical Science Elective	3.5
Quantitative Elective	3
Social Science/Global Awareness Elective	3
Total	30.5

Third year:

BEGE-3750 Christian Worldview Development	2
BEGE-3760 Christian Worldview Integration	2
COM-3100 Advanced Public Speaking	3
COM-3120 Argumentation and Debate	3
(or COM-4060 Organizational Leadership	3)
COM-3240 Interpersonal Communication	2
COM-3840 Media Analysis	3
COM-4810 Research Pre-Seminar	2
EMTC-4155 Image and Word in a Visual Culture	3
Electives	9
Total	29

Fourth year:

COM-4820 Senior Research Project	3
COM-4830 Research Post-Seminar	0
EMTC/JOUR-3650 Networked Audience	3
Media and Applied Communications Major Concentration Courses ..	6
Humanities Elective	3
Electives	19
Total	34

A complete description of the general education requirements is found on page 26.

Organizational Communication

Students in the **organizational communication major** study processes of human interaction within organizational settings. The curriculum provides opportunities for students to explore decision-making and problem-solving in corporate contexts, training and development processes, interviewing and discussion methods, conflict resolution, and negotiation techniques. This program prepares students for careers in corporate communication, marketing/sales, public relations, and human resources by providing a sound foundation in organization and the skills needed to communicate effectively in a variety of communication contexts.

Course requirements involve 48 semester hours including:

Organizational Communication requirements	42
COM-1000 Introduction to Communication Arts	3
COM-2000 Persuasive Theory	3
COM-2050 Communication Theory	3
COM-2200 Communication in Applied Contexts	2
COM-2220 Research in Communication	3
COM-3100 Advanced Public Speaking	3
COM-3230 Organizational Communication	3
COM-3240 Interpersonal Communication	2
COM-3250 Interviewing	3
COM-3330 Organizational Training.....	3
COM-4060 Organizational Leadership	3
COM-4810 Research Pre-Seminar	2
COM-4820 Senior Research Project	3
COM-4830 Research Post Seminar	0
MGMT-3500 Principles of Organization and Management	3
MGMT-3530 Human Resources Management	3
Electives selected from the following	6
COM-2230 Group Discussion	2
COM-2320 Theories of Mass Media	3
COM-3120 Argumentation and Debate	3
COM-3260 Organizational Negotiation	3
COM-4110 History of Public Address	3
COM-4610 Communication Ethics.....	2
COM-4640 Special Topics.....	2-3
COM-4720 Independent Study: Organizational Communication	1-3
COM-4900 Internship in Communication	3-12
ENG-3010 Style and Mechanics for Writers	3
MGMT-3550 Organizational Behavior	3
TPC-3090 Technical Marketing Communication	3
Organizational Communication Major Curriculum Summary	
Proficiency Requirements	0-5
General Education Requirements.....	52-63
Organizational Communication Major Requirements	48
Electives	28
Total (minimum, not including proficiency)	128

Suggested Four-Year Curriculum for a Major in Organizational Communication

First year:

BEGE-1710 Christian Life and Thought.....	3
BEGE-1720 Spiritual Formation	3
COM-1000 Introduction to Communication Arts	3
COM-1100 Fundamentals of Speech.....	3
COM-2200 Communication in Applied Contexts	2
ENG-1400 Composition.....	3
GSS-1100 Politics and American Culture.....	3
HUM-1400 Introduction to the Humanities.....	3
PEF-1990 Physical Activity and the Christian Life	1
Biological Science Elective.....	3.5
History Elective.....	3
Literature Elective	3
Physical Education Activity Elective.....	1
Total	34.5

Second year:

BEGE-2730 Old Testament Literature	3
BEGE-2740 New Testament Literature	3
COM-2000 Persuasive Theory	3
COM-2050 Communication Theory.....	3
COM-2220 Research in Communication	3
COM-3100 Advanced Public Speaking.....	3
Physical Science Elective.....	3.5
Quantitative Elective	3
Social Science/Global Awareness Elective.....	3
Electives	3
Total	30.5

Third year:

BEGE-3750 Christian Worldview Development.....	2
BEGE-3760 Christian Worldview Integration	2
COM-3230 Organizational Communication	3
COM-3250 Interviewing.....	3
COM-3240 Interpersonal Communication	2
COM-3330 Organizational Training.....	3
COM-4810 Research Pre-Seminar	2
MGMT-3500 Principles of Organization and Management	3
MGMT-3530 Human Resources Management	3
Electives	9
Total	32

Fourth year:

COM-4060 Organizational Leadership	3
COM-4110 History of Public Address	3
(or another Humanities elective.....)	3
COM-4820 Senior Research Project	3
(or COM-4900 Internship in Communication	3
COM-4830 Research Post-Seminar	0
Organizational Communication Elective	6
Electives	16
Total	31

A complete description of the general education requirements is found on page 26.

Political Communication

The **political communication major** provides students with a solid foundation to meet the diverse requirements of communication professionals in local, state, and national political contexts. This area of study begins with the fundamentals of political communication, then moves to develop proficiency in speech writing and constituent relations. The coursework is designed to stimulate problem-solving, leadership development, and critical thinking in political contexts. An important part of the curriculum is understanding the nature and implications of diversity in American society to enable students to communicate effectively and responsibly.

Course requirements involve 48 semester hours including:

Political Communication requirements	39
COM-1000 Introduction to Communication Arts	3
COM-2000 Persuasive Theory	3
COM-2050 Communication Theory	3
COM-2200 Communication in Applied Contexts	2
COM-2220 Research in Communication	3
COM-2820 Political Communication	3
COM-3100 Advanced Public Speaking	3
COM-3120 Argumentation and Debate	3
COM-3150 Gender, Politics, and Communication	3
COM-3240 Interpersonal Communication	2
COM-3810 Political Speechwriting	3
COM-4210 Public Opinion and Polling	3
COM-4810 Research Pre-Seminar	2
COM-4820 Senior Research Project	3
(or COM-4825 Senior Capstone Internship.....)	3
COM-4830 Research Post Seminar	0
Electives selected from the following	9
COM-2140 Intercultural Communication	3
COM-2300 Voices of Diversity	3
COM-3220 Visual Communication	3
COM-4060 Organizational Leadership.....	3
COM-4120 Contemporary Rhetoric	3
COM-4610 Communication Ethics	2
POLS-2000 Introduction to Political Science.....	3
POLS-3630 Congress	3
POLS-3640 Campaigns and Elections.....	3
Political Communication Major Curriculum Summary	
Proficiency Requirements	0–5
General Education Requirements.....	49
Political Communication Major Requirements	48
Electives	31
Total (minimum, not including proficiency)	128

Suggested Four-Year Curriculum for a Major in Political Communication

First year:

BEGE-1710 Christian Life and Thought.....	3
BEGE-1720 Spiritual Formation	3
COM-1000 Introduction to Communication Arts	3
COM-1100 Fundamentals of Speech.....	3
COM-2200 Communication in Applied Contexts	2
ENG-1400 Composition.....	3
GSS-1100 Politics and American Culture.....	3
HUM-1400 Introduction to the Humanities.....	3
PEF-1990 Physical Activity and the Christian Life	1
Biological Science Elective.....	3.5
History Elective.....	3
Literature Elective	3
Physical Education Activity Elective.....	1
Total	34.5

Second year:

BEGE-2730 Old Testament Literature	3
BEGE-2740 New Testament Literature	3
COM-2000 Persuasive Theory	3
COM-2050 Communication Theory.....	3
COM-2220 Research in Communication	3
COM-2820 Political Communication.....	3
COM-3120 Argumentation and Debate	3
COM-3150 Gender, Politics, and Communication	3
Physical Science Elective	3.5
Quantitative Elective	3
Social Science/Global Awareness Elective.....	3
Total	33.5

Third year:

BEGE-3750 Christian Worldview Development.....	2
BEGE-3760 Christian Worldview Integration	2
COM-3100 Advanced Public Speaking.....	3
COM-3240 Interpersonal Communication	2
COM-3810 Political Speechwriting	3
COM-4210 Public Opinion and Polling.....	3
COM-4810 Research Pre-Seminar	2
Electives	13
Total	30

Fourth year:

COM-2300 Voices of Diversity	3
(or another Humanities elective.....)	3
COM-4820 Senior Research Project	3
(or COM-4825 Senior Capstone Internship	3
COM-4830 Research Post-Seminar	0
Political Communication Electives	6
Electives	18
Total	30

A complete description of the general education requirements is found on page 26.

Suggested Four-Year Curriculum for a Major in Technical and Professional Communication

First year:

BEGE-1710 Christian Life and Thought.....	3
BEGE-1720 Spiritual Formation	3
COM-1100 Fundamentals of Speech.....	3
ENG-1400 Composition.....	3
GBIO-1000 Principles of Biology	3.5
GDES-1300 Graphic Design for Non-Majors.....	3
GSS-1100 Politics and American Culture.....	3
HUM-1400 Introduction to the Humanities.....	3
PEF-1990 Physical Activity and the Christian Life	1
Literature Elective	3
Physical Education Activity Elective.....	1
Quantitative Elective	3
Total	32.5

Second year:

BEGE-2730 Old Testament Literature	3
BEGE-2740 New Testament Literature	3
ENG-2230 Advanced Composition	3
ENG-3070 Advanced Grammar for Adolescent Teachers.....	3
TPC-2000 Production Tools for Technical Communication	3
Humanities Elective	3
Physical Science Elective.....	3.5
Electives	11
Total	32.5

Third year:

BEGE-3750 Christian Worldview Development.....	2
BEGE-3760 Christian Worldview Integration	2
TPC-3010 Style and Mechanics for Writers	3
TPC-3020 Professional Portfolio Development.....	1
TPC-3130 Technical Communication.....	3
TPC-3170 The Technical Communicator in a Corporate Culture.....	2
TPC-3180 Visual Rhetoric	2
TPC-3210 Technical Editing.....	2
TPC-3250 Documentation Design.....	3
History Elective.....	3
Social Science	3
Electives	3
Total	29

Summer:

TPC-3290 Proofreading.....	2
TPC-4160 Technical and Professional Communication Internship	5
Total	7

Fourth year:

TPC-3090 Technical Marketing Communication.....	3
TPC-4010 Designing Technical Reports	3
TPC-4020 Professional Portfolio Development II.....	1
TPC-4050 Designing Online Information I.....	3
TPC-4090 Designing Online Information II.....	3
TPC-4130 Instructional Design I.....	3
TPC-4140 Instructional Design II.....	3
TPC-4170 Special Topics	3
Electives	5
Total	27

Technical and Professional Communication

The technical and professional communication major prepares students for positions as communication experts in a variety of industries. The major itself involves 57 semester hours in specific technical and professional communication courses.

Technical and Professional Communication Core	57
ENG-2230 Advanced Composition	3
ENG-3070 Advanced Grammar for Adolescent Teachers.....	3
GDES-1300 Graphic Design for Non-Majors	3
TPC-2000 Production Tools for Technical Communication	3
TPC-3010 Style and Mechanics for Writers	3
TPC-3020 Professional Portfolio Development I.....	1
TPC-3090 Technical Marketing Communication.....	3
TPC-3130 Technical Communication.....	3
TPC-3170 The Technical Communicator in a Corporate Culture	2
TPC-3180 Visual Rhetoric	2
TPC-3210 Technical Editing.....	2
TPC-3250 Documentation Design.....	3
TPC-3290 Proofreading.....	2
TPC-4010 Designing Technical Reports	3
TPC-4020 Professional Portfolio Development II.....	1
TPC-4050 Designing Online Information I.....	3
TPC-4090 Designing Online Information II.....	3
TPC-4130 Instructional Design I.....	3
TPC-4140 Instructional Design II.....	3
TPC-4160 Technical and Professional Communication Internship	5
*TPC-4170 Special Topics	3

*Capstone Course

Technical and Professional Communication Major Curriculum Summary

Proficiency Requirements	0–5
Other General Education Requirements.....	52–60
Technical and Professional Communication Requirements	57
Electives	6–19
Total (minimum, not including proficiency)	128

Technical and Professional Communication Industry Advisory Board

The Technical and Professional Communication (TPC) industry advisory board aims to enable the department to adequately position the TPC major and its graduates for the future.

- Dhana Banks, Cincom Document Solutions*
- Scott Bennett, Procter and Gamble*
- Jay Luis, Beta LaserMike, Inc.*
- Guy Margiotta, Chase Bank*
- Patti Massey, Myca Multimedia & Training Solutions*
- Sylvia Miller, Miltech Communications, LLC*
- Walt Staudenmaier, Bastion Consulting*
- Jim Visgaitis, HP Enterprise Services*
- Phil Wittmer, Lexis/Nexis*
- Tom Zimmerman, GE Medical Systems*

Minors

Comprehensive Communication Arts Minor

Course requirements for the minor in **comprehensive communication arts** involve 16 semester hours selected from the following courses:

COM-1000 Introduction to Communication Arts	3
COM-2000 Persuasive Theory	3
COM-2050 Communication Theory	3
COM-2200 Communication in Applied Contexts	2
COM-3100 Advanced Public Speaking	3
COM-3240 Interpersonal Communication	2
COM-4110 History of Public Address	3
COM-4120 Contemporary Rhetoric	2

Digital Film Minor

Course requirements for the minor in digital film involve 18 semester hours selected from the following courses:

EMTC-2320 Preproduction and Planning for Film/Video	3
EMTC-2350 Introduction to Graphics for TV and Film	3
EMTC-3210 Digital Audio Post Production.....	3
EMTC-3355 SFX and Compositing for TV and Film.....	3
EMTC-3310 Digital Film Production.....	3
EMTC-4310 Advanced Cinematography and Lighting.....	3



Editing and Publishing Minor

The **editing and publishing minor** is designed to prepare students for careers in the publishing field. Course requirements involve 19 credit hours including:

ENG-2230 Advanced Composition	3
ENG-3070 Advanced Grammar	3
ENG-3010 Style and Mechanics for Writers.....	3
(or TPC-3010 Style and Mechanics for Writers	3)
GDES-1300 Graphic Design for Non-Majors	3
TPC-2000 Production Tools for Technical Communication	3
TPC-3210 Technical Editing.....	2
TPC-3290 Proofreading	2

Electronic Media Minor

Course requirements for the minor in **electronic media** involve 16 semester hours selected from the following courses:

COM-1000 Introduction to Communication Arts	3
EMTC-1110 Introduction to Electronic Media	3
EMTC-1120 Audio Production.....	3
EMTC-2110 Video Technical Training.....	3
EMTC-2130 Writing for Electronic Media.....	3

Research (Select one of the following courses).....

EMTC-3111 Survey Research for Electronic Media	3
EMTC-3150 Media Ethics	2
EMTC-3151 Christian Approaches to Electronic Media	2

Intercultural Communication Minor

Course requirements for the minor in **intercultural communication** involve 17 semester hours selected from the following courses:

COM-2140 Intercultural Communication.....	3
COM-2300 Voices Of Diversity	3
COM-3150 Gender, Politics, and Communication	3
COM-3240 Interpersonal Communication	2
COM-3710 Communication and Cultural Literacy	3

One of the following courses

COM-3790 Cultural Immersion Clinic	3
THTR-2510 Theatre for Social Change.....	3
A departmental approved study abroad course	3

Motion Graphics Minor

Course requirements for the minor in **motion graphics** involve 17 semester hours selected from the following courses:

EMTC-2350 Introduction to Graphics for TV and Film	3
EMTC-2601 Interactive Interface Design with Flash	3
EMTC-2606 Introduction to Computer Animation	2
EMTC-3630 Principles of Computer Animation	3
EMTC-3355 SFX and Compositing for TV and Film	3

Production Electives selected from 3

EMTC-1610 Digital Media Production	3
EMTC-2110 Video Technical Training	3
EMTC-3310 Digital Film Production	3
GDES-1300 Graphic Design for Non-Majors	3

Organizational Communication Minor

Course requirements for the minor in **organizational communication** involve 16 semester hours selected from the following courses:

COM-1000 Introduction to Communication Arts	3
COM-2000 Persuasive Theory	3
COM-2050 Communication Theory	3
COM-2200 Communication in Applied Contexts	2
COM-3100 Advanced Public Speaking	3
COM-3240 Interpersonal Communication	2
COM-3230 Organizational Communication	3
COM-3250 Interviewing	3
COM-3260 Organizational Negotiation.....	3
COM-3330 Organizational Training.....	3
COM-4060 Organizational Leadership	3
MGMT-3500 Principles of Organization and Management	3
MGMT-3530 Human Resource Management.....	3

Writing for the Professions Minor

The **writing for the professions minor** is designed to prepare students from a variety of majors to be better writers and to acquire the professional skills required in a corporate setting.

Course requirements involve 18 credit hours including:

ENG-3010 Style and Mechanics for Writers.....	3
(or TPC-3010 Style and Mechanics for Writers	3)
GDES-1300 Graphic Design for Non-Majors	3
TPC-2000 Production Tools for Technical Communication	3
TPC-3090 Technical Marketing Communication.....	3
TPC-4090 Designing Information for the Web II	3
TPC-4130 Instructional Design I.....	3

