

# COMMUNICATION

Nethery Hall, Room 024  
 (616) 471-3160; Fax (616) 471-3125  
 commdept@andrews.edu  
 http://www.andrews.edu/COMM/

## Faculty

Delyse Steyn, *Chair*  
 Luanne J. Bauer  
 Shelley-Jean Bradfield  
 Beverly J. Matiko  
 Peggie M. Ncube  
 J. Michael Parnell  
 Janice Y. Watson

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

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

## INTERNSHIPS

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

## Undergraduate Programs

### Communication Core—10

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

### BA: Communication—37

**Major requirements:** *Communication core* plus JOUR140; COMM280 or 454; COMM320, 405, 436, 456, 475; and 6 credits of electives chosen in consultation with the 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.

### 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.

### 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; DGME180, 200.

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

### Minor in Communication Studies—20

*At least 10 credits must be upper division.* Students apply to the department for this minor. When accepted, each student designs minor in consultation with departmental minor 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 Public Relations—20

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

## Graduate Program

The Communication Department offers the Master of Arts: Interdisciplinary Studies—Communication. Degree requirements are found in the Interdisciplinary Studies section on p. 124.

## Courses

(Credits)

See inside front cover for symbol code.

## COMMUNICATION

### COMM104

(2)

#### *Communication Skills*

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

- COMM104-50** (2) ◆ (3)  
***Honors Communication Skills (Honors Section)***  
 Study of the human communication process with emphasis on public presentation, interviewing, and reasoning about social dilemmas.
- COMM104** V (2)  
***Communication Skills***  
 Distance education—see content above.
- COMM215** (4)  
***Introduction to Communication Theory and Research***  
 A study of classical and modern theories of rhetoric, interpersonal communication, language, and the role of communication in establishing social reality. Includes a survey of critical research related to these major theories and a sample research project.
- COMM230** (3)  
***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. At least 65 clock hours of work experience are required for each semester hour of credit. Obtain procedures and guidelines from the department. Prerequisite: consent of appropriate instructor.
- COMM320** (3)  
***Interpersonal Communication***  
 Emphasis is placed on interpersonal skills for the workplace. Students examine components of interpersonal communication such as listening, perception, managing conflict, etc., then apply specific strategies to build relationships.
- COMM340** (3)  
***Argumentation and Debate***  
 An examination of argumentation and debate theory with practical application of debate skills including building and organizing cases, and analyzing and rebutting arguments. Particularly useful for students in fields such as pre-law and business which require decision making and argumentation. Prerequisite: COMM104 or COMM230
- COMM389** (1-3)  
***Internship in Communication***  
 Students work full time at communication enterprises. At least 65 clock hours of work experience are required for each semester hour of credit. Prerequisites: Adequate background, at least junior standing, and consent of the department.
- COMM405** (3)  
***Persuasion***  
 The analysis of persuasive appeals from the point of view of a critical consumer plus practical experience, oral and written, in ethically persuading others. Prerequisite: COMM104 or COMM230.
- COMM436** (3)  
***Intercultural Communication***  
 Students examine the relationship between culture and communication and the ways culture influences values and perceptions. Discussion and activities help students develop and apply analytic and communication skills which enable them to interact with cultural sensitivity and communicate more effectively in intercultural, interethnic, and cross-gender contexts. Particularly useful for students in business, behavioral sciences, education, and theology.
- COMM440** (3)  
***Family Communication***  
 A study of the family from a communication perspective with rotating emphasis on interpersonal communication used in family groups and in gender communication.
- COMM450** (3)  
***Communication in the Classroom***  
 The study and development of effective communication skills within the context of the classroom. Focus is on interactive learning where the student rather than the instructor is central. Open only to upper division and graduate students. Prerequisites: COMM104 or 230.
- COMM454** (1-3)  
***Topics in Communication:*** \_\_\_\_\_  
 Topics of current significance. Repeatable with different topics. Credit to be announced with topic in advance.
- COMM456** (3)  
***Group Dynamics and Leadership***  
 An experiential study of groups in process within organizations for the purpose of problem-solving and team building.
- COMM465** (3)  
***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** (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)  
***Senior Seminar***  
 A practical capstone class which helps students integrate and synthesize material acquired in their major and apply it to their

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

**COMM495 (1-3)**

***Independent Study/Readings/Research***

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

**COMM515 (3)**

***Communication Theories***

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

**COMM536 (3)**

***Issues in Intercultural Communication***

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

**COMM554 (2)**

***Topics in \_\_\_\_\_***

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

**COMM589 (2-3)**

***Internship/Practicum in Communication***

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

**COMM590 (3)**

***Graduate Seminar in \_\_\_\_\_***

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

**COMM651, 652 (1, 2)**

***Communication Research Seminar I & II***

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

## RESEARCH AND SPECIALIZED COURSES

**COMM520 (3)**

***Communication Research Methodology***

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

**COMM599 (2-3)**

***Production Project in Communication***

Students produce some major communication effort, such as creating and offering a training workshop, designing a public-

relations campaign, editing a department magazine, directing a play, or offering a one-person show. Prerequisite: Completed production project proposal.

**COMM648 (1-2)**

***Communication Workshop***

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

**COMM690 (1-3)**

***Independent Study in Communication***

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

**COMM695 (2-3)**

***Research Project in Communication***

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

## JOURNALISM

**JOUR140 (3)**

***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. Prerequisites: Ability in word-processing and ENGL115, 215 with a minimum grade of C or permission of instructor.

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

**JOUR445** ◆ (4)  
**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** ◆ (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*
- *Editorials*
- *Investigative Reporting*
- *Communicating on the Web*

## 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 65 clock hours of work experience are required for 1 semester hour of credit. Prerequisites: Adequate background, at least sophomore standing, and consent of the department.

**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** ◆ (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*