

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 per credit 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*
- *Special Events*
- *Public Relations Research Techniques*

PREL510 (2)**Advancement and Communication**

Developing communication skills necessary to the non-profit arena, including working with volunteers, promoting and positioning various service organizations. Communication with relevant publics.

ENGLISH

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Faculty

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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.

UNDERGRADUATE PROGRAMS

BA: English—36

Requirements: ENGL185, 267, 345 and 460. The remaining courses in the major should be selected in relationship to one of the following emphases:

Literature Emphasis

This emphasis is recommended for those planning to do graduate work in English or for those planning professional careers that demand a broad liberal arts background. In addition to the core requirements of the major, students must take ENGL450; one of ENGL255 (Biblical, World, or Women's Literature), 425 (with a cultural literature topic), or ENGL445; three of ENGL270, 375, 376, 378; one additional upper division literature course; two additional courses (excluding ENGL110, 115, 215), of which one must be an upper division writing course.

Writing Emphasis

This emphasis is suitable for those planning professional careers as writers or those particularly interested in the teaching of writing. Students selecting this emphasis are encouraged to select a second major or minor that will enhance future employment. In addition to the core courses required in the major, students must take ENGL315, 438, 454, 467 (3 credits); two of ENGL270, 375, 376 and 378. Select remaining credits from any English Department courses (excluding ENGL110, 115, 215) or JOUR330, 445, and 467. Cognate: JOUR230.

BA: Elementary Education, Second Major in English—30

Requirements: ENGL185, 250, 267, 270, 300, 345, 378, 407, 460 and one of ENGL375, 376. Does not include ENGL115, 215.

BS: Elementary Education, Major in Language Arts—36

Requirements: COMM280, 450, EDTE418, ENGL250, 267, 300, 407, SPPA435; two courses from ENGL270, 375, 376, 378; one from ENGL438, 454 or 467. Remaining credits from COMM320, 436, 456, 475, EDTE420, 484, ENGL445, 460, SPPA234.

Minor in English—21

Requirements: ENGL267; three of ENGL270, 375, 376, 378, 445; one of 300, 460; one of 250, 315, 345, 438, 454, 467, JOUR230, 445. Remaining credits from English courses not previously selected. Does not include ENGL110, 115, 215.

Minor in Teaching English as a Second Language—21

Requirements: ENGL300, 460, 465, 469, 490, one literature class in English, COMM280, and one of: ENGL440 or ANTH200. Does not include ENGL110, 115, 215. Students finishing this program may receive a state endorsement in English for teacher certification if they complete one more course in literature (specifically American Literature, if such has not already been chosen).

Minor in Language Arts with an Elementary Education Major—24

Requirements: COMM450, EDTE418, ENGL250, 267, 300, 407; one of ENGL270, 378; select remaining courses from COMM280, 436, EDTE420, 484, ENGL454, 460, SPPA234, 321, 435.

BILINGUAL EDUCATION GROUP MINOR FOR TEACHERS

F. Estella Greig, *Coordinator*

Many school districts are required by law to provide bilingual teachers who are certified to teach in elementary or secondary schools in languages other than English. To meet this need, the following group minor has been established and approved by the state of Michigan.

Minor in Bilingual Education (Spanish)—24

Requirements: ANTH200 or ENGL440; ENGL300, 460, 465, 490; SPAN275, 315, 436. Elective credit chosen in consultation with coordinator.

In addition to completing the courses required for the minor, students must demonstrate, prior to certification, that they possess the desired oral and written skill level in Spanish.

SECOND LANGUAGE, INTENSIVE COURSES

Jeanette Bryson, *Director*

Students needing to complete English language proficiency requirements in order to meet academic and professional requirements may enroll in courses offered in reading, grammar, composition, and oral/aural practice. Students who complete the prescribed Advanced Level classes with a grade of B or better, and who pass the Exit Exam will be granted a certificate of completion. The certificate indicates that the student has completed the Intensive English Language Program. Upon completion, students may apply for a transfer into the major of choice. Those planning to complete an undergraduate Bachelor of Arts degree may apply for a foreign language waiver.

ACTION AMERICA

Action America offers short-term intensive language study, combined with cultural and professional experiences and travel, for non-credit students.

Participants must be at least 16 years of age and must acquire a student visa for entry into the United States. The application for Action America includes the information needed for the I-20. After receiving the I-20 document from Andrews University, the student will need to make an appointment with the American Consulate in the country of origin to apply for the visa. One four-week intensive is offered in July. Customized sessions can be arranged for groups of twelve or more.

GRADUATE PROGRAMS

The English Department offers the Master of Arts: English or Teaching English as a Second Language. It also cooperates with the School of Education in offering the Master of Arts in Teaching (MAT) degree. In addition, the English Department participates in offering the Master of Arts: Communication Interdisciplinary Studies described on p. 124.

Master of Arts

The English Department offers two programs for its Master of Arts. In addition to the general requirements for the MA degree as stated on p. 47, the required core courses are ENGL589, 597 and 595 or 699 (a minimum of 1 credit). Additional requirements are described below.

English Emphasis

This program provides a balanced array of courses in literature and literary theory, composition and rhetoric, and language. Additional required courses are: ENGL450, a second seminar 589, and at least one graduate course from each of the three areas of literature, composition, and language.

Teaching English as a Second Language (TESL) Emphasis

This program includes extensive study of the English language and linguistics and is particularly appropriate for those who plan to teach English to speakers of other languages or do further work in linguistics. The additional required courses are ENGL465 (twice with different content), 466, 469, 505 (2 credits), 530, 540; one of 435, 525; and two from 474, a writing course (ENGL550 recommended), or a literature course.

MA ADMISSION AND DEGREE REQUIREMENTS

- Applicants must meet the English proficiency standards listed on p. 48.
- Applicants must have earned a minimum of 20 semester hours (30 quarter credits) in English courses as prerequisites, including ENGL460 (or its equivalent).
 - These prerequisites are in addition to the General Education composition requirement.
 - It is desirable to have completed an English undergraduate major of at least 30 semester hours (45 quarter credits).
 - Students taking the MA: English (TESL) must have completed ENGL300 (or its equivalent) as a prerequisite.
 - Applicants with fewer English prerequisite credits than the minimum number required must remove the deficiencies by taking additional English courses other than those required for the MA degree.
- Applicants must demonstrate proficiency in a foreign language by having done one of the following:
 - Earned credit through the intermediate college level with a minimum average grade of C.
 - Passed an exam approved by the English Department.
 - Completed their education through secondary school in a first language other than English.
- Students must complete a minimum of 33 English graduate credits.

- Candidates must pass written comprehensive examinations.
- Candidates must complete one of the following options:
 - Project paper (30-50+ pages)
 - Two project papers (each a minimum of 20 pages)
 - MA thesis (75-100+ pages)

Master of Arts in Teaching

This degree prepares students for certification and teaching English in elementary or secondary schools. *Prerequisite:* At least 10 semester credits (15 quarter credits) in English courses, exclusive of the General Education composition requirement. See also pp. 47–49. In consultation with the department chair, certain of the courses listed below may be applied toward such a program.

An alternative Master of Arts in Teaching program is designed for those preparing to teach English to speakers of other languages; it requires a minimum of 15 English semester credits including courses ENGL460, 465, 469, ENGL505 (1 credit), and two from 466, 525 (Topics in Linguistics), 540.

COURSES

(Credits)

See inside front cover for symbol code.

Note: ENGL115, 215 are prerequisite to all upper division courses in English with the exception of ENGL300. Writing courses may not be audited.

COMPOSITION

ENGL110 (3) *Beginning Composition*

An introduction to college writing for students whose test scores indicate a need for additional writing guidance and practice prior to ENGL115. Utilizes a workshop approach through smaller class size and attention to individual student production. Emphasizes short writing tasks based on personal explorations of memory, observation, and reading. Required of all students who score 15 or lower on the ACT English Assessment (or 400 or below on the SAT verbal) as a prerequisite to ENGL115. Cannot be audited. *Fall*

ENGL115 (3) *English Composition I*

Introduction to written composition focusing on composing as a recursive process for generating meaning and communicating effectively. Emphasizes short essay writing based on personal explorations of memory, observation, conversation, and reading. Prerequisite for those whose native language is English: A score of 16 or higher on the ACT English Assessment (or above 400 on the SAT verbal) or successful completion of ENGL110. Prerequisite for students whose native language is not English: An overall average of 550 on TOEFL or 80 on MELAB or a successful completion of advanced English with a B in all classes and a pass on the ELI exit exam. Cannot be audited or CLEPed. *Fall, Spring*

ENGL115 V (3) *English Composition I*

AU/HSI course—see content above.

ENGL215 (3) *English Composition II*

An introduction to source-based, academic writing, including practice in summarizing, analyzing, synthesizing, and read-

ing from a critical perspective. Sections organized thematically. Prerequisites: ENGL115 and completion of 24 semester credits. Cannot be audited or CLEPed. *Fall, Spring*

ENGL220 (3)
Technical Writing

Techniques of written communication in the preparation of industrial and engineering reports and proposals. Prerequisite: ENGL115. Cannot be audited. *Spring*

ENGL250 Alt (3)
Writing Instruction K–8

A practical and theoretical study of developmental issues affecting young writers. Prerequisites: ENGL115 and 215. *Spring*

ENGL315 (3)
Professional Writing

Practice in adapting writing to a variety of professional audiences and tasks, including resumes, proposals, business and technical reports, web writing, and collaborative writing. Prerequisites: ENGL115 and 215. Cannot be audited. *Spring*

ENGL345 (3)
Introduction to Rhetoric

An introduction to the study of rhetoric, including classical and modern theories. Emphasis is given to the practical applications of rhetorical analysis in mass media, advertising, literary and political representations. Prerequisites: ENGL115 and 215. *Fall*

ENGL438 ♦ Alt (3)
Advanced Composition

An exploration of published essays, writing theory, and strategies. Student essays move beyond— in style, scope, and subject matter—the writing done in ENGL115 and 215, which are prerequisites. Cannot be audited. *Fall*

ENGL454 ♦ Alt (3)
Approaches to Writing

An exploration of composition theory and writing practice through the study of published writers' narrative accounts of the writing life. Prerequisites: ENGL115 and 215. Cannot be audited. *Spring*

ENGL467 ♦ (3)
Creative Writing

Practice in writing stories, essays, poetry, or drama. Course emphasis changes from semester to semester. Repeatable 3 times with different content. Prerequisites: ENGL115 and 215. Cannot be audited. *Fall, Spring*

ENGL545 Alt (3)
Computers in the Composition Classroom

The exploration and practice of the use of computers and software to generate, teach, revise, and critique student writing. Prerequisite: ENGL550 or permission of instructor. Basic computer skills assumed. *Spring*

ENGL550 (3)
Study of Composition

Introduction to rhetorical and other principles involved in the writing process and in the teaching of composition to secondary-school and college students. *Fall*

LANGUAGE

ENGL300 (3–4)
Modern English Grammar

Basic English syntax for students and future teachers, including grammatical terminology and a brief history of grammatical models. Prerequisite: ENGL115. Students needing study in the history of the English language should enroll for 4 credits. *Fall*

ENGL435 ♦ (1–4)
Topics in Linguistics

Study of topics in linguistics such as bilingualism, male/female language, or contrastive analysis. Topic and credits to be announced in advance. Repeatable with different content. Prerequisites: ENGL115 and 215.

ENGL440 Alt (3)
Language and Culture

The study of language in the context of ethnology with emphasis on (1) the effect of social variables (including gender) on language use, and (2) on paralanguage (e.g., kinesics and proxemics). Prerequisites: ENGL115, 215, and 460 or permission of instructor. *Spring*

ENGL460 ♦ (3)
Linguistics

An introduction to linguistics for those planning to teach or work in the area of language, communication, or English on any level. Prerequisites: ENGL115 and 215. *Fall*

ENGL465 ♦ (2)
TESL Methods

Specialized techniques for teaching and testing various English-language skills. Content rotates among grammar; reading and writing; speaking and listening. Corequisite: ENGL490 or 505-002 TESL Practicum. Repeatable with different content. Prerequisites: ENGL115, 215, and 460. *Spring*

ENGL466 ♦ Alt (3)
Phonetics and Phonology

Study of speech sounds and patterns including articulatory phonetics, phonemics and an introduction to modern phonological theory and analysis. Prerequisites: ENGL115, 215, and 460 or permission of instructor. *Spring*

ENGL469 ♦ (3)
Second Language Acquisition

Study of current theories of and research in language acquisition and the implications of this scholarship for language teachers and teaching. Prerequisites: ENGL115, 215, and 460 or permission of instructor. *Fall*

ENGL474 ♦ Alt (3)
Development of Modern English

History of language, including the sound changes affecting modern English, history of grammatical forms and vocabulary. Fundamental knowledge of grammar is assumed. Prerequisites: ENGL115, and 215. *Fall*

ENGL490 (1–2)
TESL Practicum

Study of and/or supervised practice in teaching English as a second language. Repeatable to 3 credits. Permission of instructor required. *Spring*

ENGL530 Alt (3)
Discourse Analysis
 Study of language function and supra-sentential structure with special emphasis on the contrasts between oral and written discourse. Prerequisites: ENGL460 and demonstration of grammar competence by one of the following: ENGL300, an equivalent course, or departmental testing. *Spring*

ENGL540 Alt (3)
Language and Culture
 Study of language in the context of ethnology with emphases on (1) the effect of social variables (including gender) on language use, and on (2) paralinguistic (e.g., kinesics and proxemics). Prerequisite: ENGL460 or permission of instructor. *Spring*

LITERATURE

ENGL185 (3)
Much Ado about English
 An introductory course, organized thematically, featuring various texts and approached from several perspectives, including linguistic, rhetorical, and literary analysis. *Spring*

ENGL255 (3)
Studies in Literature
 An introductory literature course with the emphasis indicated by a subtitle, such as World Literature, Biblical Literature, the Short Story, and Women's Literature. Prerequisite: ENGL115. *Fall, Spring*

ENGL267 (3)
Approaches to Literature
 An introduction to genres, analysis, critical approaches, and writing about literature. Prerequisite: ENGL115. *Fall, Spring*

ENGL270 (3)
American Literature to 1900
 A survey of American literature from its beginnings to 1900. Prerequisite: ENGL115. *Fall*

ENGL270 V (3)
American Literature to 1900
 AU/HSI course—see content above.

ENGL375 (3)
English Literature I (to 1660)
 Literature of the British Isles from Beowulf through the Renaissance. Prerequisites: ENGL115 and 215. *Fall*

ENGL376 (3)
English Literature II (1660-1900)
 Literature of the British Isles from the Restoration through the Victorian period. Prerequisites: ENGL115 and 215. *Spring*

ENGL378 (4)
Modern Literature in English
 A survey of British, American, and other literature in English since 1900. Prerequisites: ENGL115 and 215. *Spring*

ENGL378 V (3)
Modern Literature in English
 AU/HSI course—see content above.

ENGL407 ♦ (2–3)
Literature for Children
 Selection, analysis, and evaluation of literary works which meet

the reading and/or the listening interests of children and enhance the preparation of elementary teachers, librarians, and parents. Prerequisites: ENGL115 and 215. *Fall*

ENGL408 ♦ Alt (2–3)
Literature for Young Adults
 Selection, analysis, and evaluation of literary works that meet the reading interests of young adults and enhance the preparation of middle-school and secondary English teachers, librarians, and parents. Prerequisites: ENGL115, 215. *Fall*

ENGL425 ♦ (3)
Literary Topics
 Advanced study of a literary period, genre, or theme, such as Victorian Literature, Poetry, Biblical Literature, Women's Literature, or the Classical Heritage. Prerequisites: ENGL115, 215, and 267. *Fall, Spring*

ENGL445 ♦ (3)
Cultural Literature
 In-depth study of North American literature with emphasis on cultural uniqueness. Prerequisites: ENGL115, 215 and 267. *Spring*

ENGL450 ♦ Alt (3)
Literary Criticism and Theory
 An introduction to literary criticism and theory. Readings start with Plato, but special emphasis is on New Criticism to the present. Prerequisites: ENGL115, 215, and 267. *Fall*

ENGL464 ♦ \$ (3)
Major Literary Author
 Study of a major author, such as Chaucer, Shakespeare, Johnson, Dickens, Hawthorne, or Cather. Repeatable with different content. Prerequisites: ENGL115, 215, and 267. *Fall, Spring*

ENGL464 V (3)
Major Author: Charles Dickens and Mark Twain
 AU/HSI course. A study of two of the most important popular writers of their time who have come to represent the very essence of England and the United States in the 19th century. A paper is required.

RESEARCH & SPECIALIZED COURSES

ENGL430 ♦ (1–4)
Topics in _____
 Study of selected topics in composition, language, or literature. Topic and credit to be announced in advance. Repeatable with different topics to 12 credits. Prerequisites: ENGL115 and 215. *As needed*

ENGL459 ♦ Alt (3)
Methods of Teaching English
 An integration and exploration of pedagogical theories and practices in literature for young adults, and writing and language study for the secondary-school classroom. Does not apply toward the first 16 credits in English for an MAT degree. Prerequisites: ENGL115 and 215. *Fall*

ENGL495 (1–3)
Independent Study/Readings
 Studies in various areas of language, literature, or composition under supervision of an appropriate instructor, including regular conferences, and resulting in oral and/or written reports and papers. Registration by permission of the department chair.

- ENGL505** (1–2)
Practicum
Study of and/or supervised practice in teaching college writing (section 01) or English as a second language (section 02). Repeatable to 4 credits. Prerequisite or corequisite for those teaching English as a second language: ENGL465. *Fall, Spring*
- ENGL525** (1–4)
Topics in _____
Study of selected topics in composition (Modern Rhetoric), language (Contrastive Analysis), or literature (Shakespeare, Literature on Location, or Drama). Topic and credit to be announced in advance. Repeatable to 12 credits with different subject matter.
- ENGL589** (3)
Graduate Seminar
Research projects, reports, and discussions. Seminars are offered in various subjects corresponding with faculty specialization and greatest library strength. Repeatable with different subject matter. Prerequisite: ENGL597. *Fall, Spring*
- ENGL590** (1–3)
Independent Study in English
Individualized reading or research in a specified area under the guidance of an instructor; admission by the chair's consent.
- ENGL595** (1–2)
Project Research
Research and writing leading to the completion of the required project paper under the guidance of an instructor. Repeatable to 4 credits.
- ENGL597** (3)
Research Methods
Research materials, methods of research, and documentation in English studies. *Fall*
- ENGL648** (1–4)
Workshop
Intensive study on selected topics. *As needed*
- ENGL699** (1–4)
Master's Thesis
- SECOND LANGUAGE, INTENSIVES**
- ENSL130** (0 cr 1–12 hr)
English for Academic Purposes: Beginning/Intermediate/Advanced
Individual and small group study of English as a second language in preparation for undergraduate and graduate study. May include (but not limited to) grammar, writing, reading, listening, and speaking. Repeatable with different content.
- ENSL135** (4)
Intermediate Grammar
Develops the grammatical skills necessary for clear written and oral communication.
- ENSL136** (4)
Intermediate Speaking and Listening
Develops fluency in conversation and accuracy in listening skills necessary for effective communication in academic and non-academic settings.
- ENSL137** (4)
Intermediate Writing
Develops writing strategies and skills necessary for well-developed, grammatical academic writing.
- ENSL138** (4)
Intermediate Reading
Develops vocabulary, reading skills, and strategies in critical thinking necessary for university course work.
- ENSL145** (4)
Advanced Grammar Review
A rapid and intensive review of English grammar. Emphasis is on accurate grammar usage in a variety of communicative and academic contexts, both oral and written. Advanced students only.
- ENSL155** (2)
Accent Reduction
Pronunciation improvement, with emphasis on vowels, consonants, word stress, and intonation patterns. Advanced and intermediate students only. Repeatable with different content.
- *ENSL165** (0 cr 2 hrs)
TOEFL Preparation: Intermediate/Advanced
Intensive preparation for the TOEFL, including review and strategies for taking grammar, reading, listening, and writing sections of the test. Repeatable with different content.
- *ENSL166** (1–5)
The American Experience: Basic/Intermediate/Advanced
An introduction to American culture, appropriate to proficiency level, through readings, discussion, and activities in American literature, history, and culture. Includes field trips and participation in cultural activities. Repeatable with different content.
- ENSL167** (4)
Research Seminar: Advanced Writing
Develops research writing skills, with emphasis on summary, paraphrase, synthesis, organization, and appropriate use of sources. Advanced students only.
- ENSL168** (4)
Research Seminar: Advanced Reading and Discussion
Develops skills in the analytical reading and discussion of academic research, oral presentation of research, and note taking. Advanced students only.
- ENSL195** (1–12)
Individualized Study: Beginning/Intermediate/Advanced
Individualized study of English as a second language, appropriate to proficiency level. May include (but not limited to) grammar, writing, reading, listening, and speaking. Repeatable with different content.
- *Required for ACA students, but open to others.