CHEM474 **(2)**
Advanced Topics in Organic Chemistry
Study of the principles of modern synthetic organic chemistry with applications from one or more of the following areas: natural product, medicinal, or polymer chemistry. Weekly: 2 lectures. Prerequisite: CHEM232. *Fall*

CHEM475 **♦ (2)**
Advanced Topics in Physical Chemistry
Advanced study of molecular spectroscopy, statistical thermodynamics, chemical dynamics, or the application of quantum mechanics. Prerequisites: CHEM432 or CHEM431 and permission of the instructor.

CHEM495 **♦ (1-4)**
Independent Research
An opportunity for chemistry and biochemistry majors to gain research experience by joining with a faculty member in study of an area of special interest.

Graduate

CHEM530 **(2-4)**
Topics in Teaching Chemistry
Each time the course is offered, it treats one of the following areas:
- Concepts in Chemistry
  Fundamental ideas of chemistry
- Demonstrations
  Simple experiments which illustrate chemical principles
- Problem-Solving Strategies
  Exploration into the mental processes and logic behind problem-solving.

None of the above areas are to occur twice in one student's program. Prerequisite: CHEM232. Repeatable to 6 credits.

CHEM540 **(2-4)**
Topics in Chemistry
Independent readings to be chosen in consultation with the instructor. A written report and an oral presentation covering the materials read are required. A minimum of 60 hours of work is required for each credit. Prerequisite: CHEM431. Repeatable to 6 credits.

COMMUNICATION

Nethery Hall, Room 229
269-471-6314; Fax 269-471-3125
commdept@andrews.edu
commgrad@andrews.edu
www.andrews.edu/comm/

Faculty
Delyse E. Steyn, *Chair*
Patrice Jones
Beverly J. Matiko
Debbie Michel
Melchizedek M. Ponniah
Desrene L. Vernon

Emerita
Luanne J. Bauer

Academic Programs	Credits
BA: Communication	38
International Communication	59
Communication Management	59
Media Technology	59
BA: Journalism	38
Media Studies	59
BA: Public Relations	38
International Public Relations	59
BFA: Bachelor of Fine Arts	
Electronic Journalism	75–77
BS: Communication Arts	
Secondary Education	36–38
Minor in Communication Studies	20
Minor in Journalism	20
Minor in Media Studies	20
Minor in Public Relations	20
MA: Communication	
Interdisciplinary Program	40–43
Emphasis Programs	40
Graduate Certificate Program	12

Mission

The Department of Communication creates and fosters a diverse, Christian learning community dedicated to producing professionals of distinction committed to global service.

"Communicating for community" reflects the vision of the programs offered by the Department of Communication.

Communication is all about connection—successfully sharing messages and meaning. Communication competence is critical to being an effective leader. Lee Iacocca, chairman and CEO of Chrysler Corporation, said, "the most important thing I learned in school was how to communicate...you can have brilliant ideas, but if you can't get them across, your brains won't get you anywhere."

The Department of Communication offers a variety of undergraduate programs as well as a master's program.

Lambda Pi Eta

Lambda Pi Eta is the National Communication Association (NCA) affiliated honor society.

Public Relations Student Society of America (PRSSA) Chapter

The Andrews University PRSSA chapter is affiliated with the Western Michigan Public Relations Society of America. At the national level students are eligible for PRSA's publications, scholarships, award programs, leadership training and a national conference.

Computer Policy

The Department of Communication regards the computer as a tool integral to the success of students in their professional development. It is required that all students purchase a laptop computer and software to meet the department guidelines. Because computer technology is continually changing, a revised policy is drafted in the fall semester. A list of software is available in the department. Specific requirements change so it is important to make sure the software listed is compatible with the laptop you choose to purchase. Use of the computer in the curriculum varies by course.

Undergraduate Programs

After completing the freshman/sophomore sequence of courses, students should make 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 sophomore and/or junior year. Students must fulfill the required number of clock hours to meet the requirements for their degree.

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 department permission prior to applying for internships. It is strongly recommended that students complete COMM480 prior to submitting applications.

Practicum

Practicum refers to the out-of-class opportunities on campus and in the immediate area for developing skills valuable to the communication professional. Students are encouraged to apply to the department for such opportunities. These experiences will be documented in a Portfolio as evidence of the student's involvement in the practical application of theory.

Communication Core—11

Required for each of the five majors and interdisciplinary emphases offered: COMM215, 230, 480, JOUR230.

BA: Communication (38)

Major requirements: *Communication core* plus JOUR140; COMM280 or 465; COMM320, 405, 432, 436, 456, 475; and 3 credits of electives chosen in consultation with the advisor. *A minor or a second major is required for this major.*

International Communication—59

Major requirements: *Communication core* plus JOUR140, COMM280 or 465; COMM320, 405, 432, 436, 456, 475; 3 credits of communication electives chosen in consultation with the advisor; plus ANTH200, PLSC230, 420; and 12 credits of multi-disciplinary course electives chosen in consultation with the advisor.

The Adventist Colleges Abroad Program (full year or summer) or participation in the Student Missionary program or a comparable international experience is required.

A second major or minor is not required.

Communication Management—59

Major requirements: *Communication core* plus JOUR140, COMM280 or 465, COMM454 Topics in Communication: Organizational communication, COMM425, COMM320, 405, 432, 436, 456, 475; 3 credits of communication electives chosen in consultation with the advisor; plus PREL460; required BSAD355, 384 or 436; and rest of multi-disciplinary (8 cr) electives chosen in consultation with the advisor.

Electives should reflect the emphasis in management and communication. An internship in an area suitable for the student's career goals is a requirement.

A second major or minor is not required.

Media Technology—59

Major requirements: *Communication core* plus JOUR140, 455, 465, COMM425; COMM280 or 465; COMM320/436, 405, 432, 456 (27 credits) and multi-disciplinary electives (2–3 credits). Required interdisciplinary courses for video production emphasis: VDEO130, 210, 320, 340, 465, JOUR389 (1). Electives to be chosen in consultation with advisor.

Cognate: PHTO115 or PHTO116 Introduction to Photography (fulfills GE requirement)

An internship in the area of Video Production is required.

A second major or minor is not required.

BA: Journalism (38)

Major requirements: *Communication core* plus JOUR140, 330, 375, 389(1), 445, 455; *Choose 1 from* COMM425, JOUR405, 445, 441, 442, 450, 460; COMM320 or 436, 432, 456

Cognate: PHTO115 or PHTO116 Introduction to Photography (fulfills GE requirement)

A minor or second major is required for this major.

Media Studies—59

Major requirements: *Communication core* plus COMM280 or 465; COMM320 or 436, 405, 432, 456; COMM425; JOUR140, 330, 375 or 445; 3 credits of communication electives chosen in consultation with the advisor; plus ENGL430, JOUR465; and 13 credits of multi-disciplinary courses chosen in consultation with the advisor. There must be at least one course in each of the three areas of art, design and the technical courses. An internship in an area of media is required, JOUR389 (1).

Cognate: PHTO115 or PHTO116 Introduction to Photography (fulfills GE requirement)

A second major or minor is not required.

BA: Public Relations (38)

Major requirements: *Communication core*; PREL255, 320, 389(1), 454, 460, 465; COMM405 or COMM456, 432; JOUR140, 445.

A minor or second major is required for this major.

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

International Public Relations—59
Major Requirements: *Communication core*; PREL255, 320, 389(1), 454, 460, 465; COMM405 or COMM456, 432, 436, JOUR140, 445; plus 6 credits of communication electives chosen in consultation with the advisor; plus PLSC230, 420, ANTH200; plus 9 credits of multi-disciplinary course electives chosen in consultation with the advisor.

The Adventist Colleges Abroad Program (full year or summer) or participation in the Student Missionary program or a comparable international experience is required.

A second major or minor is not required.

BFA: Electronic Journalism (75–77)

General Education Requirements
See professional program requirements, p. 43, and note the following **specific** requirements:
- **Religion:** professional degree requirements
- **Language/Communication:** professional degree requirements
- **History:** HIST117, 118
- **Fine Arts/Humanities:** professional degree requirements
- **Life/Physical Sciences:** professional degree requirements
- **Mathematics:** professional degree requirements
- **Computer Literacy:** DGME130 or INFS120
- **Service:** S-designated course
- **Social Sciences:** professional degree requirements
- **Fitness Education:** HLED120 and two additional courses from personal fitness, outdoor skills or team activity

Communication Core—11
Communication & Media Studies—21
JOUR140 Intro to Mass Comm, COMM425 Media Literacy, COMM432 Research Methods in Comm, COMM456 Group Dynamics & Leadership, COMM436 Intercultural Comm, COMM405 Persuasion, JOUR455 Media Law & Ethics
Electronic Journalism—33
PHTO116 Intro to Digital Photography, JOUR405 Technology for Journalism, JOUR460 News Editing for Electronic Media, JOUR330 Advanced Media Writing, JOUR441 Introduction to News Production, JOUR389 Internship (1), JOUR450 Multimedia Journalism, JOUR375 Photojournalism, JOUR442 Advanced News Production, JOUR436 Electronic News Magazine Production, COMM290 Practicum (1), JOUR496 Portfolio (1)
Electives—10–12
VDEO320 Video Compositing, VDEO340 Video Shooting, DGME215 Digital Sound, JOUR440 Magazine and Feature Writing, ART214 Visual Communication, VDEO465 Video Documentary. Any other Journalism, PR or Communication course that suits the student's academic goals.

BS: Communication Arts (36–38)

This degree, granted by the College of Arts & Sciences in cooperation with the Department of Teaching, Learning & Curriculum, prepares students to teach communication arts at the secondary level. *Secondary certification is required.* The student should consult the Teaching, Learning & Curriculum section in the School of Education (SED), p. 295, for General Education requirements and secondary professional education courses, as well as the number of credits required for student teaching.

Core—10
COMM215, 480, JOUR230
Foundational courses—26–28
COMM280, 320, 425, 450, 475, JOUR330, 445, 455, 465
Students seeking Michigan State certification for elementary- or secondary-school teaching must take COMM450.

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, 375; and electives chosen from other courses allowed in the major in Journalism.

Minor in Media Studies (20)

JOUR140, 230, COMM425 Media Literacy, and electives chosen in consultation with advisor to meet career goals.

Minor in Public Relations (20)

JOUR140, 230; PREL255, 454, 460; COMM405; and electives chosen from other courses allowed for the major in Public Relations.
Other recommended minors may be selected from Management, Marketing, Graphic Design, Visual Art, Behavioral Sciences, Business, English, Modern Languages and a combination of Art, Design and Digital Imaging courses.

Students interested in Secondary Teaching certification may major or minor in Communication Arts.

Communication Arts Minor (20)
(Secondary Education)

COMM215, 480, JOUR230 and 10 credits of electives selected from foundational courses of the major.
Available only to those students obtaining secondary teacher certification. For teaching certification requirements, see Teaching, Learning & Curriculum section under School of Education.

Graduate Program

MA: Communication

Master of Arts: Communication is designed for students who wish to develop advanced-level communication skills in combination with knowledge or skills in another area or areas.

Students may select either the interdisciplinary program or one of the emphasis areas. The procedures are explained in the department's *Graduate Student Manual*. The *Graduate Student Manual* is available online at: www.andrews.edu/comm/ under Graduate Students.

General Admission Requirements

Graduate Program admission requirements, academic information and graduation procedures are detailed on pp. 44–54. The *Master*

of Arts: Communication Student Manual details the procedures required by the Department of Communication (available online and from the Department).

Departmental Admission Requirements

This is a summary of the procedures that a student planning to enroll in the MA should note:

1) At the time of application for admission, students must:
   a) have a bachelor's degree or its equivalent.
   b) present a portfolio of current evidence of communication experience/background.
   c) submit a *Statement of Purpose* which explains how the relevant disciplines will be integrated to meet his/her career and academic goals.
2) Upon acceptance and registration, the student in conjunction with the graduate advisor will develop a *Plan of Study* which is based on the student's *Statement of Purpose*.
3) In addition to the admission requirements of the School of Graduate Studies & Research, the student applying to the Department of Communication must:
   a) have a minimum of 12 semester credits in communication and/or related areas.
   b) have an overall GPA of 2.75
   c) complete all deficiencies at the beginning of the program. These courses are in addition to the regular graduate-degree course work.
   d) evidence a sufficient command of the English language to succeed in the proposed program. This requires a minimum TOEFL score of 600 average with no section score lower than 60 and a minimum 5.5 score on the TWE (Test of Written English) or a minimum MELAB average score of 90 with no section lower than 88. No test score may be older than one year.
   e) evidence a sufficient command of the English language to succeed in the proposed program. This requires a minimum paper-based TOEFL score of 600 with no section score lower than 60 and a minimum 5.5 score on the TWE (Test of Written English), 93 on the Internet-based TOEFL, or a minimum MELAB average score of 90 with no section lower than 88. No test score may be older than one year with the exception of the ibt which is good for two years.

Progression

All graduate students need to understand that

- The GRE must be completed in order to register for the second semester courses.
- A student on regular status must, in consultation with the graduate advisor, identify members to serve on a supervisory committee. This committee is appointed before students register for their second semester in the program. It determines individual requirements for completion with reference to a student's *Plan of Study*.
- A 3.00 GPA per semester must be maintained.
- Application for Graduation must be completed before completing the Advancement to Candidacy.
- Upon completion of 50% of course work, Advancement to Candidacy is initiated by the student, who completes all the required forms.

Forms are submitted to the chair of the Department Graduate Program Subcommittee. On approval, recommendations are made to the Records Office and to the Dean of Graduate Studies.

See pp. 50–52 for further details on graduation procedures and degree conferral.

MA Degree Requirements

1) Comply with the standards outlined in the Graduate Degree Academic Information section of the bulletin.
2) Select either the interdisciplinary program or one of the emphases and complete a curriculum consisting of a minimum of 40 credits of course work approved by the supervising committee.
3) Pass COMM670 Comprehensive Examination over the areas selected for the degree.
4) Submit and successfully defend a portfolio.

Interdisciplinary Program (40–43)

Communication core—12
COMM515, 520 or an approved graduate level research class, 590, 651, 652, 670

Two projects—4
Selected from COMM589, 599, 695. Students consult with their advisor and with their supervising committee to determine what combination of the above is most suited to their degree goals.

Additional communication courses—12
Selected with the approval of the supervising committee.

Additional courses in other area(s)—12–15
Selected with the approval of the other department(s) and the student's supervising committee.

Total MA degree credits required—40–43

Emphasis Programs

Communication core—12
COMM515, 520 or an approved graduate level research class, 648, 651, 652, 670

Two Projects—4
Students must complete two of COMM589, 599 or 695.

Communication Electives—12
Selected with the approval of the supervising committee.

Emphasis—12

Advancement and Fundraising Emphasis
Core: PREL510, BSAD500 plus 8 credits of electives selected with approval of the supervising committee.

International Community & Communication Emphasis
Core: COMM590 Grad Seminar: Development and Communication, COMM590 Grad Seminar: International Communication plus 8 credits of electives selected with approval of the supervising committee.

Communication Management and Strategy Emphasis
Core: COMM590 Grad Seminar: Leadership Communication, COMM590 Grad Seminar: Organizational Communication plus 8 credits of electives selected with approval of the supervising committee.

Media Studies Emphasis
Electives in Public Relations, Journalism New Media selected with approval of the supervising committee.

Total MA degree credits required—40

Graduate Certificate Program

The Graduate Certificate Program in Communication is a focused group of Andrews University courses in the field of communication. After completing the program, a student will have general communication skills for work in business, communication industries and the Church setting, both

nationally and internationally. These skills include planning and preparing promotional materials, web content, speeches, presentations and visual media products.

A portfolio of current evidence related to experience within related areas of communication must be submitted before completion of the Graduate Certificate Program. A student who successfully completes the 12 credits will have met the requirements of the Graduate Certificate Program which is noted on the student's transcript.

Courses taken in the Graduate Certificate Program may be applied by petition to a master's program in Communication.

Admission and Time Limit

Graduate admission processes and standards of the Graduate School apply. The Graduate Record Exam (GRE) is not required. The time limit for completion of the certificate program should not exceed five years from the first enrollment.

Prerequisite

Bachelor's degree

Delivery System

Courses may be delivered as summer courses, as intensives on a three-year rotation basis and pre-campus and post-campus work may be required. The courses may be offered on a regular on-campus basis during the semester.

Curriculum

Total Credits for Graduate Certificate—12

Core—5

COMM648 Communication Workshop: Competencies in speaking (1), writing (1), visual communication (1); COMM554 Topics in: Communicating Mission (2)

Electives—7

Choose from: PREL510 Advancement and Communication (2); COMM554 Topics in: International Communication (1–2); COMM590 Grad Seminar: Organizational Communication (2); COMM554 Topics in: Media and Communication (1–2); other courses selected in consultation with the advisor to meet career goals.

Courses (Credits)

See inside front cover for symbol code.

Communication

COMM104 **$ (3)**

Communication Skills

Study of the human communication process—including a multicultural perspective and the importance of diversity—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: COMM320, 436, or 456. Communication majors who transfer in take COMM320, 436 or 456.

COMM104 **V (3)**

Communication Skills

AU/GU course—see content above.

COMM215 **$ (4)**

Introduction to Communication Theory

A study of classical and modern theories of rhetoric, interpersonal communication, language, and the role of communication in establishing social reality and a sample research project.

COMM230 **$ (1)**

Communication Practices

A foundational course which introduces students to the study of the human communication process and career opportunities in the field of communication. Majors and minors are advised to complete this course.

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. A minimum of 75 clock hours of work experience is required. Obtain procedures and guidelines from the department. S/U grade

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.

COMM389 **$ (1–3)**

Internship in Communication

Students work full time at communication enterprises. At least 90 clock hours per credit of work experience are required. Obtain procedures and guidelines from the department. S/U grade.

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 or permission of instructor.

COMM425 **Alt $ (3)**

Media Literacy

A critical and experiential approach to information conveyed through the mass media. It includes an introduction to myth and meaning and the importance of understanding prevailing ideologies in the context of a Christian world view and a sense of identity.

COMM432 **Alt $ (3)**

Research Methods in Communication

An introduction to methods including textual analysis, qualitative, quantitative, ethnomethodology. Specific emphasis on methods in Public Relations, Journalism and Media Studies.

COMM435 **Alt $ (3)**
Crisis Communications
Understanding communication during crisis conditions. Planning, preventing and anticipating Public Relations emergencies. Preparing a crisis communication's plan including internal and external consulting factors. Implementing Public Relations activities including understanding and handling the media and the press, explaining technical information, communicating about risks and responding to warnings. Notification priorities and protocols. Developing information centers and methods and tools for disseminating information during emergencies.

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.

COMM445 **Alt $ (3)**
Family Communication
A study of the family from a communication perspective (odd years).

COMM446 **Alt $ (3)**
Gender Communication
The study of the interactive relationships between gender and communication as experienced in various contexts such as personal relationships, school and work settings (even years).

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.

COMM454 **♦ $ (1–3)**
***Topics in Communication*:_____**
Topics of current significance. Repeatable with different topics. Credit to be announced with topic in advance.

COMM456 **S $ (3)**
Group Dynamics and Leadership
An experiential study of groups in process within organizations for the purpose of problem-solving and team building. Students work in teams to plan and complete a service project during the semester.

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 **Alt ♦ $ (3)**
Professional Presentations
Grounded in rhetorical theory and research, students conduct advanced research on speech topics of various situations and modes towards a professional and engaging performance of public communication. Speeches must be solidly supported and logically reasoned. Principles of eloquence, presentation design, and ethics characterize the articulate delivery. Focus is practical application of argumentation and debate skills to develop critical thinking for reasoned decision-making and problem-solving. Particularly useful for students in fields such as pre-law and business. Prerequisite: COMM104.

COMM478 **♦ $ (0)**
Study Tour:
Travel to destinations relevant to individual programs of study. Classes will be selected from department(s) offerings. Fee may be required.

COMM480 **$ (3)**
Communicating for Community
A practical capstone class which helps students integrate and synthesize material acquired in their major. Practical applications are made to specific communities of practice. 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. Preparation for internship.

COMM495 **(1–4)**
Independent Study/Readings/Research
Topics chosen in consultation with an instructor. Repeatable to 6 credits. Requires prior approval from instructor.

COMM515 **$ (3)**
A Christian Perspective of Communication Theories
The study of communication theories from a biblical worldview approach. Various perspectives to be evaluated in this context are 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 with an emphasis on faith and spirituality.

COMM535 **$ (2)**
Crisis Communications
Understanding communication during crisis conditions. Planning, preventing and anticipating Public Relations emergencies. Preparing a crisis communication's plan including internal and external consulting factors. Implementing Public Relations activities including understanding and handling the media and the press, explaining technical information, communicating about risks and responding to warnings. Notification priorities and protocols. Developing information centers and methods and tools for disseminating information during emergencies.

COMM536 **$ (2–3)**
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 **(1–3)**
Topics in _____
Study of selected communication topics of current significance. Repeatable with different topics. Topics to be announced in advance.

COMM589 **$ (2–3)**
Internship/Practicum in Communication
Students apply their academic preparation at a full-time professional communication-related job. At least 400 clock hours of work experience are required. Obtain procedures and guidelines from the department. Registration for this course indicates full-time status. S/U grade.

COMM590 **$ (2–3)**
Graduate Seminar in _____
Projects, reports, and discussions. Seminars are offered in various subjects such as Conflict Management, Prejudice Communication and Forgiveness, Religious Journalism, Contextualized Communication, Communication Paradigms, and Teambuilding. Repeatable with different subject matter. Topic announced in advance.

COMM640 **$ (0)**
Project Continuation
Students may register for this title while clearing deferred grade (DG) and/or incomplete (I) classes with advisor approval only. Registration for this title indicates full-time status.

COMM651 **(1)**
Communication Research Seminar I
A seminar, based on the skills acquired/learned in COMM520, assists students to explore studies relevant to student's research/production project. Emphasis is given to understanding and critiquing research studies and writing the literature review chapter for student's research/production project(s).

COMM652 **(2)**
Communication Research Seminar II
This research seminar provides an opportunity to identify and develop the appropriate research method(s) including the theoretical framework for student's research/production projects. This seminar requires students to refine and present their research proposal for their research/production project. Prerequisites: COMM515, 520, 651.

COMM655 **$ (0)**
Program Continuation
Students may register for this non-credit continuation course to maintain active status. For additional information on active status, please refer to p. 49 in the bulletin. Registration does not indicate full-time status.

COMM660 **$ (0)**
Thesis Continuation
Student may register for this title while clearing deferred grade (DG) and/or incomplete (I) courses with advisor approval only. Registration for this title indicates full-time status.

COMM 670 **(0)**
Comprehensive Examination

COMM699 **(2)**
Master's Thesis

PLSC420 **♦ (3)**
Human Rights, Violations and Reconciliations
An interdisciplinary approach to concepts of human rights within western and non-western traditions. The course will evaluate legal and political instruments that address human rights and examine the meaning and relevance of these rights to such contemporary issues as torture, political repression, war crimes, and genocide and refugees.

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. S/U grade.

COMM648 **$ (1–6)**
Communication Workshop
Intensive study on selected practical topics including competencies in speaking, writing and visual communication. Offered on a periodic basis with topic announced in class schedule. Repeatable with different topics.

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 Graduate Committee permission. Prerequisites: COMM520 and approved project proposal.

Journalism

JOUR140 **Alt $ (3)**
Introduction to Mass Communication
A study of how media affects our popular culture and to critically assess the role of media in our lives. Beginning with the invention of mass communication and using culture as a thematic approach, students study the broad and overlapping media.

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. Prerequisite: Ability in word-processing.

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 **Alt $ (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 90 clock hours per credit of work experience are required. Obtain procedures and guidelines from the department. S/U grade.

JOUR405 **Alt ♦ $ (3)**
Technology for Journalism
An introduction to changing technology by identifying, learning and applying skills relevant to journalism. Students will be introduced to established and emerging technology applicable to gather and disseminate news on various platforms.

JOUR436 **Alt ♦ $ (3)**
Electronic News Magazine Production
Students will receive individual coaching, as they complete a 20–30 minute work of video storytelling designed to be the capstone of their studies in electronic news. Emphasis will be placed on production techniques, reporting and storytelling. The expectation is that work produced by students in this course will be of broadcast quality for media such as television, the Internet, or at a film festival.

JOUR440 **Alt ♦ $ (3)**
Magazine and Feature Writing
This course emphasizes developing original ideas and content for the specific, niche audiences served by magazines and focuses on how to think and write for magazines and newspapers.

JOUR441 **Alt ♦ $ (3)**
Intro to News Production
An introduction to basic news production. Topics will include story structure, writing to picture, interview techniques, shooting, editing, pitching your stories and yourself to media outlets. Lab experience is expected. Course culminates in the production of a short hard news story.

JOUR442 **Alt ♦ $ (3)**
Advanced News Production
Students will write, shoot, report, produce and anchor news stories. Students will rotate through different jobs, which will expose them to newsroom and studio operations. Editorial decision-making and production management is emphasized. Students will concentrate on producing hard news and feature reports.

JOUR445 **Alt ♦ $ (3)**
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.

JOUR450 **Alt ♦ $ (3)**
Multimedia Journalism
In the context of media convergence, this course embraces storytelling for delivery across various media platforms. Hands-on production focuses on news content for print, broadcast (TV and radio), new media (Internet, blogs, vodcasts, podcasts and interactive elements).

JOUR455 **Alt ♦ $ (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.

JOUR460 **Alt ♦ $ (3)**
News Editing for Electronic Media
Using news industry's editing standards, this course will assist student to develop techniques to edit news for the electronic media consistent with broadcast quality. This course will emphasize the roles and responsibilities of an editor including deadlines and ethics.

JOUR465 **♦ $ (3)**
Advanced Topics in Journalism:_____
Study of selected topics in Journalism. Topic to be announced in advance. Repeatable to 15 credits with different topics.

JOUR496 **$ (1–3)**
Portfolio
This course focuses on the student's portfolios, relevant professional standards and expectations of the job market. Existing projects are refined and new projects are identified to complete the requirements. Portfolios are presented and defended.

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 and Special Events
Focuses on preparation for Public Relations careers, media relations, ethics, and industry issues and trends, including literature in the field and professional organizations. Students focus on writing projects, including press kits, proposals, newsletters, brochures, fundraising, speeches, public service announcements, copywriting and create documents for portfolios. Prerequisite: PREL255 and JOUR230 or permission of instructor.

PREL389 **$ (1–3)**
Internship in Public Relations
Students intern at public relations or a related field. At least 90 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. Prerequisite: PREL255.

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 Public Relations*
- *Case Studies in Public Relations*
- *Health Care Communication*
- *Special Events Planning*
- *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

Nethery Hall, Room 111
269-471-3298
english@andrews.edu
www.andrews.edu/cas/english/

Faculty
Douglas A. Jones, *Chair*
Jeanette Bryson
Bruce A. Closser
D. Ivan Davis
Gary R. Gray
Meredith Jones Gray
Eun-Young Kim
Asta Sakala LaBianca
Beverly J. Matiko
Scott E. Moncrieff
L. Monique Pittman
Dianne L. Staples
Joseph W. Warren

Administrators with appointment in the Dept of English
Andrea T. Luxton
Alayne D. Thorpe

Emeriti
Delmer I. Davis
F. Estella Greig
Merlene A. Ogden

Academic Programs	Credits
BA: English	42
English Education Emphasis	
Literature Emphasis	
Writing Emphasis	
Minor in English	21
Minor in Teaching English as a Second Language	21
MA: English	33
General	
Teaching English as a Second Language	

Mission
The Andrews University Department of English constitutes a vital component of this distinctive Seventh-day Adventist institution of higher learning. It draws together a diverse community of learners committed to seeking knowledge, affirming faith, and changing the world. Within the framework of Christian faith and purpose, it develops graduates who are competent, creative and critical readers, writers and thinkers, capable of a variety of careers and scholarly pursuits.

English Proficiency Standards
Students whose first language is not English must meet certain English-language proficiency standards before they are accepted into any program in the Department of English. To qualify for admission, students must have passed one of the language proficiency tests listed below with composite score(s) at or above those indicated: