

# COMMUNICATION

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http://www.andrews.edu/COMM/

## Faculty

Janice Y. Watson, *Chair*  
Luanne J. Bauer  
Shelley-Jean Bradford  
Tammi Shipowick Hoyt  
Beverly J. Matiko  
J. Michael Parnell

| Academic Programs                                | Credits |
|--|---------|
| BA: Communication                                | 48      |
| BA: Journalism                                   | 48      |
| BA: Public Relations                             | 48      |
| Minor in Communication Studies                   | 30      |
| Minor in Journalism                              | 30      |
| Minor in Public Relations                        | 30      |
| MA: Interdisciplinary Studies<br>(Communication) | 48-60   |

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

Communication, Journalism, and PR majors may submit applications for internships during the junior or senior year. Students must have completed COMM487 or have department permission prior to applying for internships.

## Undergraduate Programs

**Communication Core** 19  
Required for each of the three majors offered: CMME150; COMM125, 405, 487; JOUR250, 354.

### BA: Communication—48

**Major requirements:** *Communication core* plus COMM 280, 320 or 456, 436, 475; plus 10 credits of electives chosen in consultation with the adviser. *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—48

**Major requirements:** *Communication core* plus JOUR260, 275, 455; one course chosen from CMME400, JOUR340, 456; and 12 credits of electives chosen in consultation with adviser.

**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. Students are urged to combine their studies with some form of practical journalism experience, preferably COMM489 and COMM495 Independent Project: Editorial Practicum (1-2 credits).

### BA: Public Relations—48

**Major requirements:** *Communication core*; COMM489; JOUR275, 454; COMM460 or JOUR468; COMM456; plus electives chosen in consultation with the adviser. *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—30

*At least 16 credits must be upper division.* Students apply to the department for this minor. When accepted, each student designs minor in consultation with departmental minor adviser to ensure that the plan of study is appropriate for the student's goals.

### Minor in Journalism—30

CMME150; JOUR250, 260, 275, 340 or 456; and electives chosen from other courses allowed in the major in Journalism.

### Minor in Public Relations—30

CMME150; COMM405; JOUR250, 354, 454; COMM460 or JOUR435, 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. 84.

## Courses

(Credits)

See inside back cover for symbol code.

### MASS MEDIA

#### CMME150

#### *Introduction to Mass Communication*

Emphasizes the role of the media consumer. Students examine the mass media systems of the United States, including newspapers, magazines, radio, and television, and their advertising practices.

#### CMME200

#### *Fundamentals of Electronic Media*

Basic theories and practices of broadcasting and the telecommunications industry including television, cable, satellite, and fiber optic communication systems. Training in the use of electronic broadcast equipment.

#### CMME275

#### *Introduction to Film*

Beginning principles of film theory and criticism based on viewing and analysis of representative films. Offered on a periodic basis.

#### CMME400

Alt g (4)

#### *Writing for Broadcast Media*

Students study and produce various types of broadcast writing, with emphasis on spot announcements and long-format programs.

#### CMME440

g (4)

#### *Global Communications*

Helps students develop an understanding of the value and function of communication technologies on a global scale, and gives them confidence in their ability to adapt to constantly changing communication technologies. Offered on a periodic basis.

#### CMME466

Alt g (4)

#### *History of Mass Media*

Provides the student with an appreciation of the history and development of newspaper, radio, and television journalism, including the personalities and major issues responsible for shaping the news industry.

#### CMME476

Alt \$ g (4)

#### *Introduction to Videotape Production*

Basic procedures of scripting and producing a program on videotape. Students develop skills in directing, camera work, lighting, audio, and other areas. Required: Weekly: 4-hour lab.

## COMMUNICATION

#### COMM104

(3)

#### *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: COMM320, 405, or 475.

#### COMM104-50

(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 (4.5 qtr; 3 sem)

#### *Communication Skills*

Distance education—see content above.

#### COMM125

(1)

#### *Introduction to Careers in Communication*

An exploration of job possibilities in the field of communication designed for the first-year student and offering an overview of the various career options and the opportunity to meet current communication professionals.

#### COMM280

(4)

#### *Voice and Diction*

Through vocal analysis and studying the production of sound units in the English language, students identify and develop vocal strengths and identify and remedy vocal problems. By studying pitch, diction, volume, vocal quality and variety, expression, and pronunciation, students develop their reading and voices to achieve maximum understanding and pleasure.

#### COMM289

(1-4)

#### *Practicum*

Supervised work experience in journalism, public relations, or another aspect of communication. At

least 50 clock hours of work experience are required for each quarter hour of credit. Obtain procedures and guidelines from the department. Prerequisite: consent of appropriate instructor.

**COMM320** (4)  
*Interpersonal Communication*  
Study of specific components of interpersonal skills such as listening, conflict management, and non-verbal communication. Emphasis on practical applications of concepts in this workshop-type course. Meets General Education requirement.

**COMM340** Alt (4)  
*Fundamentals of Debate*  
Examines 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.

**COMM405** g (4)  
*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. Meets General Education requirement.

**COMM436** g (4)  
*Intercultural Communication*  
Students examine the relationship between culture and communication and the ways culture influences values and perceptions. Students develop and apply analytic and communication skills which enable them to communicate more effectively in intercultural, interethnic, and cross-gender contexts. Particularly useful for students in business, behavioral sciences, education, and theology.

**COMM437** g (4)  
*Interviewing*  
An analysis of, and practice in, interviews used in business, media, and the human-services professions. Students participate in interviews where they learn how to establish a clear purpose, develop a productive relationship between interviewer and interviewee, and apply these skills to their own professional areas. Offered on a periodic basis.

**COMM438** (1-4)  
*Workshop*

**COMM438** (1-3)  
*Christian Writers Workshop*  
Professional writers and editors from a number of magazine and book publishers join with members of the university staff and published writers to provide inspiration, instruction, and practice for established and aspiring writers. Repeatable to 6 credits. Offered on a periodic basis.

**COMM440** Alt g (4)  
*Family Communication*  
A study of the family from a communication perspective with emphasis on interpersonal communication used in family groups and in gender communication.

**COMM450** g (4)  
*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** g(1-4)  
*Topics in Communication*  
Topics of current significance. Repeatable with different topics. Credit to be announced with topic in advance.

**COMM456** g \$ (4)  
*Group Dynamics and Leadership*  
An experiential study of groups in process within organizations for the purpose of problem-solving and team building.

**COMM460** S Alt g (4)  
*Principles of Development*  
Provides students with an understanding of the facets of development intrinsic to a non-profit organization. Students work on team projects in local agencies and organizations. They report to the class, write reflection papers, and give a final oral presentation about their experiences.

**COMM474** g (4)  
*Interpretive Reading*  
The study of literature through the medium of oral performance. Types of literature covered typically include narrative and expository prose, traditional and modern poetry, literature for children, biblical literature, literature for group readings, and literature for the speaking choir. Prerequisite: COMM280 or permission of instructor. Offered on a periodic basis.

**COMM475** g (4)  
*Effective Presentations*  
The art of giving effective presentations with emphasis on audience analysis, message development and organization, and individual oral style. Students develop public-speaking skills through presentations to an interdisciplinary audience and also gain expertise in using presentational aids, analyzing oral argument, and evaluating others' presentations. Meets General Education requirement.

**COMM487** \$ g (2)  
*Effective Job-Search Seminar*  
A seminar for students wanting to get better results from job searches by showing what they can offer a prospective employer in a résumé, approach call, job interview, and professional portfolio. Should be taken the junior year.

**COMM489** (2-6)  
*Internship/Practicum*  
Students work full time at journalistic, public relations, or other communication enterprises. At least 50 clock hours of work experience are required for each quarter hour of credit. Prerequisites: Adequate background, at least junior standing, and consent of the department.

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

**COMM515** (4)  
*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.

**COMM520** (4)  
*Communication Research Methods*  
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. Recommended prerequisite: COMM515.

**COMM554** (1-4)  
*Topics in \_\_\_\_\_*  
Study of selected communication topics of current significance. Topics and credit to be announced in advance. Repeatable to 12 credits with different topics.

**COMM589** (2-4)  
*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 quarter. Students must find the job and apply for academic credit. Prerequisite: Approved application for academic credit for the work experience.

**COMM590** (4)  
*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.

**COMM599** (2-4)  
*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** (1-3)  
*Workshop*  
Intensive study on selected topics. Includes Christian Writers' Workshop. Offered on a periodic basis with topic announced in class schedule.

**COMM650** (4)  
*Communication Research Seminar*  
For original research/production projects in which topics are researched, proposals refined, and projects completed under the guidance of an instructor. Prerequisite: COMM520 or equivalent.

**COMM690** (1-4)  
*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** (2-4)  
*Research Project in Communication*  
Independent work on final research project(s). Repeatable to 6 credits with Area Coordinator's permission. Prerequisites: COMM650 (may be taken concurrently) and approved project proposal.

## JOURNALISM

**JOUR250** (4)

**Beginning Reporting**

Gathering and writing news for publication. Emphasis on conducting the interview, developing news sources, accurate reporting, and news writing skills. Prerequisite: Ability to type and ENGL111, 112 with a minimum grade of C or permission of instructor.

**JOUR260 Copy Editing** Alt (3)

Study of the editing process and its place in journalism and public relations. Practice in editing copy, writing headlines, composing picture captions, planning layouts, and designing pages. Prerequisite: JOUR250.

**JOUR275 Photojournalism** (3-4)

Practice in the composition of good news pictures and in producing the picture story. Lab exercises in darkroom techniques and procedures. Prerequisite: PHTO115 or permission of instructor.

**JOUR340 Intermediate Reporting** Alt (4)

Practice in writing news stories which require extensive research, interviews, and analysis. Emphasizes the beats covered by reporters on a daily or weekly newspaper or for a local television or radio station. Emphasis on covering community events, local government, and speciality areas (i.e., business, agriculture, and sports). Prerequisites: JOUR250, 260.

**JOUR354 Introduction to Public Relations** (4)

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.

**JOUR400 Advanced Reporting** g (4)

Extended practice in news coverage. Specific emphasis on in-depth reporting, interpretative reporting, feature reporting, and speech reporting. Prerequisites: JOUR250, 260, 340. Offered on a periodic basis.

**JOUR430 Health-Care Public Relations** Alt g (4)

Study of public-relations practice in for-profit and non-profit hospitals, clinics, and provider systems. Emphasis on developing and evaluating programs. Prerequisite: JOUR354.

**JOUR435 Newsletter Journalism** Alt g (4)

Students develop expertise in newsletter preparation and production to generate informational and promotional material. Combines desktop publishing skills with reporting and writing. Prerequisites: JOUR250, DGME180 or permission of instructor.

**JOUR454 Advanced Public Relations** g (4)

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: JOUR354.

**JOUR455****U.S. Mass Media Law**

Case studies of court decisions affecting the mass media in the United States. Consideration of the development of freedom, censorship, libel, privacy, obscenity, the relationship between the press and the courts and freedom of information, and broadcast regulations.

**JOUR456****Magazine Writing and Production**

Includes the writing of articles for magazines, studying markets, interviewing, and dealing with editors and the rights of the author. Students develop a magazine from concept to production.

**JOUR468****Advertising Theory and Practice**

Basic advertising principles and practical application of these principles through the creation of advertising ideas and advertisements for radio, TV, and print.

Alt g (4)

**ENGLISH**

Nethery Hall, Main Floor (Center)  
(616) 471-3298  
english@andrews.edu  
http://www.andrews.edu/ENGL/

**Faculty**

F. Estella Greig, *Chair*  
Bruce A. Closser  
Delmer I. Davis  
D. Ivan Davis  
Gary R. Gray  
Douglas A. Jones  
Meredith Jones Gray  
Raymond M. Leadbetter  
Hariklia A. Margariti  
Beverly J. Matiko  
Paul Matychuk  
Scott E. Moncrieff  
Merlene A. Ogden  
L. Monique Pittman  
Dianne L. Staples  
Joseph W. Warren

| Academic Programs   | Credits |
|---|---------|
| BA: English   | 52      |
| ESL Emphasis  |         |
| Literature Emphasis   |         |
| Writing Emphasis  |         |
| BA: Elementary Education,<br>Second Major in English            | 45      |
| BS: Elementary Education,<br>Major in Language Arts             | 54      |
| Minor in English  | 30      |
| Minor in English as a Second<br>Language                        | 30      |
| Minor in Language Arts<br>(for a Major in Elementary Education) | 36      |
| Bilingual Education Minors for Teachers                         | 36      |
| French  |         |
| Spanish   |         |
| MA: English   | 48      |
| Literature  |         |
| Rhetoric and Composition  |         |
| Teaching English as a Second<br>Language                        |         |
| MAT   | 48 min. |
| Elementary/Secondary  |         |
| English as a Second Language                                    |         |

English majors and minors desiring secondary teacher certification must complete ENGL459 and ENGL430 (Topics in Classical Literature) as a part of their programs and are advised to take ENGL407 or 408. English majors desiring secondary certification must also complete ENGL455 (including a 5<sup>th</sup> credit in History of English Language if ENGL474 has not been taken).

**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