

Department of Communication Arts

College of Arts and Sciences

Faculty

Kina Mallard (1991). Associate Professor of Communication Arts, Director of the Center for Faculty Development and Department Chair. B.S., Middle Tennessee State University; M.A. and Ph.D., University of Tennessee.

Steve Beverly (1993). Assistant Professor of Communication Arts. B.A., University of Georgia; M.A., Auburn University.

Chris Blair (1997). Instructor of Communication Arts. B.A., Union University; M.A., and Ph.D. Candidate, University of Memphis.

David Burke (1986). Associate Professor of Theatre and Director of the Theatre. B.S.A., Houston Baptist College; M.F.A., University of Houston.

Melinda Clarke (2000). Assistant Professor of Communication Arts. B.A., Lambuth University; M.Ed., Vanderbilt University, Peabody College; Ed.D. candidate, Vanderbilt University.

Wayne Johnson (1964-68; 1997). Associate Professor of Speech and Theatre. B.A., Union University; M.A., Purdue University; Additional study, Pasadena Playhouse and University of Central Florida.

Janice Wood (1995). Assistant Professor of Communication Arts. B.A., Carson-Newman College; M.A., University of South Carolina. Additional study, University of Memphis, Southern Illinois University, (on educational leave 2000-2001).

The Communication Arts Department offers a wide range of courses designed to meet the complex and significant communication skill requirements of students.

The Department is affiliated with several programs that enhance student learning. Majors have participated in the Los Angeles Film Studies Center, American Studies Program, and the Summer Institute of Journalism and have attended Broadcasting, Student Publications, Public Relations and Grass Roots Politics Schools sponsored by the Leadership Institute in Washington, D.C. Faculty encourage participation in state and regional conferences; most students complete internships in their majors. Theatre students audition at the Tennessee Theatre Arts Conference and the Southeastern Theatre Conference.

I. Major in Theatre and Speech—37 or 40 hours

A. COM 112, 200, 211, 235, 405—13 hours

B. Speech Emphasis—24 hours

1. COM 311, 320, 325, 430

2. COM Electives—12 hours

C. Theatre Emphasis—27 hours

1. COM 113, 341, 342, 350

2. COM 240, 330, 412

3. COM 345 or 311

4. COM Elective—3 hours

D. Teacher Licensure Emphasis—24 hours

1. COM 240, 311, 320, 330, 341, 342, 412

2. Professional Education: EDU 150, 250; PSY 213, 318; SE 225; EDU 326, 426, 435.

3. Completion of applicable portions of the Praxis Series II.
4. For additional information, see the Director of Teacher Education.

II. Major in Journalism—42 hours

- A. COM 120, 121, 200
- B. COM 210—2 semesters, 1 hour each
- C. COM 320, 321, 323, 355, 415, 419, 430
- D. One of: COM 360; ART 221, 231
- E. COM Electives—9 hours

III. Major in Broadcasting—42 hours

- A. COM 120, 121, 200, 211, 220, 230
- B. COM 310—2 semesters, 1 hour each
- C. COM 320, 321, 340, 355, 403, 419, 430
- D. COM Electives—3 hours

IV. Major in Public Relations/Advertising—42 hours

- A. COM 120, 121, 200, 320, 321, 323, 325, 355, 360, 415, 419, 423, 430
- B. COM 210—2 semesters, 1 hour each
- C. COM Electives—3 hours

V. Digital Media Studies Major

- A. Core requirements for all emphases—39 hours
 1. ART 120, 221, 231, 345
 2. COM 220, 320, 365, 419
 3. CSC 115, 321, 360, 365
 4. Digital Media Studies Seminar 490
- B. Communication Arts Emphasis requirements—24 hours
 1. COM 121, 323, 325, 430
 2. MKT 328
 3. Select three courses: COM 230, 355, 410, 423, 488; MKT 424
- C. Art Emphasis—22 hours
See Art Department for complete details.
- D. Computer Science Emphasis—23 hours
See Computer Science Department for complete details.

VI. Broadcasting Minor—21 hours

- A. COM 120, 121, 220, 230
- B. Select 9 hours: COM 320, 325, 340, 403, 410, 419, 430

VII. Public Relations/Advertising Minor—21 hours

- A. COM 120, 121, 323, 419, 424
- B. Select 6 hours: COM 210, 320, 321, 325, 360, 415, 430; ART 221, 231

VIII. Journalism Minor—21 hours

- A. COM 120, 121, 210, 321, 415
- B. Select 6 hours: COM 320, 323, 360, 419; ART 221, 231

IX. Theatre/Speech Minor—21 hours

- A. COM 112, 113, 211, 235, 240
- B. Select 6 hours: COM 301, 311, 355, 330, 341, 342, 345, 350, 405, 412

Student Related Goals

The department has three goals for students majoring in communication arts. We expect students 1) to understand the theories, principles, and history of communicating arts (visual, written, oral) in their area of concentration; 2) to demonstrate competency in written, oral and visual communication skills related to their area of concentration; and 3) to demonstrate knowledge of the impact of their area of concentration on society.

Assessment of Majors

The Communication Arts Faculty will conduct an interview with each major at the end of the first semester of the student's junior year. This interview will assess the student's academic progress in the program and the student's strengths and weaknesses. Recommendations for the student's future work as a Communication Arts major will be made.

Student Organizations

The Communication Arts Department sponsors several student organizations designed to promote achievement within the field of communication arts. Majors and minors are extremely encouraged to become involved in organizations of his or her choice.

Lest We Forget, Union University's yearbook is designed to serve as a memory book, a reference book, a history book, an education tool, a public relations tool, a spirit builder, an interpretation of college life and thought, and a medium to entertain. The book is published annually and distributed in the spring. The yearbook staff is comprised of students who seek to produce a book that will be enjoyed and appreciated by students, faculty, staff, administrators, and alumni.

The Cardinal & Cream serves as the official student newspaper of Union University. It is published by students under the direction and supervision of the journalism faculty member. The newspaper's purpose is to report the news of Union's campus, while serving as a "learning laboratory" for students. The C&C staff is primarily comprised of journalism students, although students in other communication arts emphases and other majors may participate.

CommUnion is the Communication Arts Department newsletter. The newsletter is written and edited by a communication arts major and is distributed each semester. The purpose of the newsletter is to inform prospective students about the department and to keep alumni current about department activities.

The **Union Broadcasting Society** exists for students interested in the broadcasting field. The Society plans to become affiliated with the student chapter of Radio and Television News Directors Association (RTNDA) and Alpha Epsilon Rho, a professional broadcasting fraternity. UBS produces Jackson Tonight!, a half-hour television magazine aired on local stations as well as producing a syndicated game show and Union's basketball games. The Society seeks to strengthen students' contacts with professionals in the broadcasting industry.

The **Student Public Relations Society** is open to all students interested in the public relations profession. The Society meets regularly, engaging in a variety of programs and projects. Society activities are determined and planned by students, under the direction of a faculty advisor. Activities usually relate to the practice of public relations, planning a PR career or acquiring the skills needed in public relations.

Alpha Psi Omega is the national honorary dramatic fraternity. Beta Mu chapter sponsors Campus Day activities, coffee house presentations, and a variety of other events as time and personnel allow. Membership is based on attainment in theatre.

Society for Collegiate Journalists (SCJ) is a national organization that recognizes the efforts and achievements of students involved with a campus publication or broadcast. At Union, SCJ membership rewards students who demonstrate a strong commitment to collegiate media, maintain a 3.0 GPA, and earn a recommendation from the Communication Arts faculty.

U.U. Players is open to anyone who wants to participate in theatre productions either acting, directing or providing technical support. This organization is the main producer of theatre on campus.

Student Awards

The Academic Excellence Medal is awarded to the graduating senior with the highest average in the major provided the average is not less than 3.5. Before Awards Day, the student must have completed at least 15 credit hours in the major at Union University, exclusive of pass/fail courses. If no major is eligible, the medal will be given to the minor meeting the minimum requirements.

The Elizabeth B. Loyd “Tony” Awards, established and endowed in 1962 by Mrs. Elizabeth B. Loyd, Associate Professor of Speech and Theatre at Union University from 1939 to 1967, are presented each year to the best actor and actress. The recipients of the “Tony” are chosen by the Union University Theatre Director. Selections are based on excellence of performances with cooperative loyalty and dedication to achievement as factors in the decision. Winners are announced in May at the annual banquet.

The Betty Hillix Foellinger Memorial Student Publications Award is given each year to the editors of *Lest We Forget* and *Cardinal and Cream*.

Departmental awards are given annually to the outstanding senior and the outstanding freshman. Achievement in each of the four majors is also recognized.

Course Offerings in Communication Arts (COM)

()-Hours Credit: F-Fall; W-Winter; S-Spring; Su-Summer

112. Public Communication (3) F, W, S, Su

An oral communication skills course that emphasizes organizing thoughts, adapting messages to specific audiences, using language correctly, delivering messages verbally and nonverbally with confidence, and active listening and evaluation skills.

113. Introduction to Theatre Arts (3) F, S

An introductory study of the techniques of theatre art, designed to make play going more meaningful and better appreciated.

120. Mass Media (3) F, S

A survey of the functions, responsibilities, and influence of various mass communication media. Students will review the economic, technical, historical, regulatory, and sociological aspects of radio, television, film, newspapers, magazines, books, advertising, and public relations.

121. Writing for the Mass Media (3) F, S

Designed to give the beginning media student a basis for understanding the differences and similarities of the various types of writing in the field. The student will learn the basics of print, broadcast, advertising, and public relations writing.

200. Communication and Christianity (1)

A course to foster understanding of different world views and to develop a working philosophy that integrates faith and profession. The course is designed to help develop confidence and strategies to become change agents in media and the arts.

205. Sport Journalism (3)

SEE PEWS 205 for course description.

210. Publications Seminar (1) F, S

Prerequisite: COM 121.

Application of the fundamentals of journalism to campus publications: *Cardinal & Cream* and *Lest We Forget*. Topics include writing, editing, layout editorials, advertising, management and production. Course may be repeated 3 times.

211. Voice and Diction (3) F—Even Years

Study and development of the voice. Educative exercises in articulation and pronunciation. This course seeks to evaluate vocal weaknesses and provide students with the tools to improve their voices. A special unit emphasizes improving regionalisms and southern dialect.

220. Introduction to Production (3) S

The foundation for both video and audio production emphasizing aesthetics of design but also with hands-on experience with cameras, lighting, audio and basic editing techniques.

230. Television Production (3) F

Prerequisite: COM 220.

An overview of the elements of television production: cameras, sound, lighting, and videotape recording using a switcher. Students work with these components in producing television programs.

235. Interpersonal Communication (3) F, W, S, Su

This course is designed to help students identify communication problems in interpersonal relationships. Emphasis is placed on interpersonal skills including ethical communication, self-disclosure, perception, interviewing, conflict management, verbal and nonverbal communication. The student will exhibit competent language skills through oral reports, working in dyads and small groups, and class simulations.

240. Acting Theory and Technique (3) S—Odd Years

A basic course covering various acting theories and practices. Emphasis will be placed on exercises in physical training, vocal reproduction, character projection, and the aesthetics of acting.

299. Practicum (1) F, W, S, Su

Practical hands-on experience in journalism, public relations, advertising, speech, or theatre. Students work with a faculty member on specific projects that will enhance their knowledge and expertise in their concentration. May be taken three times.

301. Symbolism in Theatre and Film (3) S—Even Years

This course explores the subtle uses of symbolism in presenting subtextual messages. Students view and analyze a variety of films and taped theatre productions.

305. Drama (3) Every Third Year

See ENG 305 for description and prerequisites.

310. NewsMagazine (1) F, S

Prerequisites: COM 121, 230.

Practical application of news editing and production in the newsmagazine format following newsroom standards. Course may be repeated 3 times.

311. Oral Interpretation of Literature (3) S—Odd Years

Analysis, adoption, and staging of various literary genres for solo and ensemble performance. Included is the study of techniques for Reader's Theatre staging and performances before an audience.

***312. Creative Writing (3) F—Even Years; W As Needed**

See ENG 312 for course description.

***318. Advanced Composition (3) S; W as needed**

See ENG 318 for course description.

320. Organizational Communication (3) F

Students study organizational structure, communication networks, and employer-employee relationships. Emphasis is placed on conducting interviews and performance appraisals, decision-making strategies, ethical communication, team-building, conflict communication, and the communication audit. The student will exhibit competent language skills through the presentation or oral reports and group activities.

321. Reporting for Print and Electronic Media (3) F

Prerequisite: COM 121.

Basic principles and skills of gathering information and writing news for the mass media. Topics include interviewing, developing sources, conducting research, covering specific areas, and current events.

****323. Public Relations (3) F**

Problems, writing procedures, policies, and methods of public relations for business, industry, and institutions.

325. Communication Training & Development (3) W

An interactive, comprehensive experience emphasizing the process through which companies and other organizations help managers and employees improve performance and increase job satisfaction. It is a study of current trends of T&D, learning styles, preparing proposals, and designing, conducting and evaluating training programs.

330. Theatre Production (3) F—Odd Years

A survey course in the fundamentals of successful stage production and technique; emphasis on directing, acting, and rehearsing; problems in organization; play choice and casting; scenery, costuming, makeup, and lighting.

340. Broadcast Sales and Management (3) F

Students will learn management theory as it applies to broadcast and cable management. Course content will cover issues of concern for broadcast managers: sales techniques, promotions, regulations, and programming.

341. Theatre History I (3) F

Prerequisite: COM 113.

A survey of the historical development of the Theatre from its beginnings through the Elizabethans with emphasis on selected plays.

342. Theatre History II (3) S

Prerequisite: COM 113.

A continuation of 341 from the French Neoclassical period to present day.

345. Advanced Acting/Improvisation (3) F—Odd Years

An advanced course in acting characterization, historical styles, and improvisational techniques.

350. Christian Drama (3) S—Even Years

The purpose of this course is to explore the meaning of and possible uses for theatre from a Christian perspective.

355. Communication Theory & Effects (3) F, Su

A critical look at the most contemporary theories of human and mass communication, emphasizing their practical applications for society while considering general issues, the relations between theory and practice and the influence of gender.

360. Desktop Publishing (3) S

This course provides the student with practical knowledge of state-of-the-art publishing technology. The hands-on experience teaches the student to edit, design, layout, and provide camera-ready documents for use in business, industry, public relations, advertising, and journalism.

365. Computer-Mediated Communication (3) S

A blending of theoretical and practical views of communication through computers considering how and why there is a movement to computers for informational and interactional exchanges as well as the creative/production process involved in generating online projects. Online projects will be used to evaluate each approach.

403. Advanced Television Production (3) S

Prerequisite: COM 230.

An advanced course in television production involving in-depth, hands-on experience with color cameras, a switcher and special effects generator, character generator, and editing system. Crew work is stressed in the production or videotaped programs by students.

405. Advanced Studies in Communication (3) W

A combination study of rhetorical analysis, argumentation and debate, scriptwriting, royalty and copyright laws as well as special topics of communication. It is designed for students seeking licensure in Speech and Theatre and graduate study in communications.

410. Video Editing (3) W

Prerequisite: COM 230.

This course provides the student with the skills necessary to do post-production television work, including audio/video electronic editing, matching sight to sound, and electronic cutting and splicing.

412. Fundamentals of Directing (3) F—Even Years

Prerequisite: COM 113 and 240.

A study of the art of the director, culminating in the production of a one-act play by each student.

415. Magazine and Feature Writing (3) S

Practical experience in mastering the craft of writing the special feature; each student is encouraged to prepare an article for publication.

****419. Advertising (3) F, S**

A survey course in the functions, theory, and applications of advertising with practical work in creating advertisements and the writing of advertising copy.

423. Practical Applications in Public Relations (3) S

Prerequisite: COM 323.

This course considers the critical issues and problems confronting public relations practitioners and discusses alternative approaches to dealing with them. Includes the use of selected case studies.

430. Communications Law (3) S

A study of the legal controls and government regulations on the mass media. Students will study specific case precedents involving the freedom and rights of the press and broadcasters.

485. Internship in Radio Broadcasting (3) F, W, S, Su

Prerequisite: COM 220 as well as two of the four required courses in the major.

Selected students are assigned as interns to obtain supervised practical work on an unpaid basis at a local radio station professionally concerned with broadcasting.

486. Internship in Television Broadcasting (3) F, W, S, Su

Prerequisite: COM 230 as well as two of the four required courses in the major.

Selected students are assigned as interns to obtain supervised practical work on an unpaid basis at a local television station professionally concerned with broadcasting.

487. Internship in Journalism (3) F, W, S, Su

Prerequisite: Two of the four required courses in the major.

Selected students are assigned to obtain supervised practical work on an unpaid basis at a local newspaper professionally concerned with the print media.

488. Internship in Public Relations (3) F, W, S, Su

Prerequisite: COM 419 and 323 as well as three of the four required courses in the major.

Selected students are assigned as interns to obtain supervised practical work on an unpaid basis at a local business in public relations.

490. Digital Media Studies Senior Seminar (3) F, S

Capstone course for DMS majors to bring the emphases together for exposure to the variety of fields of digital media and associated workplace cultures. Includes case studies, guest speakers, field trips and an interdisciplinary group project culminating in the production of a computer-based portfolio for job search. Reciprocal with ART and CSC.

195-6-7. Special Studies (1-4) On Demand

Lower-level group studies which do not appear in the regular departmental offerings.

395-6-7. Special Studies (1-4) On Demand

Upper-level group studies which do not appear in the regular departmental offerings.

495-6. Independent Study (1-4) On Demand

Individual research under the guidance of a faculty member.

497-8-9. Seminar (1-3)

To be used at the discretion of the department.

* Reciprocal credit in English

** Reciprocal credit in Marketing