

Department of Communication Arts

College of Arts and Sciences

Faculty

Steve Beverly (1993). Associate Professor of Communication Arts and Acting Chair. B.A., University of Georgia; M.A., Auburn University.

Ashley Blair (1999). Visiting Instructor of Communication Arts. B.A.m Union University; M.A., University of Memphis.

Chris Blair (1997). Associate Professor of Communication Arts and Coordinator of DMS. B.A., Union University; M.A. and Ph.D., University of Memphis.

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

Wayne Johnson (1961-68; 1997). Associate Professor of Communication Arts. B.A., Union University; M.A., Purdue University.

Darren Michael (2002). Assistant Professor of Theatre. B.A., Ouachita Baptist University; M.F.A., University of Southern Mississippi.

Jim Veneman (1999). Instructor of Communication Arts and Director of Visual Communication. B.A., Ouachita Baptist University; M.A., Southwestern Baptist Theological Seminary.

Mission Statement

Students majoring in communication arts will, in their area of concentration, understand the theories, principles, and history of communicating arts, demonstrate competency in written, oral and visual communication skills and demonstrate knowledge of the impact on society.

Curriculum

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

The Department is affiliated with several programs that enhance student learning: the Los Angeles Film Studies Center, American Studies Program, Summer Institute of Journalism and 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. Theatre students audition at the Tennessee Theatre Arts Conference and the Southeastern Theatre Conference.

Journalism, Broadcasting, and Public Relations / Advertising majors may not minor within the Department, except in Theatre / Speech or Film Studies.

I. Major in Theatre and Speech—39 or 42 hours

- A. COM 112, 200, 211, 235, 405—15 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, 240, 330, 341, 342, 350, 412
 2. COM 345 or 311
 3. COM Elective—3 hours
- D. Teacher Licensure Emphasis—24 hours
 1. COM 113, 240, 311, 320, 330, 341, 342, 412

2. Professional Education: EDU 150, 250, 326, 426, 435; PSY 213, 318; SE 225.
3. Completion of applicable portions of the Praxis Series II.
4. For additional information, see the Assistant Dean.

II. Major in Journalism—44 hours

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

III. Major in Broadcasting—42 hours

- A. COM 120, 121, 220, 230, 245, 419, 430
- B. COM 320 or 355—3 hours
- C. Select 9 hours: 321, 325, 327, 347, 406, 410
- D. COM Electives—9 hours

IV. Major in Public Relations/Advertising—44 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; MKT 328
 2. Select three courses: COM 230, 355, 410, 423, 488; MKT 424
- C. Art Emphasis (28 hours) and Computer Science Emphasis (23 hours)
See respective department for details.

VI. Broadcasting Minor—21 hours

- A. COM 120, 121, 220, 230
- B. Select 9 hours: COM 320, 325, 347, 403, 410, 419, 430

VII. Public Relations/Advertising Minor—21 hours

- A. COM 120, 121, 323, 419, 423
- 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

X. Film Studies Minor—18 or 22 hours

- A. Required for both Tracks: COM 328—3 hours
- B. Track One—15 hours
 1. Required: COM 338, CHR 348—6 hours
 2. Select 3: ART 428; COM 301, 438; ENG 311; PHL 448
- C. Track Two—19 hours
 1. Select 1: ART 428; COM 301, 338, 438; ENG 311; PHL 448
 2. Admission to Los Angeles Film Studies Center:
 - a. COM 307, 348, 484—10 hours
 - b. Select 2: COM 425, 428, 440, 495

XI. Photojournalism Minor—21 hours

- A. ART 231, COM 121

- B. COM 236, 326, 336, 346, 426
- C. If ART 231 or COM 121 is required by the student's major, replace the hours in the minor with ART 232, COM 321, or COM 415.

Student Organizations

The **Union Broadcasting System (UBS)** exists for students interested in the broadcasting. UBS is a student chapter of the Radio-Television News Directors Association. UBS produces news programming and documentaries for public TV, the high school quiz show "Head to Head," Union's basketball games and the NAIA women's national tournament. UBS provides opportunities for students to strengthen contacts with professionals in the industry.

The **Student Public Relations Society** is open to all students interested in the public relations profession and society activities, determined and planned by students under the direction of a faculty advisor, 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.

The **Digital Media Studies Society**, open to all major emphases of DMS, exists to raise the awareness of the new fields, to showcase student work, and to make connections with the professional world.

Student Awards

The **Elizabeth B. Loyd "Tony" Awards**, established by Mrs. Loyd, Associate Professor of Speech and Theatre at Union from 1939-1967, are presented each year to the best actor/actress and supporting actor/actress as chosen by the Union Theatre Director. Based on excellence of performances with cooperative loyalty and dedication to achievement, selections are announced at the annual departmental awards program.

The **Director's Award** is presented to the best theatre technician.

The **Betty Hillix Foellinger Memorial Student Publications Award** is given each year to the editor of the *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

112. Public Communication (3)

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)

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

120. Mass Media (3)

Functions, responsibilities, and influence of various mass communication media. Students review the economic, technical, historical, regulatory, and sociological aspects of radio, television, film, newspapers, magazines, books, advertising, and public relations and are offered opportunities for telephone conferences with significant media figures.

121. Writing for the Mass Media (3)

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 (3)

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 Media (3)

Reciprocal credit: PEWS 205. See PEWS 205 for course description.

210. Publications Seminar (1)

Prerequisite: COM 121.

Application of journalism fundamentals to the *Cardinal & Cream*. Includes: writing, editing, layout, advertising, management and production. May be taken 3 times.

211. Voice and Diction (3)

Study and development of the voice with exercises in articulation and pronunciation. 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)

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

230. Television Production (3)

Prerequisite: COM 220.

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

235. Interpersonal Communication (3)

Identify communication problems in interpersonal relationships 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.

236. Photojournalism I (3)

Prerequisite: ART 231—Photography I

The basics of seeing a story-telling photograph and learning to apply the basics of photography to help communicate a message. Emphasis will be placed on setting high standards of visual integrity and communication ethics and on developing an understanding of the role of photojournalism in shaping and reflecting contemporary society. The history of photojournalism, current trends, and the varied challenges found in this field will be explored.

240. Acting Theory and Technique (3) S

Prerequisite: COM 113.

Various acting theories and practices with emphasis on exercises in physical training, vocal reproduction, character projection, and the aesthetics of acting.

245. Broadcast Performance (3)

Development of professional vocal, visual, personality and performance skills by use of simulated newscasts, interviews and script narrations.

299. Practicum (1)

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)

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)

Prerequisite: ENG 201 & 202. Reciprocal credit: ENG 305. See ENG 305 for description.

311. Oral Interpretation of Literature (3)

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

312. Creative Writing (3)

Prerequisites: ENG 201&202. Reciprocal credit: ENG 312. See ENG 312 for description.

318. Advanced Composition (3)

Prerequisite: ENG 201&202. Reciprocal credit: ENG 318. See ENG 318 for description.

320. Organizational Communication (3)

Organizational structure, communication networks, and employer-employee relationships. Emphasis: conducting interviews and performance appraisals, decision-making strategies, ethics, team-building, and the communication audit.

321. Reporting for Print and Electronic Media (3)

Prerequisite: COM 121.

Basic principles and skills of gathering information and writing news for mass media. Topics: interviewing, developing sources, research, and current events.

322. Copy Editing and Publication Layout (3)

Principles of editing copy for newspapers and magazines, writing headlines, and using type, photography and graphics in layout and design for print news media.

323. Principles of Public Relations (3)

Prerequisite: COM 121.

Introduction to principles, practices, context and structure of public relations examining both the process and its implementation in business, industry and institutions.

325. Communication Training & Development (3)

An interactive experience emphasizing the process by which organizations help managers and employees improve performance and increase job satisfaction.

326. Photo Editing

Prerequisite: COM 236

An exploration of the technical aesthetic qualities of photographs and how these factors affect editorial decisions concerning their use in publications. Students will acquire skills in visual editing and participate in discussions of ethical and legal issues. Understanding subject emphasis, application of framing techniques, characteristics of good photographs, universal themes, photograph evaluation, recognizing impact value and ethics will be stressed.

327. Interactive Media (3)

Prerequisite: COM 220.

Project-based approach toward developing skills in the creation of interactive media using industry standard software, interactive design theories, needs assessment, and project management procedures.

328. Film Theory and Criticism (3)

Prerequisite: Art 210 and either ENG 201 or 202.

An introduction to the scholarly aesthetic analysis and study of cinema teaching students the critical skills involved in the interpretation of film. Includes a foundational study of forms, functions and history of film arts to develop appreciation and skill in analysis.

330. Theatre Production (3)

Prerequisite: COM 113.

Fundamentals of successful stage production and technique; directing, acting, rehearsing; organization; play choice and casting; scenery, costuming, makeup, and lighting.

336. Photojournalism II (3)

Prerequisite: COM 236.

Course will broaden proficiency and visual awareness in the articulation of ideas through learning how to "see" light, capturing the moment, documentary photography, portraiture, fashion, food, architecture, advertising, and sports. It will also stress exploring a fresh view of the commonplace, maintaining high standards of visual communication and understanding the relationship between words, photographs and design.

338. Development of Cinema (3)

Historical survey of motion pictures with emphasis on major movements, genres and themes in narrative film from the early silent era, early talking pictures, the studio system and post-classical cinema.

341. Theatre History I (3)

Prerequisite: COM 113.

A survey of the historical development of the Theatre from its beginnings through the Elizabethans with emphasis on selected plays. The sequel considers French Neoclassical period to present day.

343. Public Relations Writing (3)

Prerequisite: COM 121; Corequisite: COM 323.

Practical application of public relations writing process for various media with focus on targeting publics using research, audience analysis, message design and selection of communication channels.

345. Advanced Acting/Improvisation (3)

Prerequisite: COM 240

Advanced acting characterization, historical styles, and improvisational techniques.

346. Social Documentary

Prerequisite: COM 236

Social documentary photojournalism is an attempt to bear witness, to bring attention, and to advocate. At its best, it tries also to communicate something a concerned and informed photographer felt when he/she released the camera's shutter. Social documentary photojournalism communicates through a complex distillation of visual truth and interpretation. This course will take a close look at work that has made an impact on its audiences, and at the photographers who produced it. Technical proficiency and visual awareness will continue to broaden.

347. Broadcast News Producing and Management (3)

Management and producing theories and techniques for the newsroom learned from studying day-to-day decision making, personnel management, regulation, story decision and ethical dilemmas faced by news directors and senior producers.

350. Christian Drama (3)

Prerequisite: COM 113.

Exploration of the meaning of and possible uses for theatre from a Christian perspective.

355. Communication Theory & Research (3)

Major theories, models and conceptualizations of communication with emphasis on practical applications of research.

360. Publication Design (3)

Using hands-on experiences to edit, design, layout and develop camera-ready documents to provide practical knowledge of state-of-the-art publishing technology.

365. Computer-Mediated Communication (3)

A blending of theoretical and practical views of communication through computers considering the movement to computers for informational and interactional exchanges as well as the creative/production process involved in generating online projects.

405. Advanced Studies in Communication (3)

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.

406. Broadcast Journalism (3)

Prerequisite: COM 230, 321; Pre-or Corequisite: COM 321.

Combines advanced skills in broadcast production with writing, producing and reporting for a regular news or sport magazine for cable television. Students will develop a final 1/2 hour, capstone documentary on a substantive issue of public interest.

410. Video Editing (3)

Prerequisite: COM 230.

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)

Prerequisite: COM 240.

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

415. Magazine and Feature Writing (3)

Prerequisite: COM 321.

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

419. Advertising in Mass Media (3)

An overview of media-based advertising, including study of the development of ideas, campaigns, target audiences, demographics, brand equity and loyalty, and principles of copywriting. An actual team-based campaign will be developed.

423. Public Relations Campaigns (3)

Prerequisite: COM 323.

Examines preparation of comprehensive public relations campaigns with emphasis on critical thinking and problem solving through use of case studies.

426. Professional Portfolio

Prerequisite: COM 336

This course will explore the many variations of portfolio presentation in today's marketplace and the photographs needed to present a well-rounded collection. Preparation of a portfolio based upon research in the student's areas of interest will be a primary target of the class. Looking closely at potential clients, target audiences, various ways of delivery, and the images needed for a portfolio will be addressed.

430. Communications Law (3)

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

438. Censorship and Propaganda in Film (3)

The practice and patterns of censorship in cinema. Issues include local and state censorship boards, legal challenges, organized public pressure and self-regulatory efforts by the industry. The use of film as propaganda, including Soviet cinema theory, Nazi film propaganda and American use of film in supporting war efforts will be considered.

485. Internship in Radio Broadcasting (3)

Prerequisite: COM 220; 2 required courses in the major; Permission of Chair.

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

92 486. Internship in Television Broadcasting (3)

Prerequisite: COM 230; 2 required courses in the major. Permission of Chair.

Students are assigned as interns to obtain supervised practical work at a local television station professionally concerned with broadcasting.

487. Internship in Journalism (3)

Prerequisite: 2 required courses in the major; Permission of Chair.

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

488. Internship in Public Relations (3)

Prerequisite: COM 419, 323; 3 required courses in the major; Permission of Chair.

Students are assigned as interns to obtain supervised practical work at a local business in public relations.

490. Digital Media Studies Senior Seminar (3)

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.

180-280-380-480. Study Abroad Programs (1-4)

All courses and their applications must be defined and approved prior to travel.

195-6-7. Special Studies (1-4)**295-6-7. Special Studies (1-4)**

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

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

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

495-6. Independent Study (1-4)

Individual research under the guidance of a faculty member(s).

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

To be used at the discretion of the department.

The following courses are taught at the Los Angeles Film Studies Center. An application/acceptance process is required. Check with the Communication Arts Department and the Institute for Intercultural Studies for full details.

307. Hollywood Symposium (1)

The development and integration of a Christian worldview as it relates to the Hollywood entertainment industry.

348. Faith, Film and Culture (3)

The relationship between film and popular culture with emphasis on Christianity's role and how each influences the other. Includes an overview of the historical relationship of the church and movies, understanding of a theology of the arts, the nature of the arts in popular culture, and the Christian's role in identifying, discerning and influencing movie content.

425. Screenwriting (3)

An introduction to screenwriting including an understanding of dramatic structure, character and dialogue development and the writing process. Emphasis is given to the role of Christian faith and values as they relate to script content.

428. Introduction to Filmmaking (3)

Theory and practice of motion picture filmmaking. Topics include: familiarity with equipment; basic techniques; converting ideas to images, use of lighting, editing and sound; the role of acting, directing and good storytelling in the process.

440. Acting in Hollywood (3)

The practice and process of acting in the Hollywood arena. Topics: role of agents, managers, casting directors and unions; equity waiver theatre and showcases; photos and resumés; and the audition process used for commercials, live theatre, film and television. Attention given to the demands that the acting profession places on the Christian actor.

484. Internship (6)

Participation in some aspect of the Hollywood film or television industry. Primarily non-paying positions in an office setting such as development companies, agencies, personal management companies, production offices. Requires 20-24 hours/week.

491. Seminar in Producing the Independent Film (3)

An introduction to the process of producing an independent film including legal structures, business plans, preproduction activities such as scheduling and budgeting, and an overview of the producer's role in production, post-production, and distribution.

495. Independent Study (3)

Requires LAFSC faculty approval.