

DEPARTMENT OF COMMUNICATION ARTS

COLLEGE OF ARTS AND SCIENCES

Faculty

Webster Drake (2008). Associate Professor of Communication Arts, Department Chair, and Director of Debate. B.A., Mississippi College; M.A., University of North Texas; Ph.D., Louisiana State University.

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

Ashley Blair (1999). Assistant Professor of Communications. B.A., 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.

Kathie Chute (2003-5; 2007). Associate Professor of Communication Arts. B.A., William Carey College; B.A., University of Southern Mississippi; M.A., Missouri State University; Ph.D., University of Southern Mississippi.

Michael Chute (2003-5; 2007). Professor of Communication Arts and Director, Center for Media, Faith, and Culture. B.A., Oklahoma Baptist University; M.A., Southwest Missouri State University; Ph.D., University of Southern Mississippi.

Jim Veneman (1999). Assistant Professor 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 in its respective professional fields.

The Department is affiliated with several organizations and programs that enhance student learning: the Los Angeles Film Studies Center, American Studies Program, Washington Journalism Center, the International Public Debate Association, the Public Relations Student Society of America, the Radio-Television News Directors Association and the International Digital Media and Arts Association. Faculty encourage participation in regional and national conferences.

Theatre students audition at the Tennessee Theatre Arts Conference and the Southeastern Theatre Conference.

I. Major in Advertising—45 hours

- A. Professional Core: COM 120, 121, 430, 355—13 hours
- B. Major Requirements: COM 216, 210 (2 hrs), 314, 329, 414; MKT 328, 330—20 hours
- C. Professional Electives—Select 12 hours from: COM 220, 323, 360, 482; ART 113, 221, 345

II. Major in Broadcast Journalism—45 hours

- A. Major Requirements: COM 120, 121, 220, 230, 236, 245, 328, 351, 352, 406, 430—36 hours
- B. Professional Electives—Select 9 hours from: COM 320, 326, 323, 327, 336, 347, 343, 407, 487

III. Digital Media Studies Major

- A. Core requirements for all emphases—39 hours
 - 1. ART 120, 221, 231, 345
 - 2. COM 220, 320, 329, 365
 - 3. CSC 115 (or 105 & 106), 321, 360, 365
 - 4. Digital Media Studies Seminar 490
- B. Communication Arts Emphasis requirements—25 hours
 - 1. COM 121, 323, 327, 430; MKT 328
 - 2. Select three courses: COM 120, 230, 236, 325, 328, 355, 360, 410, 423, 483; MKT 424.
- C. Art Emphasis (29 hours) and Computer Science Emphasis (25 hours)
See respective departments for details.

IV. Major in Journalism—45 hours

- A. Major Requirements: COM 120, 121, 210 (3 hrs), 220, 236, 322, 351, 352, 355, 415, 430, 451—39 hours
- B. Professional Electives—Select 6 hours from: COM 320, 326, 336, 360, 323, 327, 343, 347, 407, 487.

V. Major in Media Communications—45 hours

- A. Major Requirements: COM 120, 220, 230, 245, 360, 327, 329, 410, 430—27 hours
- B. Professional Electives—18 hours
 - 1. Select 6 hours from: COM 320, 328, 355
 - 2. Select 3 hours from: COM 301, 338
 - 3. Select 9 hours from: COM 399 (repeatable 3 times), 485, 486

VI. Major in Public Relations—44 hours

- A. Professional Core: COM 120, 121, 220, 351, 430—17 hours
- B. Major Requirements: COM 210 (3 hrs), 322, 323, 343, 360, 415, 355, 423—24 hours
- C. Professional Electives—Select 3 hours from: COM 236, 320, 329, 488

VII. Major in Theatre and Speech—39 hours

- A. COM 112, 211, 235, 405—12 hours
- B. Speech Emphasis—27 hours
 - 1. COM 216, 218, 311, 320, 325, 430
 - 2. COM Electives—9 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 for Teacher Education and Accreditation.

VIII. Minor in Advertising—22 hours

- A. COM 121, 216, 314, 329, 414—16 hours
- B. MKT 328, 330—6 hours

IX. Minor in Broadcast Journalism—23 hours

- A. Requirements: COM 120, 121, 220, 236, 352—17 hours
- B. Select 6 hours (to include 3 upper level) from: COM 230, 245, 347, 406, 415, 451

X. Minor in Film Studies—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: COM 301, 438; ENG 311; PHL 448; PSC 300
- C. Track Two—19 hours
 1. Select 3 hours: CHR 348; COM 301, 338, 438; ENG 311, PHL 448; PSC 300.
 2. Admission to Los Angeles Film Studies Center: Check with the Communication Arts Department, the Institute for International and Inter-cultural Studies for details or lafsc.bestsemester.com.

XI. Minor in Journalism—23 hours

- A. COM 120, 121, 210 (3 hours) 236, 351, 415
- B. Select one from: COM 230, 322, 407, 451

XII. Minor in Media Communications—21 hours

- A. Select 15 hours from: COM 120, 220, 230, 245, 360, 327, 410
- B. Select 3 hours from: COM 320, 328, 355, 399

XIII. Minor in Photojournalism—19 hours

- A. Required courses: COM 121*, 236*, 326, 336, 346, 426
- *Students whose major requires COM 121, 236* may substitute with courses from: ART 232; COM 360, 327, 481.

XIV. Minor in Public Relations—22 hours

- A. COM 120, 121
- B. COM 323, 343, 360, 423, 355

XV. Minor in Theatre/Speech—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 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 live daily news program Jackson 24/7, 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 **Public Relations Student Society of America (PRSSA)** 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; 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 as a foundational study to make play going more meaningful and better appreciated.

120. Mass Media (3) F, S

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 Across Media Platforms (4) F,S

Introduction to news writing skills for the beginning media student to understand the differences and similarities of writing for print and broadcast media.

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) S

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

210. Publications Seminar (1) F, S

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) F

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.

216. Persuasion (3) F

Study of classical and contemporary theories and strategies of persuasion with applications to the field of communication.

218. Argumentation and Debate (3) F

Seeks to assist the student in developing a critical mind and verbal acumen through researching, rebuttals to various relevant issues; and viewing and participating in various forms of educational debate.

220. Digital Storytelling (3) F,S

An introductory course to visual storytelling using a variety of digital media. Students will learn to create and deliver compelling and emotionally engaging narratives for a variety of purposes, combining video, still images, audio and interactivity.

230. Television Production (3) F

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) F, W, S, Su

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) F, S

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) F

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

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) F

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) F

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

311. Oral Interpretation of Literature (3) S

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) F, S

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

314. Advertising Copywriting (3) S

Prerequisite: COM 121.

Explores the strategies and techniques of writing advertising copy for print, outdoor, radio and television media.

318. Advanced Composition (3) S; W—As Needed

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

320. Organizational Communication (3) F

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

322. Copy Editing and Publication Layout (3) S—Odd Years

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) F

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) S

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

326. Social Documentary S

Prerequisite: COM 336

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.

327. Interactive Media (3) F

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. Media Effects and Criticism (3) F

Prerequisites: ART 210 and either ENG 201 or ENG 202.

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

329. Principles of Advertising (3) F

An overview of the field of advertising, including its history in the United States, advertising as a business, current career opportunities in the field, and past and current trends in both traditional and new media.

330. Theatre Production (3) F—Odd Years

Prerequisite: COM 113.

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

336. Photojournalism II (3) F, W

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) S—Odd Years

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) F—Odd Years and 342. Theatre History II (3) S—Even Years

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 from the French Neoclassical period to present day.

343. Public Relations Writing (3) S

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) F—Odd Years

Prerequisite: COM 240

Advanced acting characterization, historical styles, and improvisational techniques.

346. Photo Editing (3) S

Prerequisite: COM 336

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.

347. Broadcast News Producing and Management (3) F

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) S

Prerequisite: COM 113.

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

351. Reporting for Print and Online Media (4) F, S

Prerequisite: COM 121.

This course is designed to improve and expand the news gathering and writing skills of the media student, further developing understanding of print news writing, news judgment and construction of print news stories, as well as social responsibility and an ethical framework for print journalists.

352. Reporting for Broadcast Media (4) F

Prerequisite: COM 121.

This course is designed to improve and expand the news gathering and writing skills of the media student, further developing understanding of broadcast news writing, news judgment and construction of broadcast news stories, as well as social responsibility and an ethical framework for broadcast journalists.

355. Communication Theory & Research (3)**F—Odd Years**

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

360. Publication Design (3) S

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) F

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.

399. Media Communications Practicum (3) F, S

Prerequisite: COM 220 and COM 230.

Practical hands-on experience in media communications. Students work with a faculty member on specific projects related to one of the various media productions to enhance their knowledge and expertise in their major. May be repeated for a maximum of 9 semester hours.

405. Advanced Studies in Communication (3)**S—Odd Years**

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. Advanced Broadcast Reporting (3) S

Prerequisite: COM 230 and 351.

Combines advanced skills in broadcast production with writing, producing, and reporting for a regular news magazine for cable television.

407. Opinion Writing (3)

Prerequisite: COM 121.

Analysis and writing assignments in the shorter forms of journalism including editorials, columns, reviews, essays, opinion-page articles and profiles.

410. Digital Filmmaking (3) F—Even Years

Prerequisite: COM 220.

Focused on the narrative style of storytelling, this course will expand students' understanding of the technical, theoretical and aesthetic issues inherent to time-based media, with specific focus on the role of Christians in media.

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

Prerequisite: COM 240.

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

414. Advertising Campaigns (3) S

Prerequisite: COM 314.

Examines the steps involved in developing a strategic advertising campaign, including the development of a situation analysis, writing goals and objectives, developing a creative strategy and a plan for evaluation. An actual team-based campaign will be developed.

415. Magazine and Feature Writing (3) S

Prerequisite: COM 321.

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

423. Public Relations Campaigns (3) F**Prerequisite: COM 323.**

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

426. Photojournalism Professional Portfolio (3) F

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) S

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)**S—Even Years**

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.

451. Investigative Reporting (3) F

Prerequisite: COM 351 or COM 352.

Students are provided with reportorial and analytical skills and techniques required by journalists who research and write nonfiction suitable for publication. This is the capstone experience for Journalism majors.

481. Internship in Photojournalism (3) F, W, S, Su
Prerequisite: Three courses required in the Photojournalism minor.
Selected students work as interns in supervised photojournalism work.

482. Internship in Advertising (3) F, W, S, Su
Prerequisites: COM 314, COM 329, plus 3 additional courses in the Advertising major.
Students work as interns (primarily unpaid) to obtain supervised practical experience in advertising at an agency or another type of business. Requires a minimum of 150 hours during one semester.

483. Internship in Digital Media (3) F, W, S, Su
Prerequisite: ART 221, CSC 360, COM 220 and two required courses from the DM-Communication Arts Emphasis.
Selected students are assigned as interns to obtain supervised practical real-life work experiences. It is not a job per se; it is a learning opportunity having direct relationship to the student's program of study and career interests. Course may be repeated for credit.

484. Internship in Film and Television (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.

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

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

170-270-370-470. Debate Practicum (1 each) F,S
Co-requisite: Participation in the Union Debate Team.
Practical experience in the field of academic debate, public speaking and critical thinking. A maximum of 8 hours may apply toward graduation.

179-279-379-479. External Domestic Study Programs (1-3) As Needed
All courses and their applications must be defined and approved prior to registering.

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.