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, 345, 348; DMS 190
2. COM 220, 320, 327, 365
3. CSC 115 (or 105 & 106), 200, 360, 351
4. DMS 490
B. Communication Arts Emphasis requirements—25 hours
1. COM 121, 323, 329, 430; MKT 328
2. Select 9 hours: COM 120, 230, 236, 325, 328, 355, 360, 410, 423, 483; MKT 424.
C. Art Emphasis (32 hours) and Computer Science Emphasis (25 hours)
   See respective departments for details.

IV. Major in Journalism—45 hours
A. Major Requirements: COM 120, 210 (3 hrs), 220, 236, 322, 351, 352, 355, 415, 430, 451—39 hours
B. Professional Electives—Select 6 hours from: COM 320, 326, 329, 488

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. Major Requirements: COM 120, 121, 210 (3 hrs), 220, 236, 322, 351, 415, 430, 451—39 hours
B. Professional Electives—Select 6 hours from: COM 320, 326, 360, 323, 327, 343, 47, 407, 487

VII. Major in Speech—39 hours
A. COM 112, 211, 218, and 235—12 hours
B. COM 311, 320, 325, 416, and 417—15 hours
C. PHL 345, BLAW 421, and 6 hours COM Electives—12 hours
VIII. Major in Theatre—39 hours
A. COM 123, 211, 240; and 112 or 235—12 hours
B. COM 311, 317, 330, 341, 342, 343, 350, 412—24 hours
C. Select either COM 312 or 301—3 hours

IX. Major in Theatre & Speech with Teacher Licensure (Grades K-12)
A. Major requirements—39 hours
1. COM 112, 123, 211, 218, 235, 240—18 hours
2. COM 311, 312, 330, 341, 342, 412, 417—21 hours
B. Required Minor in Professional Education—33 hours
1. EDU 150, 250, 326, 426, 435; PSY 213, 318; SE 225
2. Completion of the applicable portions of the Praxis II series.
3. For additional information, see the Assistant Dean for Teacher Education and Accreditation.

IX. Minor in Advertising—22 hours
A. COM 121, 216, 314, 329, 414—16 hours
B. MKT 328, 330—6 hours

X. 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

XI. 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 Intercultural Studies for details or lafsc.bestsemester.com.

XII. Minor in Journalism—23 hours
A. COM 120, 121, 210 (3 hours) 236, 351, 415
B. Select one from: COM 230, 322, 407, 451

XIII. 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
C. COM 399

XIV. 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.

XV. Minor in Public Relations—22 hours
A. COM 120, 121
B. COM 323, 343, 360, 423, 355

XVI. Minor in Speech—21 hours
A. COM 112, 211, 218, 235, 417—15 hours
B. Select 2 from: COM 311, 320, 325, 416; BLAW 421—6 hours

XVII. Minor in Theatre—21 hours
A. COM 123, 211, 240, 412; COM 112 or 235—15 hours
B. Select 2 from: COM 301, 311, 317, 330, 341, 342, 235, 350—6 hours

Student Organizations
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 Union University chapter of The American Advertising Federation is open to all students interested in advertising. Members have an opportunity to network with professionals, participate in the National Student Advertising Competition and compete for paid, national-level internships. Alpha Delta Sigma, the national honor society associated with Union as well as the Federation, recognizes and encourages scholastic achievement in advertising studies.

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.

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.

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 Union Debate Team is open to all students and competes four or five times a semester in the International Public Debate Association. Membership is based on an interview with the team’s director.

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. 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 departmental 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.

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.

123. Introduction to Theatre and Film (3) F, S
An introductory study of the techniques of theatre and film, designed as a foundational study to make play and movie going more meaningful and better appreciated.

205. Sport Media (3) S
Reciprocal credit: PEWS 205. See PEWS 205 for course description.

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) S—Odd Years
Study of classical and contemporary theories and strategies of persuasion with applications to the field of communication.

218. Argumentation and Debate (3) F
An oral communication class that seeks to assist the student in developing a critical mind and verbal acumen through researching, analyzing, and developing sound arguments for and rebuttals to various issues; and viewing and participating in various forms of educational debate. Includes parliamentary procedure.

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
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. Digital Photography (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 123.
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) S
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) F—Even Years
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.

317. Technical Theatre (3) Fall-Even Years
Design, installation and use of stage lighting, sound, and other technical elements of theatre productions

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) F
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—Odd Years
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 123.
Fundamentals of successful stage production and technique: directing, acting, and rehearsing; organization; play choice and casting; and scenery, costuming, makeup, and lighting.

336. Advanced Digital Photography (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 123.
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 123.
Exploration of the meaning of and possible uses for theatre from a Christian perspective.

351. Reporting for Print and Online Media (4) F
Prerequisite: COM 121 and 220.
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) S
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 352.
Combines advanced skills in broadcast production with writing, producing, and reporting for a regular news magazine for cable television.

407. Opinion Writing (3) F—Odd Years
Prerequisite: COM 121.
Analysis and writing assignments in the shorter forms of journalism including editorials, columns, reviews, essays, opinion-page articles and profiles.

409. Publications Seminar (1) F, S
Prerequisite: COM 121 and 351.
Application of journalism fundamentals to the Cardinal & Cream. Includes: writing, editing, layout, advertising, management and production. May be taken 3 times.

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) F
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 351 and Senior standing.
Practical experience in mastering the craft of writing the special feature; each student is encouraged to prepare an article for publication.
416. Persuasion (3) F
A study of theories, strategies, and applications relating to persuasion. Students examine rhetorical address, advertising, public relations, interpersonal communication, and political communication. Topics include language, ethics, audience-analysis, imagery, culture, reasoning, credibility, and motivation.

417. Advanced Public Speaking (3) S-Even Years
Prerequisite: COM 112 or 235.
An oral communication skills course that teaches advanced public speaking skills including impromptu and manuscript speeches, speaking while using technology, speech writing, and special occasion speeches. Rhetorical criticism, critical thinking, and verbal fluidity are also covered.

423. Public Relations Campaigns (3) F
Prerequisite: COM 323, 343, and 355.
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
Prerequisite: Senior standing
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. Advanced 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.
Course Offerings in Digital Media Studies (DMS)

( ) Hours Credit; F–Fall, W–Winter, S–Spring, Su–Summer

190. Digital Media Studies Freshman Seminar (0) F or S
An introduction to the Digital Media Studies major and to the field of digital media, with emphasis on program expectations. Graded Pass/Fail.

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.

490. Digital Media Studies Senior Seminar (3) F, S Reciprocal with CSC and COM.
Capstone course for DMS major 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.