

College of Arts and Sciences

Department of Communication Arts

Faculty

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


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


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.

Technical Director/Faculty


Part-time Faculty


The Communication Arts Department offers a wide range of courses designed to meet the complex and significant communication skill requirements of students. Students majoring in Communication Arts must select an Area of Emphasis from Journalism, Broadcasting, Theatre-Speech, and Public Relations-Advertising.

I. Communication Arts Major — (39 hours)

Requirements for the Broadcasting Emphasis

112—Public Communication
120—Mass Media
121—Writing for Mass Media
214—Introduction to Broadcasting and Cable
220—Radio Announcing and Production
230—Television Production
340—Broadcast Sales and Management
403—Advanced Television Production
419—Advertising
430—Media Law
Nine additional hours Communication Arts Electives

Requirements for the Public Relations/Advertising Emphasis

120—Mass Media
120—Writing for the Mass Media
220—Radio Announcing and Production or
230—Television Production
320—Organizational Communication
ART 221—Graphic Design
323—Public Relations
ART 231—Photography I
360—Desktop Publishing
419—Advertising
423—Practical Applications in Public Relations
430—Media Law
Three hours of Communication Arts Electives

Requirements for the Theatre/Speech Emphasis

112—Public Communication
113—Introduction to Theatre Arts
211—Voice and Diction
240—Acting - Theory and Technique
319—Theatre History
330—Theatre Production + 299 Practicum
350—Christian Drama
412—Fundamentals of Directing
497-98—Seminar
Nine hours of Communication Arts Electives

Requirements for the Journalism Emphasis
120—Mass Media
121—Writing for Mass Media
213—Print Journalism
299—Practicum
320—Organizational Communication
323—Public Relations
ART 231—Photography I
360—Desktop Publishing
415—Feature Writing
419—Advertising
430—Media Law
Six hours of Communication Arts Electives

II. Communication Arts Minor - 18 hours
Students minoring in Communication Arts must meet the following requirements:
112 - Public Communication
113 - Introduction to Theatre Arts
120 - Mass Media
Nine additional hours from one of the emphases

III. Teacher Licensure (Grades 7-12)
Consult the Communication Arts Department or the Education Department for professional education requirements.

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. In addition, an oral exit interview will be conducted. At this interview, the student may be requested to present a public relations portfolio, copies of audio and/or video tapes or other documentation of the student’s abilities.

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.

The Upperclassmen Committee on Communication Arts (UCCA) is a team appointed by the chair of the Communication Arts Department. Members of the team are selected from juniors and seniors based on their commitment to the department. UCCA helps to plan department events including the annual Kick-off Pizza Party, Communication Arts Day, and the Communication Arts Banquet. Members also serve as mentors to incoming freshmen and transfer students.

The Communications Editorial Board consists of editors, assistant editors, and advisers of the Cardinal and Cream and Lest We Forget. The board is responsible for overseeing the production of both student publications, training of new editorial and staff members, critical decision making, and representation between student publications and University administrators.

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, al-
though 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 sponsors Union Radio News, a weekly news program aired on local radio stations, and Union After Hours, a half-hour television magazine show aired on TRTV. The Society seeks to strengthen students’ contacts with professionals in the broadcasting industry.

The Student Public Relations Society is an organization for students interested in the public relations profession. The membership is primarily comprised of PR majors and minors, although students in other majors may join. The Society meets regularly, engaging in a variety of programs and projects. Society activities are decided upon and planned by students, under the direction of a faculty adviser. 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. Union’s 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 the area of theatre.

The Improvisation Club meets as needs arise to develop improvisational skills for use at various times (i.e., Campus Day, Cafe Espresso Bongo, etc.). Membership is by invitation but open to those expressing interest in the club.

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.

Student Awards

Academic Excellence Medals. This award is given to the graduating major who has the highest academic average in the discipline, provided the average grade in the subject is not less than 3.5 and provided the student has completed, before Awards Day, a minimum of 15 credit hours in the discipline at Union University in courses for which precise grades are computed (as distinguished from courses graded pass or fail). If there is no eligible major in the discipline, the medal will be given to the minor with the highest average if the above qualifications are met.

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 emphases 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.

121. 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.

213. Print Journalism (3) F
Practical knowledge and experience in news gathering, news writing, and editing for the print media, particularly newspapers and magazines. Attention is given to basic writing skills for general reporting, interviews, and feature writing. Prerequisite: COM 121.

220. Radio Announcing and Production (3) S
Designed to provide familiarization in script writing and production of various types of radio programs. Control room techniques are emphasized as well as announcing practices stressing voice modulation, timing, and articulation.

230. Television Production (3) F
This course gives an overview of the elements of television production: cameras, sound, lighting, and videotape recording using a switcher. Students work with these components in producing their television programs. Prerequisite: COM 220

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. Modern Drama (3) S — Odd Years; W and S As Needed
Readings from Continental, British, and American drama from Ibsen to the present.

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
Emphasis is placed on the production of original writings, particularly in the genres of poetry, short story, drama, and essay.

315. Advanced Public Speaking (3) F — Odd Years
A more advanced course on public speaking designed for the student anticipating a business or professional career. Areas to be studied: audience analysis, speech composition, persuasion, interviewing, group discussion, interpersonal communication, and public delivery. Prerequisite: COM 112.

*318. Advanced Composition (3) S; W As Needed
Techniques of writing effective expository, argumentative, descriptive, and narrative nonfiction prose.

319. Theatre History (3) S — Even Years
A survey of the historical development of the theatre from its beginnings to the present day. Prerequisite: COM 113

320. Organizational Communication (3) F
Students study organizational structure, communication networks, and employer-employee relationships. Emphasis is placed on conducting interviews, performance appraisals, decision-making strategies, ethical communication, teambuilding, conflict communication, and the communication audit. The student will exhibit competent language skills through the presentation or oral reports and group activities.

**323. Public Relations (3) F
Problems, writing procedures, policies, and methods of public relations for business, industry, and institutions.

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.

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.

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.

403. Advanced Television Production (3) S
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 of videotaped programs by students. Prerequisite: COM 230.

410. Video Editing (3) W
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. Prerequisite: COM 230.

412. Fundamentals of Directing (3) F — Even Years
A study of the art of the director, culminating in the production of a one-act play by each student. Prerequisite: COM 113 and 240.
415. 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. Prerequisite: COM 213

**419. Advertising (3) 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
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. Prerequisite: COM 323

*424. Scriptwriting (3) W — Odd Years
A study of the theories, methodology, and skills needed for writing play scripts for the stage. Students will be introduced to the principles of dramatic structure and will practice writing their own plays.

430. Media 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) E, W, S, Su
Selected students are assigned as interns to obtain supervised practical work on an unpaid basis at a local radio station professionally concerned with broadcasting. Prerequisite: COM 214 and 220 as well as two of the four required courses in the major.

486. Internship in Television Broadcasting (3) E, W, S, Su
Selected students are assigned as interns to obtain supervised practical work on an unpaid basis at a local television station professionally concerned with broadcasting. Prerequisite: COM 213 and 230 as well as two of the four required courses in the major.

487. Internship in Journalism (3) E, W, S, Su
Selected students are assigned to obtain supervised practical work on an unpaid basis at a local newspaper professionally concerned with the print media. Prerequisite: COM 213 as well as two of the four required courses in the major.

488. Internship in Public Relations (3) E, W, S, Su
Selected students are assigned as interns to obtain supervised practical work on an unpaid basis at a local business in public relations. Prerequisite: COM 419 and 323 as well as three of the four required courses in the major.

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