Faculty
Ashley Fitch Blair (1999). Chair and Associate Professor of Communication Arts. B.A., Union University; M.A., University of Memphis.

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

Rachael Camp (2021). Assistant Professor of Communication Arts. B.A., Union University; M.A., University of Memphis.

Aaron Hardin (2016). Assistant Professor of Communication Arts. B.A., Union University; M.F.A., University of Hartford.

John Klonowski (2013). Associate Professor of Theatre. B.A., Lewis University; M.F.A., University of California Davis.


Rebekah Whitaker (2019). Assistant Professor of Communication Arts and Director for Debate. B.A., University of Arkansas at Monticello; M.A., University of Arkansas at Little Rock; Ph.D., Louisiana State University.

Instructional Staff

Staff
Kristi Brookfield (2020) Academic Secretary—Communication Arts.

Mission Statement
The Communication Arts Department provides a practical and theoretical education in written, oral, and visual communication with a Christian worldview that prepares students to be culture-makers across a broad spectrum of contexts.

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 Tennessee Associated Press Conference
• the National Communication Association (NBS-AERho)
• the Southeastern Journalism Conference
• the Public Relations Student Society of America
• the Radio-Television News Directors Association
• the Tennessee Theatre Arts Conference
• the Southeastern Theatre Conference

Faculty encourage participation in regional and national conferences.

Communication Arts majors are not allowed to double major or double minor within the department. Non-Communication Arts majors may double minor in the department except in the areas of Journalism, Public Relations, and Broadcast Journalism.

I. Major in Journalism—45 hours
A. Major Requirements: COM 112, 121, 210(x2), 220, 236, 242, 334, 352, 415, 430–33 hours
B. Professional Electives—Select 12 hours from:
   COM 320, 323, 326, 327, 329, 336, 347, 356, 360, 399, 407, 486(x2)

II. Major in Broadcast Journalism—45 hours
B. Professional Electives
   Select 9 hours from: COM 210, 211, 236, 242, 320, 329, 356, 407, 486

III. Major in Public Relations—45 hours
A. Major Requirements: COM 121, 220 or 236, 242, 320, 323, 343, 356, 360, 416, 423, 430–33 hours
B. Professional Electives—12 hours
   1. Select 6 hours from: COM 325, 329, 334, 415
   2. Select 6 hours from: COM 210, 399, 488

IV. Major in Communication Studies—45 hours
A. Major Requirements: COM 112, 121, 242, 430–12 hours
B. Professional Electives—33 hours
   1. Select one upper-level course from each of the following areas: journalism, media, public relations, speech and theater—15 hours
   2. Select 18 hours of COM courses

V. Major in Digital Media Communications—48 hours
A. Major Requirements: COM 121, 220, 236, 313, 327, 360, 426; 430–24 hours
B. Strategic Electives (select one from each group)—6 hours
   1. COM 323, 329, MKT 328
   2. COM 320, 325, 356
Choose an emphasis below:
C. Photojournalism Emphasis—18 hours
   1. COM 315, 326, 336, 346;
   2. COM 210 or 481
   3. Select one course from another emphasis
      (Storytelling or Interactive)
D. Storytelling Emphasis—18 hours
   2. COM 399 or 483
   3. Select one course from another emphasis
      (Photojournalism or Interactive)
E. Interactive Emphasis—18 hours
   1. COM 337, 427, CSC 360, 361
   2. COM 399 or 483
   3. Select one course from another emphasis
      (Photojournalism or Storytelling)
F. General Emphasis—18 hours
   1. Select 15 hours from at least 2 emphases
      (Photojournalism, Storytelling, Interactive) above
   2. Select one course from: COM 210, 399, 481, 483

VI. Major in Film Studies—39 hours
A. Major Requirements—24 hours
   1. COM 209 or 238, 220, 303, 306, 313, 321, 410, 430
   2. Select 12 hours from the following:
      COM 170(x2), 240, 245, 270(x2), 299(x3), 312, 325,
      370(x2), 399 (1 hr. x 3), 470(x2), BLAW 421, CHR 363,
      PHL 345

VII. Major in Rhetoric—33 hours
A. COM 112, 211, 218, 235, 311, 416, 471—21 hours
B. Select 12 hours from the following:
   COM 170(x2), 211, 212, 303, 305, 311, 312, 317, 331, 345,
   299/399(x3), 412, 489, 490, 494;
   MUS 320, 420

IX. Major in Theatre and Speech with Teacher Licensure (Grades K-12)
A. Major requirements—79 hours
   1. COM 112, 123, 211, 218, 240
   2. COM 312, 317, 330, 331, 341, 342, 345, 412
   B. Required Minor in Professional Education—40 hours
   1. Prior to Internship—EDU 150, EDU 305, EDU 358,
      PSY 213, PSY/SE 230.
   2. Fall of Internship Year—EDU 306, 340, 426, 440
   3. Spring of Internship Year—EDU 441 and 451
   4. CSC 105 is required in the BA core

X. Minor in Broadcast Journalism—21 hours
A. Requirements: COM 121, 220, 230, 245, 352—15 hours
B. Select 6 hours (to include 3 upper-level) from: COM
   211, 347, 399, 406, 486

XI. Minor in Communication Studies—21 hours
A. Select 12 hours of COM courses (any level)
B. Select 9 hours of upper-level COM courses

XII. Minor in Digital Media Studies—21 hours
A. Choose two courses from each list:
   1. ART 120, 221, 345, 346, 347, 348
   2. COM 220, 236, 320, 327, 356, 365
   3. CSC 200, 265, 335, 360, 361

B. a 3-hour course in area of emphasis must be chosen
   from one of the lists above.

XIII. Minor in Film Studies—18 or 22 hours
A. Track One—18 hours
   1. Required courses—9 hours
      COM 209 or 238, 313; CHR 348
   2. Elective courses—9 hours
      Select 3 courses from: COM 209, 220, 238, 306, 315,
      321, 372, 410, 438; ENG 311; PHL 448; PSC 300
B. Track Two—22 hours
   1. Required course: COM 313
   2. Select 3 hours from: COM 209, 220, 238, 306, 315,
      321, 372, 410, 438; CHR 348; ENG 311; PHL 448;
      PSC 300
   3. Admission to Los Angeles Film Studies Center: Check with the Communication
      Arts Department, Intercultural Studies, or
      lafsc.bestsemester.com for details.

XIV. Minor in Journalism—18 hours
A. COM 210 (x2), 334, 415—12 hours
B. Select 6 hours from: COM 121, 220, 236, 321, 343,
   360, 407

XV. Minor in Photojournalism—18 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, 361, 481.

XVI. Minor in Public Relations—18 hours
A. COM 323, 343, 423—9 hours
B. Select 9 hours from: COM 121, 220, 236, 242, 320,
   329, 356, 360, 361, 415, 416

XVII. Minor in Rhetoric—18 hours
Select 18 hours (9 must be 300 level or above) from:
   COM 170(x2), 112, 211, 218, 235, 270(x2), 299(x3), 312, 325,
   370(x2), 399 (1 hr. x 3), 470(x2), BLAW 421

XVIII. Minor in Theatre—18 hours
A. Select at least 6 credit hours from lower level courses:
   COM 123, 211, 212, 240
B. Select at least 6 credits from upper level courses: COM
   303, 305, 311, 312, 317, 330, 331, 341, 342, 345, 399(x3),
   412, 489, 490, 494;
   MUS 320, 420
C. Select 2 electives from lower or upper level COM
   courses from those listed above.

Major in any Communication Arts Field with
Discipline-Specific Honors

Students must do all of the following in order to earn
Discipline-Specific Honors in Communication Arts:
   A. Meet the admission requirements for the University
      Honors program.
      1. 3.5 GPA
   2. At least 15 credit hours at the university level
   B. Fulfill Honors contracts in three upper-level, content-
      based courses.
   C. Complete the Honors thesis project (enrolled in COM
      495).
   D. Present the Honors project in the appropriate format.
   E. Successfully defend the Honors thesis/project.
F. Satisfy the Honors Colloquium requirement as set by the Honors Community.

Intercultural Strategic Communication
Union’s Intercultural Strategic Communication program integrates the Department of Communication Art’s rich Communication Studies Program with an innovative Intercultural Studies curriculum preparing students to meaningfully serve diverse communities stateside and abroad in a variety of corporate, nonprofit, and missional contexts. Intercultural Strategic Communication graduates are prepared to:

- Mindfully create relationships between organizations and diverse audiences by crafting messages across media platforms
- Understand and evaluate message impact for multiple cultures and audiences
- Establish and maintain partnerships
- Effectively develop and lead culturally diverse teams
- Design and facilitate training and development tailored to the audience’s needs

**Program Options:**

**Intercultural Studies major or minor with Communication Studies major:**

- COM 112-Public Communication
- COM 121-Writing Across Media Platforms
- COM 220-Digital Storytelling or COM 236-Digital Photography
- COM 235-Interpersonal Communication*
- COM 242-Communication Theory and Research
- COM 313-Media Theory and Trends
- COM 320-Organizational Communication
- COM 323-Principles of Public Relations
- COM 325-Communication Training and Development
- COM 341-Theatre History I or COM 342-Theatre History II or COM 303-On Camera Acting
- COM 356-Social Media Theory and Trends*
- COM 415-Magazine and Feature Writing
- COM 416-Persuasion or COM 417-Advanced Public Speaking
- COM 430-Communication Law

**Intercultural Studies Major with Communication Studies minor:**

- COM 112-Public Communication
- COM 220-Digital Storytelling or COM 236-Digital Photography
- COM 235-Interpersonal Communication*
- COM 242-Communication Theory and Research
- COM 323-Principles of Public Relations
- COM 325-Communication Training and Development
- COM 356-Social Media Theory and Trends*

*These courses are available as a study abroad option to London. The course numbers for the study abroad options are COM 280 and COM 380.

For more information, contact:
Professor Ashley Blair, Associate Professor and Chair of Department of Communication Arts: ab Blair@uu.edu

Dr. Phillip Ryan, Director, Intercultural Studies Program: pryan@uu.edu

**Student Organizations**

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

The Bulldog Communication Group, a student-run public relations agency, provides students with portfolio building opportunities by offering communication services to clients on campus and in the community. Positions in the firm are awarded via an application process.

Alpha Epsilon Rho is the Union chapter of the National Broadcasting Society. AERho encourages and rewards scholarship and accomplishment among students of broadcasting, establishing meaningful communication between student and professional broadcasters, and fostering integrity in the use of the powerful instruments of radio, television, film, cable and its many associated business industries.

The Public Relations Student Society of America (PRSSA) is open to all students interested in the public relations profession and society activities. PRSSA is student-led and relates to the practice of public relations, planning a PR career, and acquiring the skills needed in public relations.

The Union Broadcasting System (UBS) produces news programming and documentaries for local news outlets, the online news source West Tennessee Today, and Union’s basketball games. UBS also 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.

The Union Film Society seeks to increase interest in and understanding of the art and process of filmmaking through a variety of experiences, including film screenings, filmmaking seminars, and film projects.

The Cardinal & Cream is the student news publication. The newspaper is online and updated daily during the fall and spring semesters. A full-color news magazine, C&C, is published each semester. Staff positions are open to all classes and majors.
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 non verbally with confidence, and active listening and evaluation skills.

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 Across Media Platforms (3) 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 the Performing Arts (3) F–Even Years
An exploration of the techniques, creators, and art of theatre and film, designed as a foundational study to make plays and movies more meaningful and better appreciated.

145. Beginning Portfolio (1) F
This course serves as an introduction to the development of the portfolio, which is comprised of the Theatre major’s evidence of work for the duration of time in the program. Besides learning how to craft a portfolio and collect evidence, the student will begin to shape their Christian artistic aesthetic through the reading of various literature and discussions with the faculty.

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

209. History of Animation (3) S–Even Years
A historical survey of animated motion pictures from the medium’s pre-history through the modern era in America and abroad. Emphasis will be placed on the major movements, genres, and themes in narrative film from the silent era, early talking pictures, the studio system, and post-classical cinema. Lectures and class discussions are accompanied by screenings of appropriate films.

210. Journalism Practicum (3) 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) S
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.

212. Movement (3) S–Every Other Year
This class is a study of the use of the body on stage to communicate character and action and introduces common movement techniques expected in an actor. Activities include exercises in body conditioning, body language, dance, stage combat, and mask work. This class is designed to provide movement skills for the student actor, as well as to instill self-awareness, spatial awareness, and tools and techniques for effective physical expression.

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.

238. History of Film (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.

240. Acting Theory and Technique (3) F–Even Years
Various acting theories and practices with emphasis on exercises in physical training, vocal reproduction, character projection, and the aesthetics of acting.
242. Communication Theory and Research (3) F
Focuses on practical research associated with the pursuit of a degree in communication. Emphasis is on developing a research attitude, research skills, and a research vocabulary. Deals with surveys, validity, and the interpretation of data.

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.

303. On-Camera Acting (3) S—Every Other Year
This course will focus on developing basic screen acting skills, including playing for various camera shots and angles, continuity, reaction shots, etc. Acting styles for Television, film genres, and commercials, will be explored, as well as auditioning techniques. Students will learn how to self-tape and develop material for website or reels. Small in class production projects, will help students to gain an introductory understanding and appreciation for basic responsibilities on a set.

305. Drama (3) F
Prerequisites: ENG 201 and 202. Reciprocal credit: ENG 305. See ENG 305 for course description.

306. Entertainment Industry (3) S—Even Years
A survey of current industry practices and careers in the entertainment industry. Students will learn about the professional guilds; the core business configuration of the film/television industry; and professional expectations in the entertainment industry.

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 and 202. Reciprocal credit: ENG 312. See ENG 312 for course description.

313. Media Theory & Trends (3) F
An introduction to the scholarly analysis and study of visual media, teaching students the critical skills involved in the understanding and interpretation of media messages. Includes a foundational study of the aesthetic, cultural and critical theories of media to develop appreciation and skill in analysis. This course will also consider coming and future trends in media technologies in light of media history and theory.

315. Documentary Filmmaking (3) S
Prerequisite: COM 220.
Contemporary documentary filmmaking is built upon a tradition of investigation, discovery, and advocacy. Students will produce their own documentary films by first reflecting on the history and philosophies of the craft, then applying modern production techniques to actualize the films. Production skills will include cinematography, audio acquisition, lighting, and digital editing. This course will also take a close look at work that has made an impact on its audiences and at the filmmakers who produced it.

317. Production Design (3) S—Even Years
Prerequisite: COM 221
This introductory course will orient students to the concepts and tools needed to express the design of scenery, costumes, and lighting for Theatre and Film.

318. Advanced Composition (3) S; W—As Needed
Prerequisites: ENG 201 and 202. Reciprocal credit: ENG 318. See ENG 318 for course description.

320. Organizational Communication (3) S
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. Introduction to Screenwriting (3)
Prerequisite: COM/ENG 312. Reciprocal Credit: ENG 321.
The key to every great film is a great script. Screenwriters need to be adept at not only conceptualizing a film, but also conveying that idea to the industry, and, most importantly, putting pen to paper and writing a script that rings true with layered characters, meaningful conflict, and authentic dialogue. This course will allow students to consume important and transcendent screenplays and explore the journey from idea to finished script.

323. Principles of Public Relations (3) F
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 and Development (3) F—Even Years
An interactive experience emphasizing the process by which organizations help managers and employees improve performance and increase job satisfaction.

326. Social Documentary F—Odd Years
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 I (3) F
Prerequisite: COM 220.
Introduction to principles, practices, context, and structure of public relations examining both the process and its implementation in business, industry, and institutions.
329. Principles of Advertising (3) F—Odd Years
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. Entertainment Production I (3) S—Odd Years
Fundamentals of successful stage and film production and technique: focusing on scenery, props, costuming, makeup, sound, and lighting.

331. Entertainment Production II (3) S—Every Other Year
Prerequisite: COM 330.
The fundamentals of successful stage and film production and technique will be further explored through the experimentation of new techniques and materials used to create scenery, props, costumes, makeup, sound, and lighting.

334. Immersion Journalism (3) S
Prerequisite: COM 121.
This workshop-based course introduces students to reading and writing in immersion journalism, the long interview, the personal essay, and memoir. This includes (but is not limited to) things like travel and nature writing, observational or descriptive essays, and literary journalism.

336. Editorial Photography (3) S
Prerequisite: COM 236.
The 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.

337. Interactive Design (3) S
Pre- or corequisite: COM 327.
Using hands-on experiences to edit, layout, and develop interactive projects, to provide a practical understanding of navigation and user interface design principles, with emphasis placed on multi-platform template design, usability, information visualization and collaborative communication.

341. Theatre History I (3) F—Odd Years and
342. Theatre History II (3) S—Even Years
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) F
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) S—Odd Years
Advanced acting characterization, historical styles, and improvisational techniques.

346. Photo Editing (3) F—Even Years
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)
Exploration of the meaning of and possible uses for theatre from a Christian perspective.

352. Reporting for Broadcast Media (3) 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.

356. Social Media Theory and Strategies (3) S
An exploration of the theoretical foundations of social media and the relevant strategies necessary to understand, critically evaluate, and create in this emerging digital space. The course will be split between thinking critically about the ramifications of social media on personal and professional communication, and gaining fluency in the tools necessary to create a strategic digital identity.

360. Publication Design (3) F
Prerequisite: COM 236.
Using hands-on experiences to edit, design, layout, and develop camera-ready documents to provide practical knowledge of state-of-the-art publishing technology.

361. Reporting for Print and Online Media (3) S
Prerequisites: 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.

372. Special Topics in Film (3)
This course will vary depending on the semester to include a broad range of special topics related to the theory, history, and practice of film.
399. Advanced Communications Practicum (1-3) F, S
Prerequisite: Instructor consent.
Practical hands-on experience in 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.

406. Documentary Reporting (3) S
Prerequisites: COM 230 and 352.
Combines advanced skills in broadcast production with writing, producing, and reporting for a regular news magazine for cable television.

407. Special Topics in Journalism (3)
Prerequisite: COM 121.
This course will vary depending on the semester to include a broad range of special topics related to the journalism field.

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) S—Even Years
The art of the director, culminating in production of a one-act play by each student.

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) S—Odd Years
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) S
Prerequisites: COM 242, 323, 343.
Examines preparation of comprehensive public relations campaigns with emphasis on critical thinking and problem solving through use of case studies.

426. Professional Portfolio (3) S
Prerequisite: COM 336.
This course will explore the many variations of portfolio presentation in today's marketplace and the content needed to present a well-rounded collection. Preparation of a portfolio based upon research in the student's areas of interest will be the primary focus of the class.

427. Interactive Media II (3) S
Prerequisite: COM 327.
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.

430. Communications Law (3) F
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) As Needed
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.

445. Final Portfolio (1) S
This course serves as the capstone course for all theatre majors. They will refine their portfolios and websites to reflect professional standards. In addition, they will craft their statement as a Christian artist.

481. Internship in Photojournalism (3) F, W, S, Su
Prerequisite: Three courses required in the Photojournalism minor; permission of the chair.
The main purpose of an internship in Photojournalism is to provide the minor with an opportunity to practice and enhance their skills and knowledge in a real-world environment. The experience is more than a job in the sense that it continues the student’s education at a higher level of engagement. It is also an opportunity for the student to connect what they are learning in the classroom to an authentic experience in their discipline.

483. Internship in Digital Media (3) F, W, S, Su
Prerequisites: COM 220, CSC 360, and two additional courses from the DMC major; permission of the chair.
The main purpose of an internship in Digital Media is to provide the major with an opportunity to practice and enhance their skills and knowledge in a real-world environment. The experience is more than a job in the sense that it continues the student’s education at a higher level of engagement. It is also an opportunity for the student to connect what they are learning in the classroom to an authentic experience in their discipline. Course may be repeated for credit.
484. Internship in Film and Television (3)  
Prerequisites: Permission of the chair.
The main purpose of an internship in Film & Television is to provide the major or minor with an opportunity to practice and enhance skills and knowledge in a real-world environment. The experience is more than a job in the sense that it continues the student’s education at a higher level of engagement. It is also an opportunity for the student to connect what they are learning in the classroom to an authentic experience in their discipline. Course may be repeated for credit.

486. Internship in Television Broadcasting (3)  F, W, S, Su  
Prerequisites: Permission of the chair.
The main purpose of an internship in Television Broadcasting is to provide the major with an opportunity to practice and enhance skills and knowledge in a real-world environment. The experience is more than a job in the sense that it continues the student’s education at a higher level of engagement. It is also an opportunity for the student to connect what they are learning in the classroom to an authentic experience in their discipline. Course may be repeated for credit.

487. Internship in Journalism (3)  F, W, S, Su  
Prerequisites: COM 121; 2 required courses in the major; permission of the chair.
The main purpose of an internship in Journalism is to provide the major with an opportunity to practice and enhance skills and knowledge in a real-world environment. The experience is more than a job in the sense that it continues the student’s education at a higher level of engagement. It is also an opportunity for the student to connect what they are learning in the classroom to an authentic experience in their discipline. Course may be repeated for credit.

488. Internship in Public Relations (3)  F, W, S, Su  
Prerequisites: COM 323; 3 required courses in the major; permission of the chair.
The main purpose of an internship in Public Relations is to provide the major with an opportunity to practice and enhance skills and knowledge in a real-world environment. The experience is more than a job in the sense that it continues the student’s education at a higher level of engagement. It is also an opportunity for the student to connect what they are learning in the classroom to an authentic experience in their discipline.

489. Internship in Theatre (3)  
Prerequisites: COM 123; COM 221 or COM 240.  
The main purpose of an internship in Theatre is to provide the Theatre major or minor with an opportunity to practice and enhance their skills and knowledge in a real world environment. The experience is more than a job in the sense that it continues their education at a higher level of engagement. It is also an opportunity for the student to connect what they are learning in the classroom to an authentic experience in their discipline.

490. Senior Thesis (1-3)  F, S, W, Su  
This course serves as an optional capstone or Discipline Specific Honors project, presentation, or paper for majors in Communication Arts. Focuses on competencies in the following areas: Must be taken during senior year. Majors in the Honors Program must take a 3 hour Senior Seminar.

494. Special Studies in Theatre (1–4)  F  
Available in multiple departmental prefix:

170-270-370-470. Debate Practicum (1 each)  F,S  
Corequisite: 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.

179PF-279PF-379PF-479PF. External Domestic Study Programs (Pass/Fail)  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.

180PF-280PF-380PF-480PF. Study Abroad Programs (Pass/Fail)  As Needed  
All courses and their applications must be defined and approved prior to travel.

195-6-7. 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.