Department of Communication

The Department of Communication serves students through a study of communication, incorporating theory, history, and application in a variety of media and non-media contexts. The Department prepares its majors to function effectively as competent professionals with a Christian worldview.

The Department of Communication includes five major programs of study including Strategic Communication, Film & Broadcasting, Communication Arts Education (secondary ed.), Digital & Graphic Design, and Multimedia Journalism. Strategic Communication has two tracks or emphases the student may choose from: Advertising, Promotion and Public Relations and Communication Studies. All these programs have corresponding minors from which to choose. In addition, Photography is offered as a minor program of study. Each area makes appropriate contributions to the following objectives of the Department:

1. To contribute to the arts and sciences emphasis of the University
2. To promote a Christ-centered value system
3. To be cognizant of cultural diversity and differing value systems
4. To provide professional preparation
5. To develop leadership skills in the communication fields

A student may earn the Bachelor of Arts or the Bachelor of Science degree within the Department of Communication. A Bachelor of Fine Arts degree is available in the areas of Film and Digital & Graphic Design. See the General Education section of the catalog for specific requirements.

Students earning a BA or BS in communication complete a 46 to 50-credit major plus a minor of the student's choice. For the major, the student elects one of the following areas: Strategic Communication, Film & Broadcasting, Digital & Graphic Design, Multimedia Journalism, or Communication Arts Education. Concentrations are available in Electronic Media, Multimedia Journalism and Strategic Communication. A student may combine a communication minor with a communication major to become a comprehensive communication major provided these are not the same area (see next paragraph). Students outside the department may select from any minor in the communication area. However, a Communication Studies minor may only be combined with a major outside of the Department of Communication.

Students earning a BFA (Bachelor of Fine Arts) degree in Film or Digital & Graphic Design complete a 70-credit program that includes both their major and minor. No further minor is needed as this is a comprehensive major. Students must receive pre-approval by communication faculty to begin the BFA program. BFA students must maintain a 3.0 GPA overall, plus a 3.5 GPA in the major. Students interested in the BFA...
should contact their academic advisor by the spring of their sophomore year.

**Communication Arts Education majors may earn a BA or BS; however, the major is comprehensive and does not require a minor.** The Communication Arts Education major includes a secondary emphasis in English education. When completed, the student will be certified to teach journalism and English in secondary schools.

**The comprehensive option requires a minimum of 65 to 68 credits of communication coursework.** A student chooses one of the five communication majors and a then a minor from one of the six eligible minors in the Department of Communication. The student completes 43 - 46 credits in the major field and 22 credits in the minor field. The student must meet all the requirements of both the major and the minor. The minor must be outside of the student’s major emphasis. Remaining elective credits are selected from the Department of Communication courses in consultation with an advisor. No further minor or concentration is required for graduation. This option only applies to BA and BS students. Communication coursework taken for general education is typically included towards a comprehensive communication major.

All incoming freshmen and transfer communication majors are required to take the COMM 100 University Seminar course, which provides orientation to the University in general and to the communication major. COMM 211 Public Speaking & Rhetoric or an equivalent course is required for all communication majors to achieve speech communication proficiency. This and other communication courses may be used to meet the 3-credit humanities requirement in general education.

COMM 205 Effective Communication is a general education course that does not meet major requirements. All communication majors must take COEM 175; however, students entering with extensive video and computer experience may apply for exemption from this requirement. Students who are granted exempt status must still take 2 credits of communication electives as part of the major. Communication elective courses must be 300 or 400 level, except for COEM 232.

**Communication Majors**

**Communication Arts Education (Journalism and English certification)**

Students who seek a program of study that prepares them for secondary education teaching in the areas of Journalism and English, but mainly includes all aspects of media journalism, including newspaper, magazine, broadcast, and Web media, may be served by the Communication Arts Education major. This is a comprehensive major that primarily emphasizes journalism education with a secondary emphasis in English education. No minor is required with this major. Students must also take the
required education courses for teacher certification.

The Communication Arts Education Major requires 68 credits of communication and English courses in addition to 31 credits of secondary education coursework. Requirements include COEM 175, COMM 113, 211, 214, 345, 441, 496, COMJ 254, 314, 317 (2 credits), 321, 350, 422, 435, COMD 355, choice of 2 credits from COMM 238, COMD 358, COMB 348, ENGL 212, 236 or 436, 298 (twice), 398, 445, 271 or 272, 222, 123 or other literature course, choice of 301/302/303, methods courses including COMJ 336 and ENGL 336, and 31 hours of secondary education requirements, which includes 12 credits of student teaching. The secondary education course list is available through your academic advisor or the Education Department. Please note that this major is subject to the regulations of the Missouri Department of Education and may affect the requirements listed here. Please see your advisor for the latest requirements and documentation.

Digital & Graphic Design. Students interested in developing creative designs using computer technologies from a communication perspective may consider the Digital & Graphic Design major. Coursework in this major includes graphic design, desktop publishing, audio and video production for computer media, Web design, 2D and 3D animation, media arts design, and multimedia production. Digital & Graphic Design majors may choose from three degree programs - Bachelor of Arts, Bachelor of Science, or Bachelor of Fine Arts.

Digital & Graphic Design major (BA or BS). There are two tracks within the major that the student may follow: Digital Arts and Graphic & Media Arts.

The Digital Arts track requires 46 credits, including COMM 113, 214, 246 or COMR 372, 345, 470, and 496 (Senior Seminar); COEM 175, 232 and 253; COMD 355, 365, 425, and 456. Four credits of workshops must also be taken, including 1 credit of COMB 348, COMF 368, 1 credit of COMD 358, and choice of 1 credit from COMR 363 or COMD 358. The remaining credits may be chosen from the communication listings at the 300 or 400 level with the permission of the advisor. COPH 215 may count as an elective credit for this major. Digital Arts track majors must take COMM 211 for speech proficiency and COMM 205 as part of the general education requirements.

The Graphic & Media Arts track requires COMM 113, 214, 470 & 496; COEM 175; choice of COMD 305, 425 or ART 418; COMD 365 & 355; COPH 215; choice of art history course; ART 106, 110, 216, and 316. Four credits of workshop must be taken including COMD 358, COMB 348, COMF 368, and choice of COMR 363 or COMD 358. The remaining credits needed must be from 300 and 400-level communication courses or ART courses approved by the advisor. COMM 205 and 211 are required as part of general education.
The Comprehensive Option for Digital Arts (BA or BS) requires 65 credits, which includes all the requirements listed for the Digital & Graphic Design major plus a communication minor. Six credits of workshops are needed, 4 from the major and two credits of workshops from the minor. No more than 2 credits of any specific workshop may be applied toward the major or minor. Any duplication of course requirements listed will become required elective communication credits and may be chosen from the communication listings with the permission of the advisor. The student must complete 22 hours in a minor in the Department, fulfilling all the requirements for that minor. No further minor or concentration is required for graduation.

A Bachelor of Fine Arts in Digital & Graphic Design requires 70 credits, including COMM 113, 214, 246 or COMR 372, 345 or 350, 470 and 496 (Senior Seminar); COEM 175, 232, and 253; COMD 355, 365, 425, 456; COPH 215; choice of COMF 353 or COMR 333. Four credits of workshops must also be taken, including 1 credit of COMB 348, COMF 368, 1 credit of COMD 358, and choice of 1 credit from COMR 363 or COMD 358. Three credits must be chosen from the communication listings at the 300 or 400 level with the permission of the advisor. Additionally, students must take the following courses from the Humanities Department: Art 106, 110, 216, 316, 418, and an art history course; 3 credits of ART, CPSC, or COMD elective coursework are also required. Digital & Graphic Design BFA students must take COMM 205 and 211 as part of the general education requirements. Students may apply for the BFA program by submitting a letter/email of intent with a work portfolio to the department faculty after completing 45+ credit hours and achieving at least a 3.0 GPA. Students should contact their advisor for further information on this process.

Film and Broadcasting. Students interested in film and broadcasting including the production of television commercials, music videos, documentaries, dramatic programming, and motion photography work may consider the Film and Broadcasting major. Coursework includes scriptwriting, camera operation, editing, directing, voice and camera performance, and aesthetics. Film & Broadcasting students have the choice of earning a Bachelor of Arts, Bachelor of Science, or Bachelor of Fine Arts degree.

A Film & Broadcasting major with a BA or BS degree requires 46 credits, including COMM 113, 214, 246, 470 and 496 (Senior Seminar); COEM 175, 232 and 253; COMJ 422 or COMM 322; choice of COPH 215, COMB 344 or advisor-approved elective; COMF 324, 353, and 473; choice of COMD 325, 355 or 365. Four credits of workshops must also be taken including 1 credit of COMB 348, 2 credits of COMF 368, choice of COMB 348 or COMD 358 for 4th workshop credit. The remaining credits must be taken from the communication course offerings at the 300 or 400 level with permission of the advisor. Film majors must also take
COMF 220, COMM 205, and 211 as part of the general education requirements.

**Comprehensive Option for Film & Broadcasting (BA or BS)** requires a minimum of 65 credits, which includes all the requirements listed for the Film major plus a communication minor. Six credits of workshops are included with 4 credits (combined) from the major and two credits of workshops from the minor. No more than 2 credits of any specific workshop may be applied toward the major or minor. Any duplication of course requirements become additional elective communication credits and may be chosen from the communication listings with the permission of the advisor. The student must complete 22 hours in a minor in the Department, fulfilling all the requirements for that minor. No further minor or concentration is required for graduation.

**Bachelor of Fine Arts in Film**

**A BFA in Film** requires a minimum of 70 credits, including COMM 113, 214, 246, 470 and 496 (Senior Seminar); COEM 175, 232, and 253; COMD 365, COMM 220, 324, 353 and 473, COPH 215, 319, and COMM 498 or an upper division communication course (3 credits). Four credits of workshops must also be taken, including 1 credit of COMB 348 and 3 credits of COMF 368 (3 semesters). Additional credits must be taken from the humanities offerings including Art 106, THTR 140, 231, 243, 321, 328, 340, 344, 2 credits of THTR 130, and choice of ENGL or THTR literature or history course. BFA Film majors must also take COMM 205 and 211 as part of the general education requirements. Students may apply for the BFA program by submitting a letter of intent with a work portfolio to the department faculty after completing 45+ credit hours and achieving at least a 3.0 GPA. Students should contact their advisor for further information on this process.

**Multimedia Journalism.** Students who seek to be master storytellers who love the challenge of producing news content for modern media such as the Web, social media, electronic devices, broadcast, newspaper and magazine may be interested in completing the Multimedia Journalism major, a versatile and creative major with a strong emphasis on writing, performing, and producing news in a variety of contexts and means.

**A Multimedia Journalism major** requires 46 credits, including COEM 175 and 232; COMD 325 or 355; COMM 113, 214 (or COMJ 254), 246 (or COMR 352), 345, 441, 470 and 496 (Senior Seminar); COMJ 314, choice of 350 or 435, and 422; COSC 231. Four credits of workshops must also be taken including 1 credit of COMJ 317, 1 credit of COMB 348, 1 credit of COMD 358, and choice of COMJ 317 or COMB 348. The remaining credits may be chosen from the communication listings at the 300 or 400 level with permission of the advisor. A maximum of 4 credits of workshops may be applied to the major. Only 2 credits of any specific workshop may count toward the major. Multimedia Journalism majors are required to take COMM 205 as part of the general education
requirements. Students may choose COMM 211 or COMB 344 to meet the speech proficiency requirement.

**Comprehensive Option for Multimedia Journalism major** requires a minimum of 65 credits, which includes all the requirements listed for the major plus a communication minor. Six credits of workshops are included with 4 credits (combined) from the major and two credits of workshops from the minor. No more than 2 credits of any specific workshop may be applied toward the major or minor. Any duplication of course requirements become additional elective communication credits and may be chosen from the communication listings with the permission of the advisor. The student must complete 22 hours in a minor in the Department, fulfilling all the requirements for that minor. No further minor or concentration is required for graduation.

The **Strategic Communication Major** has the option of choosing from two tracks: Advertising, Promotion & Public Relations or Communication Studies. These areas of communication include theory, research, and skills in areas of communication that target certain types of audiences to achieve various purposes of an organization, campaign, business, or individual. The Advertising, Promotion & Public Relations track is offered to students who want to specialize in promotional communication, such as advertising and marketing through the media or public relations. Students interested in commercial and print ad production, promotional campaigning, event coordination, copywriting, press relations, social media, and strategic communication for business and non-profits would find this track or minor a benefit.

**The Strategic Communication major with the Advertising, Promotion & Public Relations track** requires 48 credits, including COMM 211, 214, 246, 470, and 496 (Senior Seminar), COEM 175, COMD 325, COMR 333, 352, 372, and 443, COSC 231, MRKT 239, choice of COMM 345, COEM 232, or COMD 355, and four credits of communication workshops: COMJ 317, COMR 363 or COMS 316, and choice of COMB 348 358, or COMF 368. Three credits chosen in media production are required. The remaining 3 credits may be chosen from the communication course offerings at the 300 or 400 level with the permission of the student’s advisor or select MRKT courses, which may include MRKT 341, 389, or 446. A maximum of 4 credits of workshops may be applied to the major. Only 2 credits of any specific workshop may be applied toward the major. COMM 113, 205, and 211 are also required as part of general education requirements.

The Communication Studies track is designed to meet the needs of students interested in strategic communication but who want a more generalized degree that prepares the student for work outside of mass media contexts, emphasizing human interaction in its various forms. This track is particularly applicable to students who want to go on to graduate work in another related
field such as speech, communication research, politics or law.

The Strategic Communication major with the Communication Studies track requires 48 credits under the direction of an advisor from the Department of Communication. Requirements for this track include COEM 175, COMM 113, 214, 246, 322, 331, 441, 470, & 496; COMS 233, & 346; COSC 231; and choice of media production course for 3-credits, COMR 333 or COMR 352. Additionally, 4 credits of workshops must be taken including 1 credit of COMS 316, 1 credit of COMR 363, and 2 credits from other communication workshops. The remaining 6 credits must be chosen from any of the communication listings at the 300 or 400 level with permission of the advisor or MRKT 239. COEM 232 may count as an elective credit for this major. Only 2 credits of any specific workshop may count toward the major. COMM 205 and 211 are also required as part of general education requirements.

Comprehensive Option for Strategic Communication Majors

Strategic Communication majors in either track may add a communication minor to their program to create a comprehensive communication major. The Communication Studies minor is not eligible for this option. A comprehensive option requires a minimum of 65-68 credits, which includes all the requirements listed for the major plus a communication minor. Six credits of workshops are needed including 4 workshop credits applied to the major. Two credits of workshops are required for the minor. No more than 2 credits of any specific workshop may be applied toward the major or minor. Any duplication of course requirements become elective communication credits and may be chosen from the communication listings with the permission of the advisor. The student must choose an approved minor in the Department, fulfilling all the requirements for that minor.

Theatre/Speech Education

(See listing under Humanities)

Communication Minors

The Advertising & Public Relations minor requires 22 credits, including COEM 175, COMM 113, 214, 246, choice of COMM 345, COMD 325, COEM 232, CORM 372, or 355; COMR 333 and 352. Two workshop credits are also needed, including COMR 363 and a choice of COMB 348, COMD 358, COMF 368, COMS 316, COMJ 317, or COMR 363. Only 2 credits of any workshop may be applied toward the major or minor.

A Communication Studies Minor is only an option for non-Communication majors. The minor in Communication Studies requires a minimum of 19 credits as described below:

1. Required Core (6 credits): COMM 113 or 211
2. Electronic Media Area (2 credits): COEM 175
3. Artistic Expression Area (3 credits): COMF 220
4. Effective Communication (3 credits): COMM 205
5. Communication Electives (3 to 6 credits): choice of any communication courses - 300 and 400 preferred
6. Two Workshops (2 credits): choice of two communication workshops
Total: 19-22 hours.

A Communication Studies Minor MUST have a major outside of the Department of Communication.

A Digital Arts minor requires 22 credits, including COMM 113, 214, and 345, COEM 175, COMD 355, and six credits (choose two) from COMD 365, 425, and 456. Minors must also complete a choice of COMF 368 or COMB 348, and 1 credit of COMD 358 with a maximum of 2 credits (combined) to be applied to the minor.

A Film & Broadcasting minor requires 22 credits, including COMM 113, 214, COEM 175, 232, COMF 324 or COMJ 422, COMF 473 or COMF 353, and COEM 253 or COPH 215. Minors must complete 1 credit of COMB 348 and 1 credit of COMF 368 with a maximum of 2 credits (combined) to be applied to the minor. Film and Broadcasting minors must take COMF 220 as part of the general education requirements.

A Photography minor with a communication emphasis requires 22 credits, including COEM 175, COMM 113, COPH 215, 315, 319, and choice of 6 credits from the following courses: COPH 415, 419, COMF 353, 422, 473. Two workshops (2-credits total) are required from COMB 348, COMF 368, COMJ 317, COMR 363. A photography minor with an art emphasis is offered through the Humanities Department.

Communication Concentrations

Electronic Media. Students who would like to study a broad program of electronic media may choose the Electronic Media concentration. The concentration requires fewer credits than a major, but it is more comprehensive than a minor. Choosing a concentration should be discussed with the advisor, as it may affect graduation requirements.

An Electronic Media concentration requires 29 credits, including COMM 113, 214, 246, 441, COEM 175, 232, and 253, 2 credits chosen from COMB 348, COMD 358, or COMF 368 (must choose 2), and COMD 325 or 355. The remaining credits may be chosen from the electronic media offerings (COEM, COMB, COMD, COMF) with the permission of the advisor from the 300 or 400 level. A maximum of 3 credits of workshops may be applied toward the concentration.

A Multimedia Journalism concentration requires 29 credits, including COEM 175, COMM 113, 214, and 345, choice of COMM 345, COMD 325, COMD 355 or COEM 232 [six credits] COMJ 314, 317 [1 credit], COMJ 422, COMJ 350 or 435, and COMB 344 [1 credit], COMR 372, COMB 348 [one credit] and COMD 358 [one credit]. The remaining credits may be chosen from the 300 to 400
level communication offerings with the permission of the advisor. A maximum of 3 credits of workshops (combined) may be applied to the concentration.

**Strategic Communication.** Students interested in audience analysis, communication studies, and promotion of businesses and organizations might be interested in a concentration in Strategic Communication. A concentration requires fewer credits than a major and can be combined with another concentration or two minors to meet degree requirements.

The **Strategic Communication Concentration** requires 29 hours of credit including: COMM 113, choice of COMM 246 or COMR 372, COSC 213, COMM 214, COMR 333 or 352, COEM 175, choice of media production course, 6 hours of upper division communication elective (may include a MRKT course), COMR 363, COMM 316, and choice of any other communication workshop. A maximum of 3 workshop credits may be applied to the concentration.

**Communication Department Courses**

**COEM 175: Introduction to Electronic Media (2 cr.)** Explains the basics of video cameras, editing, audio recording, computer media, web applications, and desktop publishing. Prepares students for intermediate work in electronic media courses.

**COEM 232: Video Production (3 cr.)** Explains the basic principles and procedures involved in television studio production, video editing, and practical application of production skills. Includes 2 hours of lecture and 1 hour of lab per week. The lab component is required. Prerequisite: COEM 175.

**COEM 253: Audio Production (3 cr.)** Examines audio production techniques with an emphasis on production for radio, the recording industry, television, film, and multimedia. Prerequisite: COEM 175

**COEM 290/490: Directed Readings in Electronic Media (1-3 cr.)** These courses are available as needed. Prerequisite: Permission of the professor.

**COEM 493: Special Topics in Electronic Media (2-3 cr.)** This course is available as needed. Prerequisites: Permission of the professor and determined when the course is scheduled.

**COEM 294/494: Travel-Electronic Media (1-3 cr.)** These courses are available as needed. Prerequisite: Permission of the professor.

**COEM 299/499: Directed Research/Projects in Electronic Media (1-3 cr.)** These courses are available as needed. Prerequisite: Permission of the professor.

**COMB 344: Electronic Media Performance Skills (3 cr.)** Develop microphone and camera skills essential to successful communication through electronic media. The techniques discussed in this course include announcing, news delivery, interviewing, instructional television, teleconferencing, and press conferences. Prerequisite: COEM 175 and COMM 214. Recommended: COEM 232.

**COMB 348: Television and Radio Workshop (1 cr.)** Provides experience in
the areas of electronic journalism and broadcast production techniques. Students in this course are responsible to produce EUTV weekly programs, Newswatch Today and EUTV Sports Update which air on Mediacom cable access channel 80-5, Evangel cable channel 35-1, and online. Students in this course also receive on-air radio experience through KECC Radio. Corequisite: COMB 348-51 Lab. Prerequisite: COEM 175 (COEM 232 recommended).

**COMB 493: Special Topics in Broadcasting (2-3 cr.)** This course is available as needed. Prerequisites are determined when the course is scheduled.

**COMD 305: Media Graphics with Photoshop and Illustrator (3 cr.)**
Advanced exploration of Adobe Photoshop CC and Illustrator CC including alpha channel masking and advanced layer masking. Students follow along during in-class tutorials and given job specs to complete using the skills learned in class. Prerequisite: Familiarity with Photoshop.

**COMD 325: Web Communication and Analysis (3 cr.)** Explores interactive communication on the internet. Topics include web usability, aesthetics, social media use, and analytics. Students also learn Adobe and WordPress to create basic websites using proper communication techniques. Prerequisite: COEM 175.

**COMD 355: Web Design 1 (3 cr.)**
Explains interactive communication on the internet. The topics included in this course are web page development, HTML, graphic communication, aesthetics of interactive documents, uses of digital audio/video, and other subjects related to website production. Students learn and use Adobe, Dreamweaver, Fireworks, and Flash. Students attend lectures and demonstrations during class time and may work on assignments and projects using department facilities. Prerequisite: COEM 175.

**COMD 358: Multimedia Workshop (1 cr.)** Hands-on production experience in electronic journalism, media promotion, and public relations as they apply to Web communication. Students maintain the student media website under supervision of the advisor. Prerequisites: COEM 175 and COMD 325 or 355.

**COMD 365: Motion Graphics and Effects for Film and Television (3 cr.)**
Continued examination of interactive digital design at an intermediate level. Topics in this course include video compositing using After Effects, basic animation design, graphic communication, aesthetics of interactive presentations, editing of digital audio/video and other subjects related to video graphics production. Students attend lectures and demonstrations during class time and may work on assignments and projects using department facilities.

**COMD 425: 2D and 3D Animation (3 cr.)**
Students create graphics and animation for web communication and other types of computer media. Students will use programs such as Adobe Creative Cloud applications and Cinema 4D. Prerequisite: COEM 175 or permission of the professor.

**COMD 456: Web Design 2 (3cr.)**
Explores the strategies and techniques for designing websites for modern browsers and devices. Topics in this course include HTML 5, CSS 3, adaptive web design, jQuery Mobile, and designing apps using Adobe Flash and Actionscript 3. Students attend lectures and demonstrations during class time and may work on assignments and projects using department facilities. Prerequisite: COMD 355.
COMD 493: Special Topics in Digital Arts (2-3 cr.) This course is available as needed.

COMF 220: Introduction to Film (3 cr.) Discusses film art and criticism from historical and cultural perspectives. Topics include film analysis, aesthetics, and philosophy from a Christian worldview. This course meets the Artistic Expression general education requirement.

COMF 320: Film and Theory Analysis (3 cr.) Discusses the historical and rhetorical criticism of film through reading and writing film criticism using several established film theories. Students will also examine film theory in context with the wider field of communication theory. Prerequisites: COMF 220 or permission of the professor.

COMF 368: Film Workshop (1 cr.) Develop additional skills in areas of film production while collaborating with peers to produce a film for cable and public exhibition. Skills include camera work, editing, promotion, and scriptwriting with an emphasis on teamwork and commitment to craftsmanship. Prerequisites: COPH 215 and/or COEM 232 or permission of the professor.

COMF 473: Electronic Cinematography (3 cr.) Explores dramatic film production and digital film technologies including motion photography, directing, film editing, digital video camera techniques, and digital non-linear editing. Lab fee required. Prerequisites: COEM 175, COEM 232 and junior or senior standing Recommended: COMF 324.

COMF 493: Special Topics in Film (2-3 cr.) This course if available as needed.

Prerequisites: Determined when course is scheduled.

COMJ 254: Introduction to Journalism (3 cr.) Examines the history, practices, and enduring standards of journalism as a profession. Students will connect the past, present and future of journalism to the enduring skills and principles required gathering the facts and telling society’s stories. Prerequisites: COMM 113 and 214.

COMJ 314: News Reporting and Production (3 cr.) Exposes to concepts of news values and intensive training in the methods of gathering and writing news including theory and practice of editing, copy, writing headlines, and designing newspaper pages. Prerequisite: COMM 214.

COMJ 317: Newspaper Workshop (1 cr.) Provides practical experience in the production of the student newspaper, including work in news writing, editing, editorial and feature writing, and layout. No more than 2 credits of 216 can be applied to the major or 1 credit to minor. Prerequisite: COMM 214.

COMJ 321: Copy Editing (3 cr.) Provides practical experience in the production of the student newspaper, including work in news writing, editing, editorial and feature writing, and layout. No more than 2 credits of 216 can be applied to the major or 1 credit to minor. Prerequisite: COMM 214.

COMJ 336: Instructional Methods in Journalism (1 cr.) Acquaints student with methods and materials for teaching journalism as well as to prepare them to
supervise secondary school newspapers and yearbooks. Corequisite: EDUC 497.

**COMJ 350: Magazine Production (3 cr.)** Teaches the magazine editing process in various sizes of publications. Topics include total magazine industry, editorial concepts, ethics and law, research, administration, issue planning, production planning, layout, headlining, illustrations, photography, and distribution. Prerequisite: COMM 214.

**COMJ 422: Multimedia Journalism (3 cr.)** Provides experience in preparing and writing news copy for television, radio, and Internet communication. Introduces broadcast and web writing style guidelines, video production techniques in news programming, and preparation of copy and graphics for web presentation. Prerequisite: COEM 175 and COMM 214.

**COMJ 435: Feature Writing (3 cr.)** Provides experience in writing and developing feature materials for newspapers, web, and magazines. Prerequisite: COMM 214.

**COMJ 493: Special Topics in Journalism (2-3 cr.)** This course is available as needed. Prerequisite: Determined when course is scheduled.

**COMJ 294/494: Travel Journalism (1-3 cr.)** These courses are available as needed. Prerequisite: Permission of professor.

**COMJ 299/499: Directed Research/Projects in Journalism (1-3 cr.)** These courses are available as needed. Prerequisite: Permission of professor.

**COMM 100: University Seminar (1 cr.)** An introductory course offered to acclimate new Evangel students to the University. This course encourages the intellectual and practical orientation to the challenges and opportunities of University life and learning. Students learn about the mission of the University and EU20 themes while learning to build relationships within the department, and by attending campus-wide events.

**COMM 113: Introduction to Mass Communication (3 cr.)** Explores the traditional mass media from both historical and cultural perspectives including media theories and effects, media operations, and social and economic problems in the media. Introduces advertising, public relations, the relationships of foreign media to American media, media ethics and law, and new media technologies, including the Internet. This course counts for Core Curriculum credit.

**COMM 205: Effective Communication (3 cr.)** Integrates the elements of writing and speaking so students may appreciate how they intersect. Explains a rhetorical situation as a determining factor in all communication decisions and provides instruction on gathering, organizing, researching, and presenting information appropriate for the audience. This includes context and purpose of the event. Students deliver written and oral products to demonstrate mastery of language skills. Cross-listed with ENGL 205.

**COMM 210: Statistics for Communication and Media (3 cr.)** Explains the basics of statistics in conjunction with specific applications to the use of statistical information in newswriting, advertising, and graphics. Introduction to computer software that generates and analyzes statistical data. Meets the math proficiency requirement for COMM majors.
COMM 211: Public Speaking and Rhetoric (3 cr.) Explains to students with previous speaking experience how to perform a rhetorical study of significant public speeches or other communication events. Topics are special interest. This course may count toward Core Curriculum credit.

COMM 214: Introduction to Media Writing (3 cr.) Introduces writing and reporting for the mass media: print, broadcast, internet, public relations, and advertising. Includes practical experience in information gathering, organizing, and writing with emphasis on style, structure, and techniques appropriate to the various media formats. Minimum grade of C or higher required to matriculate. Prerequisite: ENGL 111 or 211, keyboard proficiency Preferred: COMM 113.

COMM 246: Interpersonal Communication Theory (3 cr.) Introduces communication theory and processes while emphasizing one-to-one communication and practice in personal application of communications principles.

COMM 298: Practicum in Communication (1-3 cr.) Similar to an internship, a practicum is an opportunity to gain experience by exploring communication fields of interest while working with on or off-campus organizations. Must be a student in good standing and have permission of the advisor.

COMM 322: Communication Theory and Research (3 cr.) Discusses theories of human and mass-mediated communication with an emphasis on research and writing. Topics include communication system theory, signs and languages, discourse, message reception and receiving, social and cultural realities, and critical theories. Prerequisites: COMM 113 and writing proficient.

COMM 331: Political Communication (3 cr.) Examines the communication involved in the varied contexts of politics as a means of creating more users that are informed and consumers of political messages. Presents an overview of political communication by examining the mediating nature of modern political communication, styles and strategies of campaign contexts, and the communication of governing with emphasis on presidential leadership. Exposes students to relevant theories and gives opportunity to present knowledge of current political activity.

COMM 341: Technical Writing (3 cr.) Discusses skills in writing tasks normally encountered in the work world, including various types of business correspondence, mechanism and process description, instructions, proposals, and reports. Some class assignments involve subject matter from the student’s major area of study. Crosslisted with ENGL 341. Prerequisite: ENGL 111 or 211.

COMM 345: Desktop Publishing Design (3 cr.) Emphasizes the designing and laying out of publications on the computer. Includes a study of basic design principles, typography, and relevant computer software. Crosslisted with MRKT 345. Recommended Prerequisite: COEM 175.

COMM 441: Mass Media Law (3 cr.) Examines statutes and judicial opinion that are the basis for an understanding of freedoms and controls of print and broadcast media. Topics include media ethics from a Christian viewpoint. Prerequisite: Junior or senior standing and writing proficiency.
COMM 470: Capstone Project in Communication Studies (1 cr.) Seminar centering on the student's ability to work through an approved project or paper under the supervision of an advisor or another communication faculty member. Prerequisites: Junior or senior standing.

COMM 493: Special Topics in Communication (2 cr.) This course is available as needed.

COMM 496: Senior Seminar (1 cr.) Required for all communication majors. Includes departmental assessments, exit testing, personal interviews, and portfolio work. Requirement: Taken final fall semester.

COMM 498: Internship in Communication (1-3 cr.) Students can work as an intern for an off-campus organization on a weekly basis. A maximum of 6 internship credits may be applied to the major and must represent two distinctly different internship experiences. Each internship is limited to 3 credit hours. Prerequisites: Permission of professor, cumulative GPA of 2.5 and required courses as outlined in the internship policies.

COMM 333: Advertising (3 cr.) Introduces the field of advertising through various media. Acquaints students with the basic techniques of advertising. Prerequisite: COMM 214 or MRKT 239.

COMM 352: Public Relations (3 cr.) Explains the relationship between publicity and public relations with emphasis on the steps and means, policies, and people to achieve good public relations. Prerequisite: COMM 214 or permission of the professor.

COMM 363: Advertising Workshop (1 cr.) Provides weekly experience and skill training in the fields of promotion, public relations, and advertising. Students work with departmental clients, plan strategies for promotion, develop campaigns, create materials, and assess results as part of the workshop experience. Prerequisite: COEM 175 and COMM 214 (COMM 333, 352 and MRKT 239 recommended).

COMR 372: Social Media Communication (3 cr.) Using the media-usage theory, explains the why and how of using relationship-building social media platforms to meet a wide variety of audiences’ communication needs and wants. Students apply concepts learned throughout the course to develop social media strategies, use tools to build a strategic media presence, and learn how to be informed, strategic consumers and producers of communication content delivered on social media platforms.

COMR 443: Cases and Campaigns in Advertising and Public Relations (3 cr.) Designed to give the students experience in and knowledge of the techniques and tools of the advertising and public relations practitioner. Prerequisite: Successful completion of COMR352/MRKT352 and COMR333/MRKT333. Writing Proficient.

COMR 290/490: Directed Readings in Advertising/Public Relations (1-3 cr.) These courses are available as needed. Prerequisite: Permission of the professor.

COMR 493: Special Topics in Advertising/Public Relations (2-3 cr.) This course is available as needed. Prerequisites: Determined when course is scheduled.
COMR 294/494: Travel Advertising/Public Relations (1-3 cr.) This class is available as needed. Prerequisite: Permission of the professor.

COMS 233: Argumentation and Debate (3 cr.) Explains the fundamentals of the logical analysis, preparation of briefs, and experiences in debating. Prerequisite: COMM 205 or COMM 111 or COMM 211.

COMS 316: Forensics Workshop (1 cr.) Available to all students in intercollegiate speech activities. No more than two credits of COMS 316 apply to the major or one credit to the minor. Prerequisites: Permission of professor.

COMS 335: Oral Interpretation of Literature (3 cr.) Involves the interpretation of poetry, prose, and dramatic literature. Cross-listed with THER 335. Prerequisite: COMM 205 or COMM 111/211.

COMS 346: Small Group and Organizational Communication (3 cr.) Develops awareness of theory and practice of group dynamics and employs small groups in the processes of information seeking and problem solving. Topics also include a study of the theory and practice of communication in organizations and practical application through the assessment and identification of communication problems in organizations. Prerequisite: COMM 246.

COMS 290/490: Directed Readings in Applied Communication (1-3 cr.) These courses are available as needed. Prerequisite: Permission of the professor.

COMS 493: Special Topics in Applied Communication (2-3 cr.) This course is available as needed. Prerequisites: Determined when course is scheduled.

COMS 294/494: Travel-Applied Communication (1-3 cr.) These courses are available as needed. Prerequisites: Permission of the professor.

COMS 299/499: Directed Research/Projects in Applied Communication (1-3 cr.) These courses are available as needed. Prerequisites: Permission of the professor.

COPH 215: Introduction to Photography (2-3 cr.) Introduces basic 35mm film and digital photography. Topics include camera technology, features, settings, basic composition, exposure, lighting, color, elementary darkroom printing techniques, Photoshop and related software for correcting exposure, color and composition. Required: Fee for photographic supplies. Cross-listed with ART 215.

COPH 315: Portrait and Studio Photography (3 cr.) In this course, students will learn the fundamentals of professional portrait photography both in studio and on location. Additional learning in glamor and fashion photographic techniques will be explored. Students will learn flash and lighting techniques used in studio work. Course also covers use of photo editing techniques and film processing and printing used in this genre.

COPH 319: Commercial Photography (3 cr.) This course emphasizes the use of photography for the purpose of marketing, advertising, product display, and other commercial
uses. This includes a wide range of photography techniques, genre, and aesthetic principles. The course explores how photography communicates to an audience and what techniques and aesthetics work best in various circumstances. Digital photo editing using Adobe Photoshop will be a significant part of the student experience.

**COPH 415: Landscape & Architectural Photography (3 cr.)**
In this course, students will learn intermediate and advanced photographic techniques to capture large subjects such as sunsets, mountains, real estate, interiors, exteriors, buildings, cityscapes and more using high-resolution and/or medium format cameras. This course builds on the techniques learned in earlier courses. Additional training in Photoshop and film printing techniques will be explored.

**COPH 419: Documentary Photography (3 cr.)**
This course provides the student with the principles and techniques of artistically capturing and presenting photos acquired from real-world subject matter. This course explores creative photographic methods used in nature, documentary, and journalistic photographic situations. Students will also learn the ethics of photo editing in dealing with real subject matter used for documentary or journalism.

**COSC 231: Strategic Communication (3 cr.)**
This course is an introduction to the field of strategic communication. “Strategic communication” identifies the significance of research-driven communication efforts that advance organizational missions. This course introduces students to this field of study and practice and emphasizes research, data-gathering, analysis and evaluation to create strategic communication proposals that effectively and ethically target key audiences to solve problems or leverage opportunities in support of an organization’s mission. Prerequisites: COMM 214 or permission of professor.

**COSC 361: Integrated Marketing Communication & Production (3 cr.)**
This course builds on the concepts learned in COSC 231 and related communication/media coursework in a way that bridges promotional strategy with tactical implementation. Using either new or established strategic plans, students will implement tactics and produce media that integrates the marketing communication concepts in a unified manner to targeted audiences. Prerequisites: COEM 175, COMM 214, COSC 231 or permission of professor.