

COMMUNICATION

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Faculty

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Academic Programs	Credits
BA: Communication	37
BA: Journalism	37
BA: Public Relations	37
Minor in Communication Studies	20
Minor in Journalism	20
Minor in Public Relations	20
MA: Interdisciplinary Studies (Communication)	37-45

After completing the freshman/sophomore sequence of courses, students make formal application to the faculty to continue their chosen majors. Students may be asked to take specific communication courses to develop required skills. Transfer students beyond the sophomore year are allowed one year to make up deficiencies.

INTERNSHIPS

Journalism and PR majors must submit applications for required internships during the junior or senior year. Communication majors are encouraged to participate in the internship program and must then submit applications for internships during the junior or senior year. Students must have completed COMM480 or have department permission prior to applying for internships.

Undergraduate Programs

Communication Core—10

Required for each of the three majors offered: COMM215; COMM480; JOUR230.

BA: Communication—37

Major requirements: *Communication core* plus JOUR140; COMM280 or 454; COMM320, 405, 436, 456, 475; and 6 credits of electives chosen in consultation with the advisor. *A minor or a second major is required for this major.*

Students seeking Michigan State certification for elementary- or secondary-school teaching must take COMM450.

BA: Journalism—37

Major requirements: *Communication core* plus JOUR330, 375, 389, 445, 455, 465; COMM320 or 436; and 6 credits of electives chosen in consultation with advisor. **Cognate:** PHTO115 or equivalent. *A minor or second major is required for this major.*

Students may apply two of the following courses to the major: DGME180; ART414; ENGL438, 467.

BA: Public Relations—37

Major requirements: *Communication core*; PREL255, 320, 389, 454, 465; COMM405 or COMM456; JOUR445; and 6 credits of electives chosen in consultation with the advisor. *A minor or second major is required for this major.*

Students may apply two of the following courses to the major: ART214, 414; DGME180, 200.

Recommended minors are marketing, graphic arts, behavioral sciences, business, English, or graphic design.

Minor in Communication Studies—20

At least 10 credits must be upper division. Students apply to the department for this minor. When accepted, each student designs minor in consultation with departmental minor advisor to ensure that the plan of study is appropriate for the student's goals. Communication-core classes are recommended.

Minor in Journalism—20

JOUR140, 230, 330 or 445, 375; and electives chosen from other courses allowed in the major in Journalism.

Minor in Public Relations—20

JOUR140, 230; PREL255, 454, 460; COMM405; and electives chosen from other courses allowed for the major in Public Relations.

Graduate Program

The Communication Department offers the Master of Arts: Interdisciplinary Studies—Communication. Degree requirements are found in the Interdisciplinary Studies section on p. 124.

Courses

(Credits)

See inside front cover for symbol code.

COMMUNICATION

COMM104

(2)

Communication Skills

Study of the human communication process from an intercultural perspective; focusing on interactions with oneself, with one other person, with a small group, and within public-speaking situations. Transfer students, juniors, and seniors meet the General Education requirement by taking one of the following: COMM230, 320, 436, or 456.

COMM104-50 (2)

Honors Communication Skills (Honors Section)

Study of the human communication process with emphasis on public presentation, interviewing, and reasoning about social dilemmas.

COMM104 V (2)

Communication Skills

Distance education—see content above.

COMM215 (4)

Introduction to Communication Theory and Research

current and future goals. Students are required to complete their portfolios including mission statements and samples of performance in their major, and give evidence of an organized job search. Prerequisite: Junior or Senior status as departmental major.

COMM495 (1-3)
Independent Study/Readings/Research
Topics chosen in consultation with an instructor. Repeatable to 4 credits. Requires prior approval from instructor.

COMM515 (3)
Communication Theories
The study of communication theories from covering laws, human action, and systems perspectives. Students engage in seminar presentations and classroom discussions of how the theories can be applied in practical ways.

COMM536 (3)
Issues in Intercultural Communication
Examination of Intercultural communication issues with specific applications to student's chosen fields of enquiry or employment. Students explore critical issues influencing the effectiveness of their interaction with individuals from varied cultures in specific organizational and societal contexts.

COMM554 (2)
Topics in _____
Study of selected communication topics of current significance. Topics to be announced in advance. Repeatable to 6 credits with different topics.

COMM589 (2-3)
Internship/Practicum in Communication
Students apply their academic preparation at a full-time professional communication-related job in journalism, broadcasting, public relations, communication consulting, or a similar area. Internship lasts for an entire semester. Students must find the job. Prerequisite: Approved application.

COMM590 (3)
Graduate Seminar in _____
Projects, reports, and discussions. Seminars are offered in various subjects corresponding with faculty specialization and greatest library strength. Repeatable with different subject matter. Topic announced in advance.

COMM651, 652 (1, 2)
Communication Research Seminar I & II
A seminar for analysis of communication research in which students present, evaluate and critique original communication research.

RESEARCH AND SPECIALIZED COURSES

COMM520 (3)
Communication Research Methodology
Consideration of basic research principles and methodologies with emphasis on constructing appropriate research designs and choosing appropriate methods. Students usually conduct a class research project. Prerequisite: COMM515

COMM599 (2-3)
Production Project in Communication
Students produce some major communication effort, such as creating and offering a training workshop, designing a public-

relations campaign, editing a department magazine, directing a play, or offering a one-person show. Prerequisite: Completed production project proposal.

COMM648 (1-2)
Communication Workshop
Intensive study on selected topics. Includes as a topic Christian Writers' Workshop. Offered on a periodic basis with topic announced in class schedule.

COMM690 (1-3)
Independent Study in Communication
Individualized reading or research in a specified area under the guidance of an instructor; admission by consent of Area Coordinator.

COMM695 (2-3)
Research Project in Communication
Independent work on final research project(s). Repeatable to 6 credits with Area Coordinator's permission. Prerequisites: COMM520 and approved project proposal.

JOURNALISM

JOUR140 (3)
Introduction to Mass Communication
A study of how media affects our popular culture and the lives we live. Beginning with the invention of mass communication and ending with the technology of the World Wide Web, students study each mass medium using culture as a thematic approach to critically assess the role of media in our lives.

JOUR230 (3)
Beginning Media Writing
Aimed at all communication majors, media writing introduces students to writing targeted communication in a journalistic style. They learn the basics of journalism at the WJOUg a T* (study each class requires an interview)

JOUR445 ◆ (4)
Publication Production
 The theory and practice of planning and producing of any publication, be it newspaper, magazine or newsletter. Students will learn the value of careful editing and basic layout from an editor's perspective. Practice in editing copy, writing headlines, composing picture captions, planning layout and designing pages, as well as tips and tricks on project production, will be covered. Prerequisite: JOUR230.

JOUR455 ◆ (3)
Media Law and Ethics
 Case studies of court decisions affecting the mass media in the United States and the place of the ethical journalist in society. Consideration of the development of freedom, censorship, libel, privacy, obscenity laws, and the relationship between the press and the courts and freedom of information, and broadcast regulation.

JOUR465 ◆ (3)
Advanced Topics in Journalism: _____
 Study of selected topics in Journalism Topic to be announced in advance. Repeatable to 9 credits with different topics.

- *Feature Writing*
- *Editorials*
- *Investigative Reporting*
- *Communicating on the Web*

PUBLIC RELATIONS

PREL255 (3)
Introduction to Public Relations
 Basic concepts in public relations, publics, public opinions, attitudes, two-way communications, and evaluation of public relations effectiveness. Basic literature of the field is examined. Basic principles for production of news releases, public service announcements, and other materials are covered.

PREL320 (3)
Managing PR Campaigns, Special Events & Meetings
 Provides techniques and insights into developing and managing all aspects of meetings, events and program planning, and evaluation. Whether the meeting or event is for 10 or 10,000, the fundamentals are the same and planning is the key to success. Prerequisite: PREL255.

PREL389 (1-3)
Internship in Public Relations
 Students intern at public relations or a related field. At least 65 clock hours of work experience are required for 1 semester hour of credit. Prerequisites: Adequate background, at least sophomore standing, and consent of the department.

PREL454 ◆ (3)
Advanced Public Relations
 Examines the characteristics of successful public relations campaigns. Emphasis given to public relations planning and evaluating, as well as to advanced techniques in news publicity, controlled media publicity, and media relations. Professional practitioners are frequent guest lecturers. Prerequisites: PREL255, and PREL320 or JOUR330.

PREL460 ◆ (3)
Development
 Provides student with an understanding of the facets of development intrinsic to a non-profit organization. Students work on team

projects in local agencies and organization. They report to the class, write reflection papers, and give a final oral presentation about their experiences.

PREL465 ◆ (3)
Advanced Topics in Public Relations: _____
 Study of selected topics in Public Relations. Topic to be announced in advance. Repeatable to 9 credits with different topics. Prerequisite: PREL255.

- *Crisis/Issues Management*
- *Critical Issues in PR*
- *Case Studies in PR*
- *Health Care PR*