

# COMMUNICATION

Nethery Hall, Room 024  
(616) 471-3160  
commdept@andrews.edu  
http://www.andrews.edu/COMM/

**Faculty**

Janice Y. Watson, *Chair*  
Luanne J. Bauer  
Shelley-Jean Bradford  
Beverly J. Matiko  
Peggie M. Ncube  
J. Michael Parnell

| 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**

Communication, Journalism, and PR majors may 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 adviser. *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 adviser. *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 adviser. *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 adviser 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. 97.

## 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*

A study of classical and modern theories of rhetoric, interpersonal communication, language, and the role of communication in establishing social reality. Includes a survey of critical research related to these major theories and a sample research project.

**COMM230 (3)**  
*(was COMM104 for majors) Communication Practices*

A foundational course for communication majors and minors which introduces students to the study of the human communication process; interpersonal, intercultural, group and public speaking; and also to career opportunities in the field of communication.

**COMM280 (3)**  
*Voice and Diction*

Through vocal analysis and studying the production and differentiation of sound units in the English language, students identify and develop vocal strengths and identify and remedy vocal problems. By studying pitch, diction, volume, vocal quality and variety, expression, and pronunciation, students learn to use their voices to achieve maximum understanding and pleasure. Includes theory, practice exercises, public performances, and an introduction to the International Phonetic Alphabet.

**COMM290 (1-3)**  
*Practicum*

Supervised work experience in journalism, public relations, or another aspect of communication. At least 65 clock hours of work experience are required for each semester hour of credit. Obtain procedures and guidelines from the department. Prerequisite: consent of appropriate instructor.

**COMM320 (3)**  
*Interpersonal Communication*

Emphasis is placed on interpersonal skills for the workplace. Students examine components of interpersonal communication such as listening, perception, managing conflict, etc., then apply specific strategies to build relationships.

**COMM340 (3)**  
*Argumentation and Debate*

An examination of argumentation and debate theory with practical application of debate skills including building and organizing cases, and analyzing and rebutting arguments. Particularly useful for students in fields such as pre-law and business which require decision making and argumentation. Prerequisite: COMM104 or COMM230

**COMM389 (1-3)**  
*Internship in Communication*

Students work full time at communication enterprises. At least 65 clock hours of work experience are required for each semester hour of credit. Prerequisites: Adequate background, at least junior standing, and consent of the department.

**COMM405 ? (3)**  
*Persuasion*

The analysis of persuasive appeals from the point of view of a critical consumer plus practical experience, oral and written, in ethically persuading others. Prerequisite: COMM104 or COMM230.

**COMM436** ? (3)  
**Intercultural Communication**  
 Students examine the relationship between culture and communication and the ways culture influences values and perceptions. Discussion and activities help students develop and apply analytic and communication skills which enable them to interact with cultural sensitivity and communicate more effectively in intercultural, interethnic, and cross-gender contexts. Particularly useful for students in business, behavioral sciences, education, and theology.

**COMM440** ? (3)  
**Family Communication**  
 A study of the family from a communication perspective with rotating emphasis on interpersonal communication used in family groups and in gender communication.

**COMM450** ? (3)  
**Communication in the Classroom**  
 The study and development of effective communication skills within the context of the classroom. Focus is on interactive learning where the student rather than the instructor is central. Open only to upper division and graduate students. Prerequisite: COMM104 or COMM230.

**COMM454** ? (1-3)  
**Topics in Communication: \_\_\_\_\_**  
 Topics of current significance. Repeatable with different topics. Credit to be announced with topic in advance.

**COMM456** ? \$(3)  
**Group Dynamics and Leadership**  
 An experiential study of groups in process within organizations for the purpose of problem-solving and team building.

**COMM465** ? (3)  
**(merges COMM474, 454: London Theatre)**  
**Topics in Communication Arts: \_\_\_\_\_**  
 Study of selected topics in Communication Arts (e.g., drama, interpretive reading, British dramatic arts). Topic to be announced in advance. Repeatable to 9 credits with different topics. Prerequisites: Varies according to topic.

**COMM475** ? (3)  
**Effective Presentations**  
 For students who wish to continue their study and practice of public oral presentations. Grounded in rhetorical theory and research. Students deliver presentations on subjects of their choice to an interdisciplinary audience and, in addition to improving their public-speaking skills, they gain expertise in using presentational aids, in analyzing oral argument, in assessment of their own speaking skills and in evaluating the effectiveness of others' presentations. Prerequisite: COMM104 or COMM230.

**COMM480** (3)  
**(was COMM487, 454: Portfolio)**  
**Senior Seminar**  
 A practical capstone class which helps students integrate and synthesize material acquired in their major and apply it to their 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

At least 65 clock hours of work experience are required for each semester hour of credit.  
 Prerequisites: Adequate background, at least junior standing, and consent of the department.

**JOUR445** ? (4)  
 (was JOUR456)

**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.

**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)  
 (was JOUR400)

**Advanced Topics in Journalism:** \_\_\_\_\_  
 Study of selected topics in Journalism (feature writing, editorials, investigative reporting). Topic to be announced in advance. Repeatable to 9 credits with different topics.

**PUBLIC RELATIONS**

**PREL255** (3)  
 (was JOUR354)

**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)  
 (was JOUR468)

**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)  
 (was COMM489)

**Internship in Public Relations**

Students work full time at public relation enterprises. At least 65 clock hours of work experience are required for 1 semester hour of credit. Prerequisites: Adequate background, at least junior standing, and consent of the department.

**PREL454** ? (3)  
 (equivalent to JOUR454)

**Advanced Public Relations**

Examines the characteristics of successful public relations campaigns. Emphasis given to public

