

# COMMUNICATION

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 (269) 471-6314; Fax (269) 471-3125  
 commdept@andrews.edu  
 commgrad@andrews.edu  
 http://www.andrews.edu/COMM/

## Faculty

Delyse Steyn,  
 Luanne J. Bauer  
 Pamela M. Harris  
 Tami Martinez  
 Beverly J. Matiko  
 Melchizedek M. Ponniah

Academic Programs	Credits
BA: Communication	38
International Communication Emphasis	59
Communication Management Emphasis	59
Media Technology Emphasis	59
BA: Journalism	38
Media Studies Emphasis	59
BA: Public Relations	38
International Public Relations Emphasis	59
BFA: Bachelor of Fine Arts	
Art Direction/Advertising Emphasis	72–74
Minor in Communication Studies	20
Minor in Journalism	20
Minor in Media Studies	20
Minor in Public Relations	20
MA: Communication Interdisciplinary Studies	37–39

The Department of Communication offers a variety of undergraduate programs as well as a master's program. Interdisciplinary programs are available on campus.

"Communicating for community" reflects the vision of the programs offered by the Department of Communication. Communication is all about connection—successfully sharing messages and meaning. Communication competence is critical to being an effective leader. Learning the skills of how to communicate, whatever your calling is in life, is a good place to start as you ascend the professional ladder of success. Whether you're interested in Journalism or Broadcasting, whether you want to develop your skills at Public Speaking or Event Planning—from Advertising to Administration, Ministry to Media, Publishing to Public Relations, what we offer at the Department of Communication will well equip you to serve. Electronic media are a part of our focus but ideas, concepts, creativity, and the human connection transcend technology. Your ideas of accomplishing God's mission will be stretched as you are inspired by all the innovative ways in which you can support the task of taking the good news to the whole world at this time. People do not care about what you know; they know when you care.

## LAMBDA PI ETA

Lambda Pi Eta is the National Communication Association (NCA) affiliated honor society.

## Undergraduate Programs

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 sophomore and/or junior year. Students must fulfill the required number of clock hours to meet the requirements for their degree.

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 department permission prior to applying for internships. It is strongly recommended that students complete COMM480 prior to submitting applications.

## PRACTICUM

Practicum refers to the out-of-class opportunities on campus and in the immediate area for developing skills valuable to the communication professional. Students are encouraged to apply to the department for such opportunities. These experiences will be documented in a Portfolio as evidence of the student's involvement in the practical application of theory.

## Communication Core—11

Required for each of the three majors and interdisciplinary emphases offered: COMM215, 230, 480, JOUR230.

## BA: Communication—38

**Major requirements:** plus JOUR140; COMM280 or 465; COMM320, 405, 436, 456, 475; and 6 credits of electives chosen in consultation with the advisor.

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

## International Communication Emphasis—59

**Major requirements:** plus COMM280 or 465; COMM320, 405, 436, 456, 475; 9 credits of communication electives chosen in consultation with the advisor; plus ANTH200, PLSC350, 488; and 12 credits of multi-disciplinary course electives chosen in consultation with the advisor.

The Adventist Colleges Abroad Program (full year or summer) or participation in the Student Missionary program or a comparable international experience is required.

A second major or minor is not required.

## Communication Management Emphasis—59

**Major requirements:** plus COMM280 or 465, COMM454 Topics in Communication: Organizational communication, COMM425 Media Literacy, COMM290, 320, 405, 436, 456, 475; 6 credits of communication electives chosen in consultation with the advisor; plus PREL460; required 12 credits of multi-disciplinary courses, BSAD355, 384 or 436; and rest of electives from the School of Business chosen in consultation with the advisor.

Electives should reflect the emphasis in management and com-



degree will be shaped to match the goals of the student, and to meet the needs of the marketplace, whether in the world of art, communication, design or technology. The BFA degree includes emphases in Art Direction/Advertising, Fine Art, Graphic Design, Multimedia Arts, Photography, Pre-Art Therapy, Video Production and Web Design. Note the following emphasis areas:

Fine Art Emphasis

Graphic Design Emphasis

Pre-Art Therapy Emphasis

Requirements listed in the Department of Art and Design, p. 91.

Multimedia Arts Emphasis

Photography Emphasis

Video Production Emphasis

Web Design Emphasis

Requirements listed in the Department of Digital Media and Photography in the College of Technology, p. 209.

Each of the BFA degree emphases has a 4-part curriculum:

(1) Art History, Theory and Ethics

(2) Studio Core

**Emphasis—12**

Advancement and Fundraising Emphasis

Core: PREL510, BSAD500 plus 8 credits of electives selected with approval of the supervising committee.

International Community & Communication Emphasis

Core: COMM590 Grad Seminar: Development and Communication, COMM590 Grad Seminar: International Communication plus 8 credits of electives selected with approval of the supervising committee.

Communication Management and Strategy Emphasis

Core: COMM590 Grad Seminar: Leadership Communication, COMM590 Grad Seminar: Organizational Communication plus 8 credits of electives selected with approval of the supervising committee.

Media Studies Emphasis

Electives in Public Relations, Journalism New Media selected with approval of the supervising committee.

**Total MA degree credits required—37–39**

**Courses**

(Credits)

**COMM450** **Alt ♦ \$ (3)**

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.

**COMM454** **♦ (1-3)**

Topics of current significance. Repeatable with different topics. Credit to be announced with topic in advance.

**COMM456** **S ♦ \$ (3)**

An experiential study of groups in process within organizations for the purpose of problem-solving and team building. Students work in teams to plan and complete a service project during the semester.

**COMM465** **♦ (3)**

Study of selected topics in Communication Arts. Topic to be announced in advance. Repeatable to 9 credits with different topics. Prerequisites: Varies according to topic.

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**COMM475** **Alt ♦ \$ (3)**

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)**

A practical capstone class which helps students integrate and synthesize material acquired in their major. Practical applications are made to specific communities of practice. 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. Preparation for internship.

**COMM495** **\$ (1-3)**

Topics chosen in consultation with an instructor. Repeatable to 4 credits. Requires prior approval from instructor.

**COMM515** **(3)**

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** **(2-3)**

**COMM648** \$ (1-6)

Intensive study on selected practical topics. Offered on a periodic basis with topic announced in class schedule. Repeatable with different topics.

**COMM690** (1-3)

Individualized reading or research in a specified area under the guidance of an instructor; admission by consent of Area Coordinator.

**COMM695** (2-3)

Independent work on final research project(s). Repeatable to 6 credits with Graduate Committee permission. Prerequisites: COMM520 and approved project proposal.

## JOURNALISM

**JOUR140** Alt \$ (3)

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)

Aimed at all communication majors, media writing introduces students to writing targeted communication in a journalistic style. They learn the basics of journalistic writing for various media (i.e., newspapers, radio and television), public relations press releases, basic features and editorials, the importance of audience for any written communication as well as the values of timeliness, objectivity, and fairness critical to any communication career. Prerequisite: Ability in word-processing.

**JOUR330** \$ (3)

Continues on the foundation of Beginning Media Writing, helping students to develop a deeper understanding of journalism and its place in society. Students learn how to cover a journalistic "beat", develop sources, and how to research in-depth stories. Students also practice the art of the interview and learn the rights and obligations of reporters and communicators in any media. Prerequisite: JOUR230.

**JOUR375** Alt \$ (3)

Practice in the composition of good news pictures and in producing the picture story. Prerequisites: JOUR230, PHTO115.

**JOUR389** (1-3)

Students work full time at journalistic enterprises. At least 90 clock hours of work experience are required. Obtain procedures and guidelines from the department. S/U grade.

**JOUR445** Alt ♦ \$ (3)

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** Alt ♦ \$ (3)

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)

Study of selected topics in Journalism Topic to \_\_\_\_\_ liTrastand b TfTeasic ihdC

**PREL465**

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Study of selected topics in Public Relations. Topic to be announced in advance. Repeatable to 9 credits with different topics.  
Prerequisite: PREL255.

**PREL510**

(2)

Developing communication skills necessary to the non-profit arena, including working with volunteers, promoting and positioning various service organizations. Communication with relevant publics.

**ENGLISH**

Nethery Hall, Main Floor (Center)  
(269) 471-3298  
english@andrews.edu  
<http://www.andrews.edu/ENGL/>

**Faculty**

F. Estella Greig,  
Jeanette Bryson  
Bruce A. Closser  
Delmer I. Davis  
D. Ivan Davis  
Gary R. Gray  
Meredith Jones Gray  
Beverly J. Matiko  
Paul Matychuk  
Scott E. Moncrieff  
L. Monique Pittman  
Dianne L. Staples  
Joseph W. Warren

<b>Academic Programs</b>	<b>Credits</b>
BA: English	36
Literature Emphasis	
Writing Emphasis	
BA: Elementary Education, Second Major in English	30
BS: Elementary Education, Major in Language Arts	36
Minor in English	21
Minor in Teaching English as a Second Language	21
Minor in Language Arts	24
(for a Major in Elementary Education)	
Bilingual Education Minor for Teachers	24
Spanish	
MA	33
English	
Teaching English as a Second Language	
MAT	min. 32
Elementary/Secondary English	
Teaching English as a Second Language	

English majors and minors working on secondary teaching certification in English must complete the following courses within or in addition to the major and minor requirements outlined below: ENGL270, 300, 378, 445 (or acceptable alternative), 459, 474 (or a 4th credit in ENGL300 for brief history of English language), and ENGL407 or 408.

**ENGLISH PROFICIENCY STANDARDS**

Students whose native language is not English must meet certain English-language proficiency standards before they are accepted into any program in the English Department. To qualify for admission, students must have passed ( ) the test(s) listed below with score(s) at or above those indicated:

1. score of 600 with no section score lower than 60 and a minimum (Test of Written English) score of 5.5 or a computer TOEFL of 250 with no section score lower than 19.
2. MELAB average score of 93 with no section lower than 90.