

Communication Arts

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Within the contexts of a Christian world view and the liberal arts, the mission of the communication arts department is to develop students' abilities to think, listen, speak, write and communicate clearly, analytically, critically and creatively. Students are prepared for a wide variety of careers in theatre, corporate and non-profit communication, public relations, law, Christian ministries, video, audio, television, radio, film, print and Web media. In a rapidly changing communication-dominated world, a need exists for Christian communicators who can become the healing presence of Christ.

Within the communication arts department, students may select one of three majors: communication studies, media communication and theatre arts. Each of the majors may be combined with a departmental minor or a second major or minor from a different department. The bachelor of arts degree requires the completion of two years, sequential study in one foreign language. The bachelor of science degree must be combined with curriculum requirements in systems analysis. Minors are available in communication studies, corporate communication, public relations, and theatre arts.

Taylor University Theatre, an educational, co-curricular program offers three or four major theatre productions each season. Students with an interest in acting, directing and the backstage work of the theatre are given significant opportunities to develop their skills in these areas.

Students with writing, photographic or artistic skills may use them in the production of student publications including: *The Echo*, a weekly newspaper which serves as a sounding board for student views and carries news, editorials, photographs and features; and *Ilium*, the student-produced yearbook reflecting in photographs and copy an overview of the year at Taylor. Taylor's FM radio station WTUR and Channel 7, Taylor's in-house cable channel also afford opportunities for students to participate in campus media.

Communication Studies (BA)

This major emphasizes communication theory and skills (interpersonal, family, organizational, public speaking, debate, persuasion, analysis and criticism) and may be used to prepare for careers that have communication knowledge and skills as key requirements. The bachelor of arts degree with a major in communication studies requires two years of one foreign language and 52-53 major hours. *Majors must take CAS 110 to meet their general education speaking requirement.*

Departmental Core Requirements

CAS 120	3	Interpersonal Communication
CAC 125	1	Communication Arts Seminar I: New Majors Orientation
CAC 225	2	Communication Arts Seminar II: Dimensions of Communication
CAC 326	2	Communication Arts Seminar III: Aesthetics and Ethics

Select one course from the following:

CAT 200	3	Performing Literature
CAT 212	3	Acting
CAT 341	3	Stagecraft and Design
CAT 362	3	Theatre and the Church
CAT 402	3	Contemporary American Theatre

Select one course from the following:

CNM 115	3	Introduction to Media Writing
CNM 255	3	Media and Society
CNM 352	3	History and Criticism of Film
CNM 388	3	Media, Faith, and Culture

Communication Studies Core Requirements

CAC 425	3	Rhetorical Criticism: Theory and Practice
CAC 450	1	Directed Research
CAC 480	3	Communication Studies Capstone: Portfolio Development

Choose a concentration in corporate communication or relational communication.

Relational Communication

Relational Communication Core Requirements

CAS 331	3	Team-based Communication
CAS 340	3	Intercultural Communication
CAS 345	3	Gender Communication
CAS 372	3	Influence and Persuasion
CAS 380	3	Advanced Interpersonal Communication
CAS 382	3	Family Communication
CAS 393	3	Practicum

Relational Communication Electives

Select <u>four</u> from the following courses:		
CAS 201	3	Corporate Communication I: Presentational Communication
CAS 411	3	Communication in Organizations
CAT 212	3	Acting
CAT 402	3	Contemporary American Theatre
SOC 340	3	Sociology of Children and Families
SWK 380	3	Understanding Suffering, Grief, and Loss
PSY 390	3	Christian Marriage

Communication Studies requirements continued on next page

Corporate Communication

Corporate Communication Core Requirements

CAS 201	3	Corporate Communication I: Presentational Communication
CAS 261	3	Introduction to Public Relations
CAS 301	3	Corporate Communication II: Theory and Practice
CAS 331	3	Team-based Communication
PWR 320	3	Writing for Business
CAS 393	3	Practicum
CAS 411	3	Communication in Organizations

Corporate Communication Electives

Select four from the following courses:

CAS 340	3	Intercultural Communication
CAS 361	3	Public Relations Cases and Campaigns
CAS 372	3	Influence and Persuasion
CAS 380	3	Advanced Interpersonal Communication
CAS 461	3	Public Relations Writing and Production
CNM 255	3	Media and Society
CNM 388	3	Media, Faith, and Culture
MAT 210	4	Introductory Statistics
MKT 231	3	Principles of Marketing
MGT 311	3	Business Law
MGT 352	3	Management Analysis and Practice
HRM 362	3	Human Resource Management
ITB 375	3	International Business
SOC 250	3	Principles of Research and Analysis
SOC 420	3	Organizational Policies and Programs

Communication Studies/Systems (BS)

The bachelor of science degree with a major in communication studies/systems consists of the 52-53 hours of communication studies major and curriculum requirements in systems analysis. Majors must take CAS 110 to meet their general education speaking requirement. All communication studies and systems curriculum courses must be completed with a grade of C- or better.

Systems Requirements

COS 120	4	Introduction to Computer Science I
IAS 330	3	Human Relations in Organization
MAT 151	4	Calculus I
MAT 382	3	Advanced Statistical Methods
SYS 101	3	Introduction to Systems
SYS 390	3	Information Systems Analysis
SYS 392	1	Systems Seminar
SYS 394	3	Information Systems Design
CAS 393	3-4	Practicum

Select one course from the following:

COS 121	4	Introduction to Computer Science II
COS 240	3	Business Application Programming

Select one course from the following:

MAT 210	4	Introductory Statistics
MAT 352	4	Mathematical Statistics

Select one course from the following:

*SYS 401	4	Operations Research
*SYS 402	4	Modeling and Simulation

Systems Electives

Select at least three hours of electives in addition to those required in the major or systems from the following:

COS 265	3	Data Structures and Algorithms
COS 382	3	Language Structures
MAT 230	4	Calculus II
MAT 240	4	Calculus III
MAT 245	4	Linear Algebra
MAT 251	4	Differential Equations
SYS 310	3	E-Commerce
*SYS 401	4	Operations Research
*SYS 402	4	Modeling and Simulation
SYS 403	3	Operations Management

*Courses in both areas may count only once.

Communication Studies Minor

The communication studies minor requires 21 hours. If combined with the media communication or theatre arts major, a maximum of nine hours may count for both the major and minor. No more than 50% of the credits may overlap with another major or minor. Minors must take CAS 110 to meet their general education speaking requirement.

Minor Requirements

CAS 120	3	Interpersonal Communication
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Select 9 hours from the following:

CAS 340	3	Intercultural Communication
CAS 372	3	Influence and Persuasion
CAS 382	3	Family Communication
CAS 411	3	Communication in Organizations

Select the remaining 9 hours from the following

CAS 201	3	Corporate Communication I: Presentational Communication
CAS 261	3	Introduction to Public Relations
CAS 331	3	Team-based Communication
CAS 345	3	Gender Communication
CAS 370	3	Selected Topics
CAS 380	3	Advanced Interpersonal Communication
CAS 393	3	Practicum

Media Communication (BA)

The bachelor of arts degree with a major in media communication requires two years of one foreign language and 56-57 major hours. *Majors must take CAS 110 to meet their general education speaking requirement. Students may not double major with art, professional writing, or computer science—new media.*

Departmental Core Requirements

CAS 120	3	Interpersonal Communication
CAC 125	1	Communication Arts Seminar I: New Majors Orientation
CAC 225	2	Communication Arts Seminar II: Dimensions of Communication
CAC 326	2	Communication Arts Seminar III: Aesthetics and Ethics

Select one course from the following:

CAT 200	3	Performing Literature
CAT 212	3	Acting
CAT 341	3	Stagecraft and Design
CAT 362	3	Theatre in the Church
CAT 402	3	Contemporary American Theatre

Media Communication Core

ART 156	1	Digital Tools Photoshop
ART 157	1	Digital Tools InDesign
ART 158	1	Dreamweaver
ART 356	3	Web Design
CNM 115	3	Introduction to Media Writing
CNM 255	3	Media and Society
CNM 332	3	Layout and Design
CNM 388	3	Media, Faith, and Culture
CNM 393	3	Practicum
CNM 485	3	Senior Capstone

Select a concentration area in **Production, Production/Audio Emphasis, Production/Film Emphasis, Public Relations, Web, or Writing:**

Production

Concentration Requirements

CNM 215	3	Digital Audio Production
CNM 220	3	Digital Video Production
CNM 330	3	Scriptwriting
CNM 355	3	Multi-Camera Live Production
CNM 440	3	Digital Filmmaking

Select two additional courses from the following to complete the concentration:

ART 253	3	Digital Photography I
ART 456	3	Web Animation
CAT 212	4	Acting (<i>may double count with communication arts core</i>)
CNM 352	3	History and Criticism of Film (<i>may double count for film emphasis</i>)
CNM 370	3	Selected Topics
CNM 345	3	Web Writing and Production
CNM 430	3	Producing for Clients
CNM 455	3	Directing Visual Media (<i>may double count for film emphasis</i>)

Production/Audio Emphasis

An audio emphasis may be added to the production concentration, requiring completion of emphasis courses in addition to the production concentration requirements. Students wishing to attend the Contemporary Music Center at Martha's Vineyard must apply and be accepted to the program. The communication arts department cannot guarantee acceptance into this program.

Emphasis Requirements

A semester at the Contemporary Music Center completing the Technical track.

*CMC 300	3	Faith, Music, and Culture (<i>counts as CNM 388</i>)
CMC 301	3	Inside the Music Industry
CMC 393	1	Practicum
†CMC 406	3	Advanced Recording Techniques (<i>counts as a CNM elective</i>)
†CMC 407	3	Live Sound Reinforcement (<i>counts as a CNM elective</i>)
CMC 408	3	Lighting Design

Production/Film Emphasis

A film emphasis may be added to the production concentration, requiring completion of emphasis courses in addition to the production concentration requirements. Students wishing to attend the LA Film Studies Program must apply and be accepted to the program. The communication arts department cannot guarantee acceptance into this program.

Emphasis Requirements

A semester at the LA Film Studies Program (*includes CNM 393*):

FSC 305	3	Hollywood Production Workshop
FSC 330	4	Theology in Hollywood (<i>may count as elective for core</i>)
FSC 492	6	Internship (<i>may count as CNM 393</i>)

Select one course from the following:

FSC 312	3	Screenwriting (<i>may count as CNM330</i>)
FSC 360	3	Independent Study (<i>may count as CNM 485</i>)
FSC 325	3	Motion Picture Production (<i>may count as CNM 440</i>)

Select one course from the following:

CNM 352	3	History and Criticism of Film
CNM 455	3	Directing Visual Media

Public Relations

Concentration Requirements

CAS 261	3	Introduction to Public Relations
CAS 361	3	Public Relations Cases and Campaigns
CAS 461	3	Public Relations Writing and Production
CNM 315	3	Advanced Media Writing

Select three additional courses from the following to complete the concentration:

ART 253	3	Digital Photography I
CAS 201	3	Corporate Comm. I: Presentational Speaking
CAS 331	3	Team-based Communication
CAS 411	3	Communication in Organizations
CNM 220	3	Digital Video Production
CNM 330	3	Scriptwriting
CNM 345	3	Web Writing and Production
MGT 350	3	Principles of Management
MGT 352	3	Management Analysis & Practices
MKT 231	3	Principles of Marketing

Media Communication requirements continued on next page

Web

Concentration Requirements

ART 159	1	Digital Tools Flash
CNM 215	3	Digital Audio Production
CNM 220	3	Digital Video Production
ART 253	3	Digital Photography I
CNM 345	3	Web Writing and Production
ART 456	3	Web Animation

Select two courses from the following:

SYS 101	3	Introduction to Systems
SYS 214	3	Principles of Human Computer Interaction
SYS 310	3	E-Commerce
CNM 330	3	Scriptwriting
CAS 461	3	Public Relations Writing and Production
ENT 420	3	Creativity and Concept Development
ENT 422	3	New Venture Planning

Writing

Concentration Requirements

ART 253	3	Digital Photography I
CNM 315	3	Advanced Media Writing
CNM 335	3	Magazine and Feature Writing
CNM 345	3	Web Writing and Production

Select two additional courses from the following to complete the concentration:

CNM 215	3	Digital Audio Production
CNM 220	3	Digital Video Production
CNM 330	3	Scriptwriting
ENG 325	3	Creative Nonfiction
PWR 472	4	Freelance Writing

Select one course from the following:

CNM 215	3	Digital Audio Production
CNM 220	3	Digital Video Production

Note: CNM 115 is a prerequisite for all writing courses in this concentration.

Media Communication/Systems (BS)

The bachelor of science degree with a major in media communication/systems consists of the 56-57 hour media communication major and curriculum requirements in systems analysis. *Majors must take CAS 110 Public Speaking to meet their general education speaking requirement. All systems curriculum courses must be completed with a grade of C- or better.*

Systems Requirements

COS 120	4	Introduction to Computer Science I
IAS 330	3	Human Relations in Organizations
MAT 382	3	Advanced Statistical Methods
SYS 101	3	Introduction to Systems
SYS 390	3	Information Systems Analysis
SYS 392	1	Systems Seminar
SYS 394	3	Information Systems Design
CNM 393	3-4	Practicum

Select one course from the following:

COS 121	4	Introduction to Computer Science II
COS 240	3	Business Application Programming

Select one option from the following:

MAT 151	4	Calculus I
†MAT 145	3	Introduction to Functions and Calculus
and		
†MAT 146	3	Functions and Calculus

†MAT 145 & 146 count as one option.

Select one course from the following:

MAT 210	4	Introductory Statistics
MAT 352	4	Mathematical Statistics

Select one course from the following:

*SYS 401	4	Operations Research
*SYS 402	4	Modeling and Simulation

Systems Electives

Select at least three hours of electives in addition to those required in the major or systems from:

COS 310	1	Current Literature Survey
COS 320	3	Algorithm Design
COS 382	3	Language Structures
MAT 230	4	Calculus II
MAT 240	4	Calculus III
MAT 245	4	Linear Algebra
MAT 251	4	Differential Equations
MAT 392	1	Mathematics Seminar
SYS 310	3	E-Commerce
*SYS 401	4	Operations Research
*SYS 402	4	Modeling and Simulation
SYS 403	3	Operations Management

*Courses in both areas may count only once.

Theatre Arts (BA)

The bachelor of arts degree with a major in theatre arts requires the completion of two years, sequential study in one foreign language, 42 credit hours, and participation in a minimum of two theatre productions per academic year. *Majors must take CAS 110 to meet their general education speaking requirement.*

Departmental Core

CAS 120	3	Interpersonal Communication
CAC 125	1	Communication Arts Seminar I: New Majors Orientation
CAC 225	2	Communication Arts Seminar II: Dimensions of Communication
CAC 326	2	Communication Arts Seminar III: Aesthetics and Ethics

Intrdepartmental Core

Select at least one course from the following:

CAS 201	3	Corporate Communication I: Presentational Communication
CAS 261	3	Introduction to Public Relations
CAS 331	3	Team-based Communication
CAS 340	3	Intercultural Communication
CAS 370	3	Selected Topics
CAS 372	3	Influence and Persuasion
CAS 380	3	Advanced Interpersonal Communication
CAS 382	3	Family Communication
CAS 411	3	Communication in Organizations

Select at least one course from the following:

CNM 115	3	Introduction to Media Writing
CNM 255	3	Media and Society
CNM 332	3	Layout and Design
CNM 352	3	History and Criticism of Film
CNM 388	3	Media, Faith, and Culture

Theatre Arts Core

CAT 200	3	Performing Literature
CAT 212	3	Acting
CAT 341	3	Stagecraft and Design
CAT 402	3	Contemporary American Theatre
CAT 432	3	Play Directing
CAC 425	3	Media and Rhetorical Criticism
CAC 450	3	Directed Research

Select from the following for the remaining required hours:

CAT 301	3	Advanced Oral Interpretation of Literature
CAT 362	3	Theatre and the Church
*CAT 360	3	Independent Study
*CAT 370	3	Selected Topics
*CAT 393	1-4	Practicum
*CAT 492	8-16	Internship

* A maximum of five hours from these course may be used toward the theatre arts core.

Theatre Production Requirement

Participation in at least two theatre productions per academic year.

Theatre Arts/Systems (BS)

The bachelor of science degree with a major in theatre arts/systems consists of the 42-hour major and curriculum requirements in systems analysis. *Majors must take CAS 110 to meet their general education speaking requirement. All systems curriculum courses must be completed with a grade of C- or better.*

Systems Requirements

COS 120	4	Introduction to Computer Science I
IAS 330	3	Human Relations in Organizations
MAT 382	3	Advanced Statistical Methods
SYS 101	3	Introduction to Systems
SYS 390	3	Information Systems Analysis
SYS 392	1	Systems Seminar
SYS 394	3	Information Systems Design
CAT 393	3-4	Practicum

Select one option from the following:

MAT 151	4	Calculus I
†MAT 145	3	Introduction to Functions and Calculus and
†MAT 146	3	Functions and Calculus

†MAT 145 & 146 count as one option.

Select one course from the following:

COS 121	4	Introduction to Computer Science II
COS 240	3	Business Application Programming

Select one course from the following:

MAT 210	4	Introductory Statistics
MAT 352	4	Mathematical Statistics

Select one course from the following:

*SYS 401	4	Operations Research
*SYS 402	4	Modeling and Simulation

Systems Electives

Select at least three hours of electives in addition to those required in the major or systems from:

COS 310	1	Current Literature Survey
COS 320	3	Algorithm Design
COS 382	3	Language Structures
MAT 230	4	Calculus II
MAT 240	4	Calculus III
MAT 245	4	Linear Algebra
MAT 251	4	Differential Equations
MAT 392	1	Mathematics Seminar
SYS 310	3	E-Commerce
*SYS 401	4	Operations Research
*SYS 402	4	Modeling and Simulation
SYS 403	3	Operations Management

*Courses in both areas may count only once.

Theatre Production Requirement

Participation in at least two theatre productions per academic year.

Theatre Arts Minor

The theatre arts minor requires the completion of 18 credit hours and participation in at least one theatre production per academic year. If combined with the communication studies or media communication major, a maximum of nine hours may count for both the major and minor. *No more than 50% of the credits may overlap with another major or minor.*

Minor Requirements

CAS 120	3	Interpersonal Communication
CAT 200	3	Performing Literature
CAT 212	3	Acting
CAT 341	3	Stagecraft and Design
CAT 432	3	Play Directing

Select one course from the following:

CAT 301	3	Advanced Oral Interpretation
CAT 362	3	Theatre and the Church
CAT 370	3	Selected Topics
CAT 402	3	Contemporary American Theatre

Theatre Production Requirement

Participation in at least one theatre production per academic year.

Corporate Communication Minor

The minor in corporate communication requires 19-21 hours. Students pursuing any major may declare this minor. *No more than 50% of the credits may overlap with another major or minor. Minors must take CAS 110 to meet their general education speaking requirement.*

Minor Requirements

CAS 201	3	Corporate Communication I: Presentational Communication
CAS 331	3	Team-based Communication
CAS 411	3	Communication in Organizations
CAS 393	1-3	Practicum

Choose nine hours from the following:

CAS 261	3	Introduction to Public Relations
CAS 301	3	Corporate Communication II: Theory and Practice
CAS 340	3	Intercultural Communication
HRM 362	3	Human Resource Management
MGT 352	3	Management Analysis and Practice
MKT 231	3	Principles of Marketing
SOC 250	2	Principles of Research and Analysis
SOC 420	3	Organizational Policies and Programs
CAS 370	1-4	Selected Topics
HRM 462	3	Organizational Behavior and Management
MKT 313	3	Retailing and Service Marketing

Other courses may also be used for the final six hours (upon approval of the department).

Public Relations Minor

The public relations minor requires 21 hours. *No more than 50% of the credits may overlap with another major or minor. Minors must take CAS 110 to meet their general education speaking requirement.*

Minor Requirements

CAS 261	3	Introduction to Public Relations
CAS 361	3	Public Relations Cases and Campaigns
CAS 461	3	Public Relations Writing and Production
CNM 115	3	Introduction to Media Writing
CNM 315	3	Advanced Media Writing

Select one course from the following:

CAS 201	3	Corporate Communication I: Presentational Communication
CAS 331	3	Team-based Communication
CAS 411	3	Communication in Organizations
CNM 330	3	Scriptwriting
CNM 332	3	Layout and Design
CNM 345	3	Web Writing and Production
CNM 370	3	Selected Topics
CNM 388	3	Media, Faith, and Culture
CNM 393	3	Practicum
MGT 352	3	Management Analysis and Practice
MKT 231	3	Principles of Marketing

Communication Arts Courses

CAC 125

1 hour

Communication Arts Seminar I: New Majors Orientation

Explores the communication major, focusing on requirements and career options. It is designed to aid students as they prepare for both their coursework on campus and career decisions upon graduation.

CAC 170

1-4 hours

Selected Topics

A course offered on a subject of interest but not listed as a regular course offering. *May count toward the departmental major and general education requirements.*

CAC 225

2 hours

Communication Arts Seminar II: Dimensions of Communication

Explores the classical roots of rhetoric and traces rhetorical theory through the middle ages and renaissance to the modern era. Key theoretical concepts are stressed. Emphasis is on the integration of faith with the discipline. The course culminates with a major integrative paper. *Offered spring semester.*

CAC 270

1-4 hours

Selected Topics

A course offered on a subject of interest but not listed as a regular course offering. *May count toward the departmental major and general education requirements.*

CAC 326 2 hours
Communication Arts Seminar III: Aesthetics and Ethics
Explores historic, traditional and contemporary aesthetic theory and basic ethical issues in the discipline. *Offered spring semester.*

CAC 360 1-4 hours
Independent Study
An individualized, directed study involving a specified topic.

CAC 370 1-4 hours
Selected Topics
A course offered on a subject of interest but not listed as a regular course offering. *May count toward the departmental major and general education requirements.*

CAC 393 1-4 hours
Practicum
Supervised learning involving a first-hand field experience or project. Generally, one hour of credit is awarded for a minimum of 40 hours of practicum experience. *Offered primarily during the summer.*

CAC 425 3 hours
Rhetorical Criticism: Theory and Practice
Using traditional and contemporary critical methods and media, historic and contemporary public discourse is evaluated for aesthetic values, depictions of human nature, treatment of religious issues and effects on society. *Offered fall semester.*

CAC 450 1 hour
Directed Research
Tutorial and peer review methods are used to monitor student's progress in writing the senior thesis. *Prerequisite: CAC 425. Pass-fail only. Offered January interterm and spring semester.*

CAC 480 1 hour
Communication Studies Capstone: Portfolio Development
The course is designed to be a culminating experience for all Communication Studies majors. The focus will be on developing a professional portfolio to be used in applying to graduate schools or making job applications. *Prerequisite: CAC 425. Pass-fail only.*

CAC 490 1-2 hours
Honors
Individualized study or research of an advanced topic within a student's major. Open to students with at least a 3.00 GPA in the major field.

Communication Studies Courses

CAS 110 3 hours
Public Speaking
Concentrates on the development of public speaking skills, including audience analysis, library research, organization, the use of evidence to support a point of view, delivery and listening. Communication majors and minors must take in order to meet general education requirements. *Meets general education speaking requirement.*

CAS 120 3 hours
Interpersonal Communication
The study of self-esteem, empathic listening, language, nonverbal behavior, conflict and ethics in interpersonal communication designed to expand students' understanding of themselves and human relationships. *Meets general education speaking requirement.*

CAS 170 1-4 hours
Selected Topics
A course offered on a subject of interest but not listed as a regular course offering. *May count toward the departmental major and general education requirements.*

CAS 201 3 hours
Corporate Communication I: Presentational Communication
Focuses on the application of business communication skills with an emphasis on the business context. Topics include business etiquette, resume construction and interviewing. *Not recommended for freshmen. Prerequisite: CAS 110. Offered every third semester.*

CAS 261 3 hours
Introduction to Public Relations
An analysis of public relations theory and practice examining public relations environments, audiences and message strategies. *Offered fall and spring semesters.*

CAS 270 1-4 hours
Selected Topics
A course offered on a subject of interest but not listed as a regular course offering. *May count toward the departmental major and general education requirements.*

CAS 301 3 hours
Corporate Communication II: Theory and Practice
To gain proficiency in various perspectives on corporate communication theory and how it is applied by professionals in the business/organizational setting. Throughout the course, specific attention will be given to the impact of media both on our culture's epistemology and "norms." Through a series of dialogues, readings, exercises, assignments, and presentations, students will evidence understanding of the creation and application of corporate communication. *Offered every third semester.*

CAS 331 3 hours
Team-based Communication
A study of the theory and techniques of communication applied to goal-oriented small group situations, with particular emphasis on team dynamics. Includes consideration and application of research methods, leadership theory, group dynamic theory and conflict resolution. *Offered every third semester.*

CAS 340 3 hours
Intercultural Communication
The study of the complex process of intercultural communication. The course seeks to create an awareness of culture-bound assumptions and ways to communicate more effectively with persons from other cultures. *Offered fall semester.*

CAS 345 3 hours
Gender Communication
This course examines methods of competent gendered communication that will be valuable in professional and social environments. This course is designed to introduce the student to perspectives available in the relationship between gender and communication including: nature, treatment, language differences, and cultural influences. *Prerequisite: CAS 120.*

CAS 360 1-4 hours
Independent Study
An individualized, directed study involving a specified topic.

CAS 361 3 hours
Public Relations Cases and Campaigns
This course examines and analyzes contemporary social and corporate issues in order to identify the public relations implications, techniques and strategies involved. *Prerequisite: CAS 261. Offered fall semester.*

CAS 370 3 hours
Selected Topics
A course offered on a subject of interest but not listed as a regular course offering. *May count toward the departmental major and general education requirements.*

CAS 372 3 hours
Persuasion and Influence
A study of communication as an agent for change in a media saturated culture. Topics include image management, semiotics, propaganda, and selling. *Prerequisite: CAS 110. Offered every third semester.*

CAS 380 3 hours
Advanced Interpersonal Communication
A survey of interpersonal communication theories, research and skill development focused on current issues and concepts in the area of interpersonal relationships. *Prerequisite: CAS 120. Offered fall semester.*

CAS 382 3 hours
Family Communication
The study of messages and meanings in contemporary family relationships including family diversity, spousal relationships, custodial and autonomous child-parent relationships, sibling relationships and the religious, legal and televised messages about families. *Prerequisite: CAS 120. Offered spring semester.*

CAS 393 1-4 hours
Practicum
Supervised learning involving a first-hand field experience or a project. Generally, one hour of credit is awarded for a minimum of 40 hours of practicum experience. *Pass-fail only. Offered primarily during summer.*

CAS 411 3 hours
Communication in Organizations
The study of structures and functions of communication in organizations including contemporary understanding of traditional theoretical perspectives and the application of specific topics relevant to organizational functioning. The semester concludes with a mini-audit of a real organization applying course material. *Offered every third semester.*

CAS 450 1-4 hours
Directed Research
Investigative learning involving closely directed research and the use of such facilities as the library or laboratory.

CAS 461 3 hours
Public Relations Writing and Production
Emphasizes the development and application of public relations writing, event planning and speaking. *Prerequisite: CAS 261. Offered spring semester.*

CAS 480 1-4 hours
Seminar
A limited-enrollment course designed especially for upper-class majors with emphasis on directed readings and discussion.

CAS 490 1-2 hours
Honors
Individualized study or research of an advanced topic within a student's major. Open to students with at least a 3.00 GPA in the major field.

CAS 492 8-16 hours
Internship
Professional semester of supervised internship in a work setting related to the major field of study. *Prerequisites: Completion of departmental core and major core courses and approval of the department faculty. Pass-fail only.*

Media Communication Courses

CNM 115 3 hours
Introduction to Media Writing
This course examines a variety of techniques and formats with an emphasis on news and telling the story. Students will write for print, broadcast and the Internet. Emphasis is on improving writing and editing and telling stories across different platforms with the primary focus on learning to write accurately and precisely. *Offered fall and spring semesters.*

CNM 156 1 hour
Digital Tools: Photoshop
This course focuses on the development of painting and image editing skills using Adobe Photoshop, the industry standard software for bitmap image generation and digital photo manipulation.

CNM 157 1 hour
Digital Tools: InDesign
This course focuses on the development of print layout and compositing skills, manipulating type and images, using Adobe InDesign, the industry leading software for page layout construction and desktop publishing.

CNM 158 1 hour
Digital Tools: Dreamweaver
This course focuses on the development of layout and compositing skills for the web using Adobe Dreamweaver, the industry standard software for web page design and construction.

CNM 170 1-4 hours
Selected Topics
A course offered on a subject of interest but not listed as a regular course offering. *May count toward the departmental major and general education requirements.*

CNM 215 3 hours
Digital Audio Production
An exploration of the principles and applications of digital audio in today's media industries. Topics discussed include sound theory, microphones, digital audio fundamentals, systems theory and computer- and hardware-based recording and editing. Emphasis is on communicating a creative and technically excellent message. *Offered fall and spring semesters.*

CNM 220 3 hours
Digital Video Production
Digital video production theory and technique from a critical, creative and technical standpoint. High-definition video shooting, nonlinear editing, lighting, audio for video and producing with an emphasis on creative storytelling. *Offered fall and spring semesters.*

CNM 255 3 hours
Media and Society
This course examines the history, operations and effects of media industries including magazines, newspapers, radio, television, film, public relations, advertising and the Internet. *Offered fall semester.*

CNM 270 1-4 hours
Selected Topics
A course offered on a subject of interest but not listed as a regular course offering. *May count toward the departmental major and general education requirements.*

CNM 300 Media Laboratory Two hours of credit may be earned per semester by students holding the top leadership positions in authorized campus communications—newspaper, yearbook, radio station and video. One hour of credit may be earned per semester by those holding secondary media positions approved by the faculty advisor and communication arts department chair. A maximum of six hours, including CNM 300 and ENG 300, may count toward graduation. Media laboratory credit hours do not meet the major requirements in the communication arts department. <i>Prerequisite: Permission of the communication arts department chair.</i>	1-2 hours		
CNM 315 Advanced Media Writing This course examines journalistic writing, introducing students to advanced research and interviewing methods. The course requires extensive journalistic writing in the areas of opinion, feature and in-depth writing. <i>Prerequisite: CNM 115. Offered spring semester.</i>	3 hours		
CNM 330 Scriptwriting This course introduces content, style and format of media scripts. Areas include broadcast news writing, advertising copywriting, teleplay writing and scripting for clients. <i>Prerequisite: CNM 115. Offered fall semester.</i>	3 hours		
CNM 332 Layout and Design Covers principles of layout and design for communication-related industries. Students will learn the basic principles of design and be able to apply them to various projects. <i>Prerequisites: ART 156 and 157.</i>	3 hours		
CNM 335 Magazine and Feature Writing This course is designed to further develop students' research and reporting skills in specialized areas. Specifically, this course will prepare students to be competent reporters and writers in such specialized areas as sports, science, business, the environment, health, medicine, gender, race, and ethnicity. <i>Prerequisite: CNM 115. Offered fall semester of even years.</i>	3 hours		
CNM 345 Web Writing and Production This course explores content, style and format of writing for interactive media including the Web, DVD, CD ROM and blogs. Emphasis is on crafting nonlinear stories. <i>Prerequisites: CNM 115. Offered fall semester of odd years.</i>	3 hours		
CNM 352 History and Criticism of Film A survey of American film history, artistic growth and early influences and techniques of filmmaking. Critical principles for viewing films are emphasized. <i>Offered spring semester of odd years.</i>	3 hours		
CNM 355 Multi-Camera Live Production An overview of multi-camera live production processes, techniques and personnel in the studio setting and on-location. Students will plan and produce programming, functioning as a production team. <i>Prerequisite: CNM 220. Offered fall semester.</i>	3 hours		
CNM 356 Web Design This course will teach students basic Web design principles, look at the user interface experience, and concentrate on building Web sites using standards-compliant XHTML mark-up language and Cascading Style Sheets (CSS). The class focuses on building sites that meet the needs of both the user and client. <i>Prerequisites: ART 156 and 158.</i>	3 hours		
CNM 360 Independent Study An individualized, directed study involving a specified topic.	1-4 hours		
CNM 370 Selected Topics A course offered on a subject of interest but not listed as a regular course offering. <i>May count toward the departmental major and general education requirements.</i>	1-4 hours		
CNM 388 Media, Faith, and Culture An exploration of the intersections between media, popular culture and the gospel. Topics include evangelical responses to popular culture through history, religious broadcasting, religious filmmaking, media in the local church setting, media in global missions and portrayals of Christ and Christians on TV and film. <i>Production or layout experience is preferred. Offered spring semester.</i>	3 hours		
CNM 393 Practicum Supervised learning involving a first-hand field experience or a project. One hour of credit is awarded for a minimum of 40 hours of practicum experience. <i>Pass-fail only. Offered primarily during summer.</i>	1-4 hours		
CNM 430 Producing for Clients This course develops the skills involved in successfully managing a client-driven production project. Producing tasks including pre-production, budgeting, scheduling and client relations are emphasized. Students work with an outside organization to produce a professional video or DVD project. <i>Prerequisite: CNM 220. Offered fall semester of even years.</i>	3 hours		
CNM 440 Digital Filmmaking This course examines the creation and critique of film. The class will explore the creative aspects of scriptwriting and producing film. It will also provide students with opportunity to direct, shoot and edit a short film. Students will develop an ability to integrate Christian thought and storytelling. <i>Prerequisite: CNM 330. Offered spring semester of odd years.</i>	3 hours		
CNM 450 Directed Research Investigative learning involving closely directed research and the use of such facilities as the library or laboratory.	1-4 hours		
CNM 455 Directing Visual Media An overview of the role of the director in visual media: script analysis and script marking for television and film, the director's role in preproduction, production and post-production, analysis of television and film genres and their representative directors. Students will have the opportunity to direct a project. <i>Prerequisites: CNM 220; CNM 355. Offered spring semester of even years.</i>	3 hours		
CNM 480 Seminar A limited-enrollment course designed especially for upper-class majors with emphasis on directed readings and discussion.	1-4 hours		
CNM 485 Senior Capstone Senior media communication majors will complete a senior portfolio and prepare for employment and graduate school. <i>Offered spring semester.</i>	3 hours		
CNM 490 Honors Individualized study or research of an advanced topic within a student's major. Open to students with at least a 3.00 GPA in the major field.	1-2 hours		
CNM 492 Internship Professional semester of supervised internship in a work setting related to the major field of study. <i>Prerequisites: Completion of departmental core and major core courses and approval of the department faculty. Pass-fail only.</i>	8-16 hours		

Theatre Arts Courses

CAT 170

1-4 hours

Selected Topics

A course offered on a subject of interest but not listed as a regular course offering. *May count toward the departmental major and general education requirements.*

CAT 200

3 hours

Performing Literature

Study and practice of personal spiritual involvement with literature through the application of basic techniques of literary analysis and oral reading. *Meets general education literature requirement. Offered fall semester.*

CAT 212

3 hours

Acting

Study of the theories and principles of acting as an art, approached through a Christian perspective of life and the human situation. Practical application of performance techniques and character development are provided through laboratory theatre experiences. *Corequisite: PHP 200J. Offered spring semester.*

CAT 270

1-4 hours

Selected Topics

A course offered on a subject of interest but not listed as a regular course offering. *May count toward the departmental major and general education requirements.*

CAT 301

3 hours

Advanced Performance Studies

Advanced study and application of the techniques of literary analysis and oral reading. Readers' theatre is emphasized with laboratory experience provided. *Prerequisite: CAT 200 or permission of instructor.*

CAT 341

3 hours

Stagecraft and Design

Emphasis is given to the technical phases of play production including design theory and practice. Work on theatre productions provides practical experience. *Offered fall semester of even years.*

CAT 360

1-4 hours

Independent Study

An individualized, directed study involving a specified topic.

CAT 362

3 hours

Theatre and the Church

Explores the biblical foundations of theatre arts following its origin and development. We will purpose to increase recognition of significant figures in the field of religious drama, theology, church growth, and worship planning. The course will give students an introduction to producing and directing for the church, exploring its uniqueness and challenges. *Offered fall semester of even years.*

CAT 370

1-4 hours

Selected Topics

A course offered on a subject of interest but not listed as a regular course offering. *May count toward the departmental major and general education requirements.*

CAT 393

1-4 hours

Practicum

Supervised learning involving a first-hand field experience or a project. Generally, one hour of credit is awarded for a minimum of 40 hours of practicum experience. *Pass-fail only. Offered primarily during summer.*

CAT 402

3 hours

Contemporary American Theatre

A study of selected twentieth-century American theatre movements, people and dramatic literature from 1960 to the present. *Offered spring semester of odd years.*

CAT 432

3 hours

Play Directing

Study of the theories and principles of directing as an art approached through a Christian perspective of life and the human situation. Emphasis is given to play analysis with practical application provided through laboratory theatre experience. *Prerequisite: CAT 212 or permission of instructor. Offered spring semester.*

CAT 450

1-4 hours

Directed Research

Investigative learning involving closely directed research and the use of such facilities as the library or laboratory.

CAT 480

1-4 hours

Seminar

A limited-enrollment course designed especially for upper-class majors with emphasis on directed readings and discussion.

CAT 490

1-2 hours

Honors

Individualized study or research of an advanced topic within a student's major. Open to students with at least a 3.00 GPA in the major field.

CAT 492

8-16 hours

Internship

Professional semester of supervised internship in a work setting related to the major field of study. *Prerequisites: Completion of departmental core and major core courses and approval of the department faculty. Pass-fail only.*

Notes
