

## COMMUNICATION ARTS/BUSINESS COMMUNICATION

*Annalee R. Ward, Ph.D., department chairperson*



**MY EXPERIENCE AT TRINITY HAS HELPED ME TO** balance my place as being "in the world but not of it" while still using and fostering my talents. I feel prepared to bring my faith and aspirations with me as I start my career in media."

Rachel Dlugopolski '10  
Communication Arts (Cabot, Pennsylvania)

The department of communication arts seeks to graduate competent, Christ-like communicators who are able to engage cultural critically with a kingdom vision. The mission of the department is to provide broad yet integrative perspective, knowledge, and skill development on the powerful, practical, and creative component of human nature called communication. All this is done within the boundaries of a biblical perspective as shaped by the Reformed tradition.

With our goal and mission in mind, we offer two majors: Communication Arts or Business Communication and two minors: Communication Arts and Theatre. Communication Arts majors choose a concentration in communication studies, media, theatre, or film. The multiple options equip diverse student interests and career goals by exploring contexts, theories, and applications as well as developing skills in speaking and writing.

The **communication arts major** consists of 36-46 hours. Majors complete a common 21 hours of core and competencies AND must choose a concentration from Communication Studies, Film Studies, Media Studies, or Theatre. The field education requirement is met in COMM 410. All majors are strongly encouraged to pursue an internship experience, COMM 400. Core (common to all concentrations):

Communication Arts 111, 231, 301, 333, 410;

Competencies: Communication Arts 101 and one from 201, 225, 241 or 304.

In addition to the above requirements, students must complete one of the following concentrations:

### **Communication Studies**

Core and competencies.

Four from the following with at least one 300-level: Communication Arts 201, 202, 225, 243, 250, 304, 325, 346;

One communication arts elective.

Note: Competencies may not be counted towards hours required for Communication Studies Concentration.

**Film Studies** (Los Angeles Film Studies Center Program requires separate admission)

Core and competencies; Communication 234; Two from: 237, 238, 270, 280, 316, 335, 348; LA Film Studies 300, 310, 320, and one from 372, 382, 392.

**Media Studies**

Core and competencies;

One from Communication Arts 241, 242;

Four from: Communication 234, 237, 238, 280, 335 or 348;

Two from: Communication Arts 345, 355, or 365 (may be repeated).

**Theatre**

Core and competencies;

Communication Arts 124, 225, 226 or 227, 270, 280, 316; English 305.

*\*226 or 227 are one hour courses repeated three times.*

The **business communication major** is designed as an interdisciplinary major that prepares students to work in communicative dimensions of profit and non-profit organizations of various sizes. This preparation is accomplished through a program that blends principles and skills from business, communication, and computer science. This major consists of 49-55 hours:

Core: Communication Arts 111, 231, 301, 333 (or Business 301), 400, 410;

Competency: Communication Arts 101

Additional required courses: Business 121, 131, 336, 362, one business 300-level elective;

Economics 121 or 122; Computer Science 104, 107;

Two from: Communication Arts 201, 241, 243, or 325.

Recommended for general education: MATH 151 and COMM 250.

**Note:** If business communication majors choose to minor in business or in communication, they must complete all requirements for the existing minor plus additional hours for a total of 18 hours outside of the major courses for the business communication major. **Due to program overlap business communication majors cannot double-major with communication.** Students who minor in business must complete 18 unique hours in the business department including those required for the minor.

The **communication arts minor** consists of 18-21 hours:

Communication Arts 101, 111, 231, 301, 333, two communication arts electives (6 hours).

The **theatre minor** consists of 20 hours:

Communication 111, 124, 226 (or 227) (1 hour repeated twice), 280, one communication arts 300-level elective; English 305;

One from: Communication Arts 225, 270, 316.

## Communication Arts Courses (COMM)

**Note:** Semesters listed are when courses are normally offered. However, course offerings and scheduling are subject to change at the discretion of the department.

### 101 Fundamentals of Public Speaking (3)

**Fall, Spring**

A practical course with emphasis on composition (style, research, and reasoning), delivery, and criticism of public speech. Prerequisite: English 103 recommended.

### 111 Foundations of Human Communication (3)

**Fall**

An establishment of the foundation of communication studies, its breadth, various cultural contexts, and the major issues and concerns in the field. This will set the agenda for developing a Christian worldview on communication studies.

### 125 Principles of Theatre (3)

**Fall, Even**

This course studies theatre through analysis of its artistic principles, genres, and forms. It also emphasizes that theatre is an immediate art whose meaning is grasped through an understanding of the encounter between those who create theatre — performers, writers, directors, designers, technicians — and members of the audience. Students practice script analysis, investigate theatre history and theory, and participate in practical projects throughout the semester. Theatre resources in the Chicago area will be a part of this course. *Fulfills the fine arts requirement.*

### 201 Persuasive Speaking (3)

**Varies**

Persuasive speaking builds on the principles learned in Fundamentals of Public Speaking. Emphasis is on building argumentation and persuasion skills through performances in various formats and on the application of rhetorical criticism. Attention is also given to parliamentary procedure. Prerequisite: Communication Arts 101.

### 202 Interpersonal Relations (3)

**Fall**

This course examines perspectives on relationships between persons and the process of interpersonal communication. Through small-group interaction, students develop insight into styles of relating and communicating with others. This course is identical to Psychology 202.

### 225 Oral Interpretation (3)

**Spring**

Oral interpretation introduces the student to an exploration of the analysis and performance of literature. Through exercises, lectures, readings, and performances, students discover, enjoy, and share their experiences with various literary genres. There are opportunities for both solo and group performances. Prerequisites: English 103 and 104. *Fulfills the fine arts requirement.*

### 226 Practicum in Theatre (1)

**Fall, Spring**

A practice course emphasizing the development, production, and performance of drama. This course may be repeated.

### 227 Theatre Forum (1)

**Fall, Spring**

A practice course that supports theatre productions and explores topics in theatre through lectures and activities. This course may be repeated.

**231 Mass Media and Society (3)****Fall**

This course examines the nature of mass communication systems, the communication industries, the media support systems, and the impact of mass communication on society. Form, content, and consequences of mass media are emphasized through lectures, research, discussion, and application to the student's own media experience. Prerequisite: Communication Arts 111.

**234 Aesthetics of Cinema (3)****Fall, Odd**

This course examines the influence of technique on film as an art form and on the audience as viewer and participant. Students also examine the interrelationship of technique and content as it expresses directorial and cultural concerns. Students view and critique films seen inside and outside of class. *Fulfills the fine arts requirement.*

**237 Audio Production (3)****Spring, Even**

This course surveys audio pre-production, production, and post-production, with a focus on developing basic audio skills, including familiarity with digital soundboard and use of sound effects.

**238 Video Production (3)****Varies**

This course develops an overview of video production terms, skills, and equipment through pre-production, production, and post-production work. Students write and direct various programs as well as gain experience in performance, lighting, staging, and technical operations.

**241 Introduction to Journalism (3)****Spring**

An introductory course that acquaints the student with basic elements of journalistic writing. Students are expected to build skills to write articles for general assignment, specialty, and feature writing.

**242 Media Writing (3)****Varies**

This course acquaints students with the substantive, stylistic, and technical requirements peculiar to writing for broadcast journalism and dramatic programming across the spectrum of media outlets.

**243 Group Dynamics (3)****Varies**

This course utilizes the "self-analytic group" to study the group as a phenomenon distinct from the individual, the institution, and the crowd. It probes the foundation of human interaction and communication in face-to-face settings. Students analyze group structures; physical formations; emotional factors and attachments; and the evolution of leadership functions, norms, values, and procedures. This course is identical to Psychology 243 and Sociology 243. Prerequisite: sophomore standing.

**250 Intercultural Communication (3) – CCS****Spring**

An introduction to the conceptual background and problems of contemporary attempts to communicate between cultures, with exposure to certain skills necessary to make such encounters succeed in everyday life. *Fulfills one of the cross-cultural general education requirements.*

**270 Acting (3)****Fall, Odd**

This course studies the theory and art of acting for the stage. Through readings, discussions, play attendance, and numerous in-class exercises the students will become acquainted with the major principles of acting. Student scenework is a major component of the course. Prerequisite: Communication Arts 125 or permission of instructor.

**280 Production Design (3)****Spring, Even**

This course involves study of the basic principles, theories, and application of technical production in the areas of design, scenic and properties construction, costuming, lighting, and sound production techniques. The course includes lecture, demonstration, reading, and project work. Prerequisite: Communication Arts 125.

**301 Communication Theory (3)****Spring**

An overview of theoretical perspectives on the dimensions and forms of communication in diverse contexts, such as interpersonal, group, organizational, and rhetorical. Prerequisite: Communication Arts 111.

**304 Communication Criticism (3)****Varies**

Students write about and study analysis, assessment, and application of methods and/or ideologies in communication criticism as applied to various cultural artifacts. Prerequisite: Communication Arts 111.

**316 Directing (3)****Spring, Odd**

This course studies the theory and art of directing for the stage. Through readings, discussions, play attendance, and numerous in-class exercises the students will become acquainted with the major principles of directing. Various practical exercises in hands-on directing are a major component of the course. Prerequisite: Communication Arts 125 or permission of instructor.

**325 Public Relations (3)****Fall**

An exploration of the theories, process, and techniques involved in researching, planning, and implementing programs designed to influence public opinion and human behavior. Social and ethical responsibility are emphasized. Prerequisites: Communication Arts 101 and 241.

**333 Communication Ethics (3)****Spring**

Grounded in philosophical ethics, students explore the ethical dimensions of human communication in its various contexts. Discussion, case study, and role-play develop understanding. Prerequisites: Communication Arts 111 and 231.

**335 Video Editing (3)****Varies**

This course draws on the rich tradition of the production of visual imagery in photography, video, and film in order to introduce students to the theory and practice of video design. Students cultivate multiple editing styles that deploy a diverse array of historical and contemporary technologies. Developing these skills will enable students to build not only a substantial knowledge of the video editing craft, but also a modest portfolio of finished projects. Special attention will also be paid to the message-making and narrative-constructing capacities, as well as to pertinent ethical issues, of video design serviceable in the workplace and church alike.

**345 Journalism Practicum (1)****Fall, Spring**

This course will give students time and opportunity to evaluate and improve the student newspaper, the *Courier*, and will take up issues in reporting, writing, layout, and management. This course may be repeated.

**346 Topics in Communication (3)****Varies**

These courses focus on salient topics in communication arts such as political communication, family communication, or other current issues as interest and need demand.

**348 Topics in Media (3)****Varies**

These courses focus on salient topics in media communication such as religion and film, media criticism, or other current issues as interest and need demand.

**355 Webcasting Practicum (1)****Varies**

This course translates the practices of radio broadcasting into the skills needed for webcasting, including the management of audio data, the navigation of playlists, the creation of programming, and the coordination of broadcast events. This course may be repeated.

**365 Station Management Practicum (1)****Varies**

In order to acquaint students with operations and procedures in radio station management, this course details the structure of a working radio station, the airshifts of the station dayclock, the development of programming, the handling of radio personnel issues, and the complexities of commercial advertisement and station marketing. This course may be repeated.

**399 Independent Study (2-4)****Varies**

Topics are selected from students' major interests.

**400 Internship in Communication (3-9)****Varies****410 Senior Communication Seminar (3)****Fall**

A capstone course that orients students to their academic past and professional future. Students demonstrate their knowledge and skills developed throughout the entire major, and formulate strategies for beginning their professional careers. Assignments include developing a major project, a resume, a portfolio, a philosophy of Reformed Christian communication, and completing a comprehensive exam over core communication classes. Meets field education requirement. Prerequisites: communication arts major and completion of communication arts core classes.

## LOS ANGELES FILM STUDIES CENTER

The Los Angeles Film Studies Center provides an opportunity to study the Hollywood film industry in a Christian, residential, “on location” setting. As a program sponsored by the Council for Christian Colleges & Universities, the Los Angeles Film Studies Center is academically grounded in a Christian liberal arts context. Efforts are made to integrate biblical faith throughout the curriculum and community life.

The mission of the Los Angeles Film Studies Center is to prepare persons academically for placement in the mainstream Hollywood film industry, preferably in decision-making positions, with a Christ-centered vision to influence film content, the production process, and interpersonal relationships dynamically. In addition, the mission includes the development of advocates to advance an informed and discerning approach to understanding the media, as well as an appreciation for, and support of, the work of their peers in Hollywood.

This is a semester long internship/seminar experience for upper-level students. Students will live in the Los Angeles area, study film and the film industry through LAFS 300, LAFS 310, and LAFS 320 plus one elective, earning 16 semester-hours credit. It requires a separate application. Admission is not guaranteed.

### LAFS 300 Hollywood Production Workshop (3)

Students work in groups to create a festival-ready piece, including all the legal documentation and rights to enable the finished production to qualify for festival submission. The course offers students the opportunity to make a motion picture production using Hollywood locations, resources, and protocol. Students participate in a competitive vetting process of scripts, pitches, and meetings much like the process of the professional industry. For example, those who want to direct will submit reels for review by a selection panel. This course operates as a community-building experience in which all students participate in at least one key role in the production process. The course also offers small-group tutorials for each student's production position. The workshop environment is designed specifically to meet the needs of both novice and experienced students. The major emphases of the course are the importance of each contribution to a production, the process of production, and effective production management. This course complements the more specialized, skill-focused elective courses and is taught by professional, experienced Christian filmmakers with credits in the Hollywood industry.

### LAFS 310 Theology in Hollywood (4)

This course encourages the development of the necessary skills for analysis of the culture of Hollywood, its role in popular culture, and the theological intersections therein. The course seeks theological engagement with the culture of Hollywood and cinema by investigating some of the social, ethical, and psychological implications of film upon theology. The course is presented in four modules, each building on the content of the previous module: 1) an analysis of the culture of Hollywood; 2) a study of theology/Bible and engagement with Hollywood and cinema; 3) Christian ethics and the culture of Hollywood; and 4) a capstone examination of Christian vocation in Hollywood. All students participate in a team-taught lecture seminar led by a professor of theology. Students also participate in small-group tutorials, service-learning, and discussions.

### **LAFS 320 Internship: Inside Hollywood (6)**

Students participate in an internship experience in some aspect of the Hollywood entertainment industry. These are nonpaying positions primarily in an office setting such as development companies, agencies, management companies, post-production facilities, etc. Students work 20 to 24 hours a week, spread over a three-day schedule and accumulate 200-250 hours for the semester. Orientation to the internship includes an overview of the creative and operational aspects of the Hollywood entertainment business, including the Christian's role working therein. The internships do not include positions on actual filmmaking locations. Instead, students work in offices as support personnel to producers, writers, directors, agents, post-production personnel, and others involved in the total process of producing and distributing a major motion picture. The LAFSC provides interns to many of the major companies within Hollywood.

**Students choose one class from the following electives:**

### **LAFS 372 Motion Picture Production (3)**

This is an intense, hands-on course in short-film production. Students individually write, shoot, direct, and edit their own projects. Visual storytelling is achieved through developing skills in directing, cinematography, and editing. The course is designed to enable both novice and advanced students to develop their integration of story with technical skill. The course is taught by professional, experienced Christian filmmakers with credits in the Hollywood industry.

### **LAFS 382 Professional Screenwriting (3)**

This is a course in contemporary screenwriting, including an understanding of dramatic structure, character and dialogue development, and the writing process. Students complete a full-length screenplay for a feature film or "movie-of-the-week." Whether novice or advanced, students are expected to develop and improve their skills. Emphasis is given to the role of Christian faith and values as they relate to script content. The course is taught by a working, credited Christian screenwriter.

### **LAFS 392 Independent Study (3)**

This course may be set up by special request and arrangement. In order to be considered, students may submit a portfolio and a project proposal. Students with approved projects will be appointed a mentor who is a professional in the Hollywood industry to supervise the project. Projects could include further development of a portfolio or reel, critical research, or a senior thesis project.

**Note:** The independent study option is not guaranteed and is intended for students with experience in a specific area of cinema or those needing to complete a senior project for graduation. The number of independent studies offered each semester will be determined by LAFSC faculty, the availability of a suitable mentor, and approval from the College's communication arts department.

## **SEMESTER IN NICARAGUA – SPRING SEMESTER**

This program is held in Managua. The heart of the program is an internship with the host partner, the Nehemiah Center. This program provides the Communication Arts or Business Communication major—including those with a media studies concentration — a cross-cultural setting to apply newly acquired communication skills along with Nicaraguan Christian leaders seeking to be agents of transformation in society. Non-Communication Arts majors may participate in this program with faculty approval. The program includes topics courses in Communication (346) or Media (348), an internship, an orientation to the activities of the Nehemiah Center and a history of Nicaragua course taken at Ave Maria College of the Americas (AMCA). Spanish courses are also available at AMCA and may be required for students who have not taken college-level Spanish. The faculty program contact is the Communication Arts Department. Students should have at least a 2.5 GPA to participate in this program.

### **100 Beginning Spanish (3)**

This introductory course is for students who have not taken any Spanish at the college level.

### **101 Orientation to the Nehemiah Center (1)**

This course introduces students to the activities of the Nehemiah Center.

### **150 History and Culture of Nicaragua (3)**

A survey course about the history and culture of Nicaragua.

### **300 Field Experience (8)**

Students will work with the Nehemiah Center staff and Nicaraguan Christian leaders. Credit towards a department's major (field education/internship) is granted at the discretion of each department. Students should check with his/her adviser when considering the program. Trinity students will enroll in this course if the field experience does not count towards the student's major. Non Trinity students will enroll in NIC 300.

### **346 Topics in Communication (3)**

These courses focus on salient topics in communication arts such as political communication, family communication, or other current issues as interest and need demand.

### **348 Topics in Media (3)**

These courses focus on salient topics in media communication such as religion and film, media criticism, or other current issues as interest and need demand.

### **400 Field Experience (8)**

Students will work with the Nehemiah Center staff and Nicaraguan Christian leaders. Credit towards a department's major (field education/internship) is granted at the discretion of each department. Students should check with his/her adviser when considering the program. Trinity students will enroll in NIC 400 if the field experience can be used for the field education requirement for the student's major.