

# COMMUNICATION ARTS

## Mission

The Communication Arts comprehensive curriculum prepares students for professional careers or graduate school in one of the four major areas of student interest:

- Interpersonal Communication
- Journalism
- Media Production
- Public Relations

## Student Learning Outcomes

1. Employ Communication theories, perspectives, principles and concepts
  2. Create and critically analyze message content appropriate to audience, purpose and context
  3. Engage in Communication inquiry research
  4. Apply ethical Communication principles and practices
  5. Recognize and apply Communication practices to diversity and globalization
- The Degree of Bachelor of Arts with a Comprehensive Major in Communication Arts (<http://catalog.csc.edu/undergraduate/programs/communication/ba-comprehensive-major-communication-arts/>)
    - Interpersonal Communication Option
    - Journalism Option
    - Media Production Option
    - Public Relations Option
  - Interpersonal Communication (<http://catalog.csc.edu/undergraduate/programs/communication/interpersonal-communication-minor/>)
  - Journalism (<http://catalog.csc.edu/undergraduate/programs/communication/journalism-minor/>)
  - Media Production (<http://catalog.csc.edu/undergraduate/programs/communication/media-production-minor/>)
  - Public Relations (<http://catalog.csc.edu/undergraduate/programs/communication/public-relations-minor/>)

### CA 125 FUNDAMENTALS OF ORAL COMMUNICATION3 Credits

Develops understanding and skills necessary for effective oral communication. Activities will include public speaking, group discussion, interviewing, and interpersonal communication.

### CA 130 INTERPERSONAL COMMUNICATION3 Credits

Study of the dynamics of interpersonal communication in one-to-one relationships through experiential exercises and selected readings. Designed to improve students' interpersonal communication skills and enhance knowledge about the importance of communication in interpersonal settings.

### CA 133 MEDIA WRITING3 Credits

A study of various techniques of media writings intended to familiarize students on why and how media utilize those techniques. Writing techniques for Journalism, radio, television, and online, will be addressed.

### CA 144 ORAL INTERPRETATION & PERFORMANCE STUDIES3 Credits

Introduction to the performance of literature and personal narratives. Theory and application in literary analysis, presentation modern, and criticism. Study of how performance is used as an aspect of and research tool for the study of every-day communication.

### CA 155 PUBLIC SPEAKING3 Credits

Practice in delivering persuasive, informative, impromptu, special occasion, and seminar-style speeches. Students will be expected to write speeches and utilize technology in their delivery.

### CA 160 TOPICS IN COMMUNICATION1-3 Credits

Special Topics in Communications.

**Notes:** May be repeated with a change in emphasis.

### CA 215 AUDIO PRODUCTION3 Credits

Theory and practice of audio production. To include artistic concepts as well as practical knowledge of scripting, recording, and editing various kinds of audio projects. Students will complete and present audio projects to the class and/or campus community via broadcast on KJZC Radio.

### CA 225 COMMUNICATING IN GROUPS AND TEAMS3 Credits

Theory and practice of group and teamwork which occur in a variety of settings.

### CA 231 INTRO TO DIGITAL PUBLISHING3 Credits

Electronic publishing techniques emphasizing actual preparation of advertisements, brochures, newsletters, and programs. Topics covered based on selected DTP computer hardware configurations and software applications for layout, graphics, and text-formatting.

### CA 234 PHOTOJOURNALISM3 Credits

Techniques and practical application of basic digital photography skills. Lecture and laboratory time include planning and shooting story-telling photographs, cropping, enlarging, and printing photographs, writing cutlines for newspapers or other publications.

### CA 238 INTRO TO MASS MEDIA3 Credits

A study of print and non-print media and their application to public communications. Field trips may be required.

### CA 240 NONVERBAL COMMUNICATION3 Credits

This course will explore the human communication process without words. Students will focus on the research of various dimensions of nonverbal communication including nonintimate interactions, intimate, professional settings and mediated settings. Attention will be paid to individual and culture differences in nonverbal communication.

### CA 245 VIDEO PRODUCTION3 Credits

Theory and practice of video production. To include artistic concepts as well as practical knowledge of scripting, recording, and editing various kinds of videos. Students will complete and present video projects to the class.

### CA 250 INTRODUCTION TO PUBLIC RELATIONS:PRINCIPLES, PROCESSES & PRACTICES3 Credits

An overview of the history, theory, ethics and practices in the American public relations profession. It provides a critical thinking framework for understanding organizational practice with diverse settings, media relations, image and identity management, target audiences and public opinion.

### CA 260 INTRO TO COMMUNICATION THEORY3 Credits

Examination of the origins, development, and uses of communication theories as they apply to communication dynamics.

**CA 330 CONFLICT RESOLUTION AND MEDIATION3 Credits**

Examination of the nature, myths, theories, and strategies of conflict management and resolution. Mediation styles and strategies will be practiced in small group settings. Includes speaking activities as well as analysis of argumentation in interpersonal, public, and organizational settings.

**Prerequisites:** Junior or above status

**CA 333 NEWS REPORTING3 Credits**

The principles of news and feature writing in conjunction with publication of THE EAGLE, the student newspaper.

**Prerequisites:** Sophomore or above status

**CA 334 THEORIES/PRACTICE OF PERSUASION3 Credits**

Current studies in persuasive theory and practices in persuasion. May include study of debate, political, mediated, and interpersonal communication. Students will be expected to analyze and critique persuasive messages from varied sources.

**CA 335 MEDIA ADVERTISING3 Credits**

An overview of the fundamentals of copywriting for advertising in mass communication covering print and electronic media. The practice of advertising audience direction, appeals, strategy and structure will be included.

**Prerequisites:** Sophomore or above status

**CA 336 DIGITAL CITIZENSHIP3 Credits**

Students in this course will explore various effects of networked communication technologies on democratic practices, learn to define digital citizenship, and assess the success and/or failure of various developments in advancing the role of the citizen.

**Prerequisites:** Sophomore or above status

**CA 339 EVENT PLANNING AND LEADERSHIP3 Credits**

This course will provide an overture to event planning and leadership. Moreover, this course will explore event-planning aspects such as: marketing, leadership, financial administration, and effective research evaluation.

**Prerequisites:** Sophomore or above status

**CA 345 BROADCAST PRODUCTION3 Credits**

Practice of camera operation, on-air commentary, and production of event coverage. In addition to small group projects, all students in the course will collaborate to prepare and execute audio and/or video broadcasts of multiple campus events, via KJZC Radio and/or online video streaming platforms.

**Prerequisites:** Sophomore or above status, or instructor permission

**CA 346 INTERCULTURAL COMMUNICATION3 Credits**

Practical and theoretical aspects of intercultural communication as applied toward diversity issues and minority groups inside and outside the United States. A special focus on application to interpersonal and organizational communication.

**CA 350 APPLIED PUBLIC RELATIONS: CONCEPTS AND PRACTICES-INTERMEDIATE STUDIES IN PR3 Credits**

Theory and practice of producing public relations and publicity tools for the traditional and digital media. It emphasizes problem solving and critical thinking for professional practice in the development and use of campaigns for personal, institutional, and organizational objectives and activities. It includes writing, design and production techniques.

**Prerequisites:** Sophomore or above status

**CA 351 ORGANIZATIONAL COMMUNICATION3 Credits**

The nature and flow of communication in modern organizations (such as businesses, political structures, hospitals, etc.) through applied theory, diagnosis, and problem solving skills. Examination of communication between management, employees, and the community. Students will be expected to analyze communication environments and present communication findings to the class.

**Prerequisites:** Sophomore or above status

**CA 353 HEALTH COMMUNICATION3 Credits**

Communication theory, research, and applications in health care, health promotion, and wellness industries. Variables influencing communication between and within health care providers and consumers are examined.

**CA 390 INTERNSHIP IN COMMUNICATION1-12 Credits**

Provides practical experience in a field related to Communication Arts.

**Add Consent:** Department Consent

**Notes:** Interested students should contact the Internship and Career Services office to secure application materials; application should be made prior to the semester the internship will be started; the amount of credit will be based on the availability of a suitable work position, the qualifications of the applicant, and the work hours.

**Requirements:** Dean of the School of Liberal Arts, Department Chairperson, and the student's major advisor must approve program prior to semester of internship.

**CA 391 INTERNSHIP IN JOURNALISM1-12 Credits**

Provides practical work experience program on the staff of a mass media outlet.

**Prerequisites:** Sophomore or above status

**Add Consent:** Department Consent

**Notes:** Open to upper division students with previous course credit in journalism; selection of interns based upon availability of work positions and the qualifications of the applicants.

**Requirements:** Dean of the School of Liberal Arts, Department Chairperson, and the student's major advisor must approve program prior to semester of internship; application must be submitted to the Director of Internships at least 30 days prior to the semester of internship.

**CA 400 INDEPENDENT STUDY/RESEARCH1-3 Credits**

Study or research in an area of special interest.

**Add Consent:** Instructor Consent

**Notes:** The number of credit hours is determined by the topic and the amount of work required.

**Requirements:** Permission of Instructor, Dean and Academic Vice President is required.

**CA 420 RELATIONAL AND FAMILY COMMUNICATION3 Credits**

Advanced interpersonal course to explore current interpersonal research in modern family relationship situations. In-depth exploration of intimate communication, parent-child communication, child-child communication, and extended family communication in the western tradition and interculturality.

**Prerequisites:** Junior or above status

**CA 425 RISK AND CRISIS COMMUNICATION3 Credits**

This course will discuss risk and crisis communication from a public relations and journalism lens. Moreover, this course will discuss what defines a crisis, how to avoid a crisis, what to do when a crisis occurs and how to take preventive future steps.

**Prerequisites:** Junior or above status

**CA 430 COMMUNICATION RESEARCH METHODS3 Credits**

A review of research methods used in the discipline of Communication wherein students can gain an understanding of and practice in research design. Students will be exposed to both quantitative and qualitative methodologies.

**Prerequisites:** Junior or above status

**CA 431A MEDIA PRACTICUM-NEWSPAPER1-3 Credits**

Production work on the student newspaper, THE EAGLE. The student arranges for weekly lab work. May be repeated with a change of emphasis up to a maximum of nine (9) credit hours.

**Prerequisites:** CA 333 or instructor permission and Junior or above status

**CA 431B MEDIA PRACTICUM-AUDIO VIDEO1-3 Credits**

Audio production work and/or video production work for advanced student projects. The student arranges for weekly lab work. May be repeated with a change of emphasis up to a maximum of nine (9) credit hours.

**Prerequisites:** Junior or above status

**Add Consent:** Instructor Consent

**CA 431C MEDIA PRACTICUM-THE BIG EVENT3 Credits**

Production work on the student-led service learning project The Big Event. The student arranges for weekly lab work. May be repeated with a change of emphasis up to a maximum of nine (9) credit hours.

**Prerequisites:** Junior or above status

**CA 434 EDITING AND DESIGN3 Credits**

Principles of editing and designing publications with emphasis on newspapers, especially THE EAGLE.

**Prerequisites:** CA 333 or instructor permission and Junior or above status

**Notes:** May be repeated with a change of emphasis up to a maximum of 9 credit hours.

**CA 435 ADVANCED TOPICS IN COMMUNICATION1-3 Credits**

Special topics in communications. May be repeated with a change of emphasis.

**CA 436 SEMINAR IN COMMUNICATION3 Credits**

Designed to meet the specific needs of a group of students. May be repeated with a different topic. Admission by permission of Communication Arts faculty.

**CA 440 GENDER AND COMMUNICATION3 Credits**

Explores gender as a communication variable in settings ranging from interpersonal relationships, organizational settings, intercultural settings, to public or mass communication.

**Prerequisites:** Junior or above status

**CA 442 GLOBALIZATION, CULTURE AND MEDIA3 Credits**

Explores how globalization of culture and communication was shaped and reshaped as results of economic, technological, political and cultural concerns of various global players. Although all the major theoretical approaches of globalization of communication will be explored, focus on global communication as an emerging, hybrid and contested global field and global media will be emphasized.

**CA 443 MEDIA LAW3 Credits**

An overview of legal issues related to journalism and other media outlets. Special emphasis on broadcast and print media, current interpretations of law, copyright and first amendment issues.

**Prerequisites:** Junior or above status

**CA 445 ADVANCED VIDEO PRODUCTION3 Credits**

Course designed towards completion of advanced video projects and presentation to the class and/or campus community. Students will be expected to demonstrate advanced ability in camera use, lighting, video editing, graphics, and effects.

**Prerequisites:** CA 245 and Junior or above status, or instructor permission

**CA 450 COMMUNICATION CAMPAIGNS3 Credits**

This course will discuss communication campaigns that influence us every day. Public relations, advertising, health and political campaigns will be examined throughout the semester. In addition, current campaign goals and objectives will be analyzed and critiqued. Lastly student will plan, organize, and implement an actual communication campaign.

**Prerequisites:** Junior or above status