

MONMOUTH COLLEGE

Communication and Theatre Arts—Communication Major

The Department of Communication and Theater Arts (CATA) offers a Communication major that focuses on human communication in the widest variety of settings, face to face or through media, for both professional and personal development. For all students the major stresses both general knowledge of the process of communication and skillful development and presentation of messages. In addition to course work students gain practical experience in their concentration through internships, independent study and co-curricular activities. CATA majors may work in business and organizational leadership, public relations, in journalism or radio and television, in corporate training, in education, in web production and design, event planning, human resources, or the law (to name only a few career opportunities); all of these involve the need to understand and develop useful communication strategies.

Communication Major Requirements.

A major in consists of 36 semester hours, including COMM 101, 3 hours of 100/200 workshop credit, COMM 230, 261, 321, 421, 491, an independent study or internship and acceptance of a senior, electronic portfolio. In addition, majors must complete courses selected from the following options: CATA 231 or 235, two courses from CATA 333, 335, 337, and 339; and one course from CATA 265, 363, and 365.

Communication and Theatre Arts Minor Requirements. The following two focused minors are available:

Communication Minor. COMM 101, at least one semester hour of workshop credit, plus COMM 231 or 235, 233, and two courses from COMM 333, 335, 337 and 339. Media Minor. COMM 101, at least one semester hour of workshop credit, plus COMM 261, 263, 363, and 365.

Internships

Internships are an integral part of the CATA major. All majors are required to complete an internship experience or an independent study project. Internships can be taken in a wide variety of job settings from management to radio and television, to journalism, to public relations, to the arts. A listing of recent internships in the department can be viewed at the CATA web site's internship page. The internship experience usually occurs in the Junior or Senior year or in the summer between. CATA faculty routinely advise and assist students in finding good internships. An internship is normally for three semester hours of credit. Typically students to spend between 125 and 150 hours at the internship site or about eight to ten hours per week.

Facilities and Activities

The department trains and supports a substantial group of communication and media tutors who assist beginning students in public communication and a wide range of other students across a multiplicity of communication and media settings. Communication assistants develop valuable professional skills and are at an advantage in seeking assistantships for graduate school.

The CATA television studio in Wallace Hall is home to MC-TV, a series programs featuring news, entertainment and original student films broadcast to the campus on cable channel 14. Recently the studios were converted to all-digital production. Over 35 students participate in producing MC-TV each semester. The studio is a versatile facility with stage, lighting and audio equipment for producing newscasts and variety shows. Recently a CATA student-faculty produced documentary won a national award of excellence from the Broadcast Educators Association.

Radio station WMCR is a student operated campus station, broadcast through the campus cable system in FM stereo. The station has two, new, professionally equipped audio broadcast studios located in the Stockdale Center, one "on-air" and one for production and laboratory work. The studio equipment used is like that in a commercial station. Over 60 students participate in radio activities each semester.

We operate a newly constructed Computer/Media laboratory in Wallace Hall with Windows based design and editing stations for 20 students, including computers equipped with software for audio/video editing, multi-media production, graphic design, web authoring and other applications.

For further information regarding internships activities or other aspects of the program including student web-based electronic portfolios, contact Dr. Lee McGaan, CATA Chair or visit the CATA web site found at <http://department.monm.edu/cata/default.htm>

PUBLIC RELATIONS MAJOR

All listed courses except CATA 233 are required. Please consult catalog for prerequisites or check with the Public Relations Major Coordinator for additional details.

	<i>Fall Semester</i>	<i>Spring Semester</i>
Freshman Year	CATA 101 Fundamentals <u>or</u>	MATH 106 Statistics <u>or</u>
Sophomore Year	ECON 200 Principles of Economics CATA 261 Mass Media and Society	ECON 200 Principles of Economics (if needed) CATA 233 <i>Advanced Public Speaking</i> (strongly recommended)
Junior Year	BUSI 307 Marketing CATA 363 Media and Public Relations Writing	CATA 339 Persuasion CATA 365 Media Production BUSI 315 Negotiations <u>or</u> BUSI 335 Human Relations
Senior Year	BUSI 367 Advertising PUBR 493 Internship	PUBR 491 Public Relations Cases (CATA 491 will substitute) BUSI 315 Negotiations <u>or</u> BUSI 335 Human Relations (as needed)

**** Public Relations majors are encouraged to discuss with the Public Relations Major Coordinator (or another faculty member teaching in the Public Relations major) a plan for taking additional, elective courses that support their career plans.**