

## COMMUNICATION STUDIES

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The Department of Communication Studies offers a major in Communication, minors in Communication and Media, and houses the Public Relations major.

### Overview of the Communication Major:

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The Communication major offers a focus on human communication in a wide variety of settings from face-to-face and organizational contexts to mediated messages and mass communication. 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 through internships, independent study and co-curricular activities.

### Career Opportunities:

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Career opportunities for Communication majors include: business and organizational leadership, marketing and promotions, web and social media design, public relations, journalism, radio and television, media relations in government or industry, corporate communications, organizational training and development, and education. Each of these opportunities involves the need to understand and develop useful communication strategies.

Required Courses for the Communication Major (9.5 to 10.5 course credits):

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COMM 230	Introduction to Communication Studies
COMM 261	Mass Media and Modern Society
COMM 321	Junior Colloquium
COMM 421	Senior Colloquium
COMM 491	Freedom of Expression and Communication Ethics

*One of the following two courses:*

COMM 231	Interpersonal Communication
COMM 235	Small Group Communication

*One of the following three courses:*

COMM 260	Introduction to Journalism
COMM 269	Introduction to Multi-Media Production
PUBR 363	Media and Public Relations Writing

*Two of the following four courses:*

COMM 333	Organizational Communication
COMM 335	Argumentation
COMM 337	Communication Criticism
COMM 339	Persuasion

*A student is required to take one half course credit of 100/200 workshops for a Communication major and complete either an internship or independent study. However, no more than 3 course credits of experiential credit may count toward the completion of the major; this includes 100/200 workshops and internships. Students may not exceed one course credit of 100-level workshop or two course credits of 200-level workshop.*

*A passing evaluation on the Communication Senior Electronic Portfolio.*

Required Courses for the Communication Minor (for students not seeking a major in Communication; 4.25 course credits):

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*One of the following two courses:*

COMM 231	Interpersonal Communication
COMM 235	Small Group Communication

*Two of the following four courses:*

COMM 333	Organizational Communication
COMM 335	Argumentation
COMM 337	Communication Criticism
COMM 339	Persuasion

*One Additional Communication course elective (1 course credit)*

*At least .25 course credits of Communication workshop at the 100 or 200 level.*

Required Courses for the Media Minor (for students not seeking a major in Communication; 4.25 course credits):

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COMM 261	Mass Media and Modern Society
COMM 269	MultiMedia Production
PUBR 363	Media and Public Relations Writing
PUBR 367	Layout and Design

*At least 0.25 course credits of Communication workshop at the 100 or 200 level.*

#### Course Descriptions:

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COMM 101G. Fundamentals of Communication	1 course credit
A practice-oriented introduction to the forms of speech, including interpersonal, small group, and public communication. Offered each semester.	
COMM 113. Communication: Workshop	0.25 course credits
Staff-supervised participation in communication projects. Prerequisite: Permission of the instructor. May be repeated for credit up to the maximum allowed credit for workshops.	
COMM 115. Radio: Workshop	0.25 course credits
Practical experience in radio production with a primary focus on being an announcer for the student radio station. Open to all students. May be repeated for credit up to the maximum allowed credit for workshops.	
COMM 116. Television: Workshop	0.25 course credits
Practical experience in television production with a primary focus on producing a weekly news/sports program. Open to all students. May be repeated for credit up to the maximum allowed credit for workshops.	
COMM 213. Communication: Advanced Workshop	0.5 course credits
Continuation of COMM 113 with advanced work and/or a position of responsibility in communication. Primarily for junior and senior majors. Prerequisite: COMM 113, sophomore standing and permission of the instructor. May be repeated for credit up to the maximum allowed credit for workshops.	
COMM 214. Print Media: Advanced Workshop	0.5 course credits
(Cross-listed as ENGL 226) Continuation of COMM 114 with advanced journalism work and individual study with the instructor. Prerequisite: COMM 114 and permission of the instructor. May be repeated for credit up to the maximum allowed credit for workshops.	
COMM 215. Radio: Advanced Workshop	0.5 course credits
Continuation of COMM 115 with advanced work and/or a position of responsibility at the student radio station. Primarily for junior and senior majors. Prerequisites: COMM 115 and permission of the instructor. May be repeated for credit up to the maximum allowed credit for workshops.	
COMM 216. Television: Advanced Workshop	0.5 course credits
Continuation of COMM 116 requiring advanced work in television production with a primary focus on producing professional quality work for the weekly news/sports program at the student television station. Primarily for upperclass majors. Prerequisites: COMM 116 or 269 and permission of the instructor. May be repeated for credit up to the maximum allowed credit for workshops.	

- COMM 230. Introduction to Communication Studies 1 course credit  
 An introduction to the breadth of the field of communication studies through the examination of historical and contemporary communication theories. Acquaints students with general, thematic, and contextual theories of human communication to provide a more thorough understanding of communication processes in multiple contexts (interpersonal, small group, organizational, public performance, mass, and cultural). Gives attention to application of theory in practical settings and criteria for evaluating theories. Prerequisite: COMM 101 and Communication major and sophomore standing or permission of the instructor. Offered each year.
- COMM 231. Interpersonal Communication 1 course credit  
 An examination of the verbal and nonverbal features of face-to-face communication in everyday life, social interaction, professional activity, and in our culture as a whole. Attention is given to language as a cultural system and as a meaning system, communication as behavior, relationship development, and communication systems and effects. Emphasis is placed on understanding theory, systematically observing communicative behavior, analysis of communication situations, and skill improvement. Prerequisite: COMM 101. Offered each year.
- COMM 235. Small Group Communication 1 course credit  
 A study of task-oriented, small group communication emphasizing effective organization, decision-making, participation, and leadership. Methods of correcting specific problems that may hinder small groups are explored. Includes opportunities to participate in and analyze small group interaction. Prerequisite: COMM 101. Offered each year.
- COMM 260. Introduction to Journalism 1 course credit  
 An examination of the fundamentals of news writing, news gathering and reporting for print and electronic press. Stresses the elements of style, construction and syntax in writing clear and concise copy. Special emphasis will be placed on writing and reporting news stories that are researched, written and published in the Monmouth College student newspaper, The Courier or posted on the Warren County Newswire, an on-line news site published exclusively by Monmouth College students. The course will include instruction in writing and reporting for print and electronic media. We will examine the editorial decision making process as well as media coverage of major news events. Prerequisites: COMM 101 and ENGL 110. Offered each year.
- COMM 261. Mass Media and Modern Society 1 course credit  
 An inquiry into the mass media of our time (print, film, radio, television, etc.), including study of the forces that created them and the effects they have on society. Special attention is given to theories of mass communication and the medium of television. Offered each semester.
- COMM 269. Multi-Media Production 1 course credit  
 A study of contemporary electronic communication technology. Applications include the creation and implementation of multimedia projects (audio, video, graphics) and website design/maintenance. Combines application of communication theory with practice in developing successful projects. Prerequisite: COMM 101. Offered each year in the fall.
- COMM 294. Special Topics. Communication 0.5 to 1 course credits
- COMM 295. Special Topics. Print Media 0.5 to 1 course credits

**COMM 296. Special Topics. Electronic Media**

0.5 to 1 course credits

**COMM 321. Junior Colloquium**

0.5 course credit

An examination of the goals and outcomes of study in Communication. Includes opportunities to prepare and present projects and develop a student Web-based electronic portfolio. Individual and group study will occur. Topics include: an overview of issues and choices facing Communication majors, internship and independent study planning, web and portfolio design, as well as career analysis and planning. Prerequisite: Communication major and junior standing or permission of the instructor. Offered each year in the fall semester.

**COMM 333. Organizational Communication**

1 course credit

An analysis of organizational communication theories and methods and the study of organizational culture, motivation, conflict, decision-making, and power, and patterns for successful leadership and careers. Includes practice in forms of communication used in business with an extensive laboratory simulation in communication training and development. Prerequisite: COMM 101 and junior standing or permission of the instructor. Offered each year.

**COMM 335. Argumentation**

1 course credit

An introduction to how logical arguments are structured and analyzed. Includes development of abilities in composing logically valid messages and avoiding fallacies. Emphasis is placed on what makes arguments strong and effective. Portions of the course will be devoted to how arguments are used in various fields (e.g., law, journalism, science, history, or politics). Frequent in-class, written and oral practice will occur including formal debating. Prerequisite: COMM 101 and 230, or permission by the instructor.

**COMM 337. Communication Criticism**

1 course credit

A study of various critical perspectives and methods as applied to a variety of different communication texts, including public speeches, plays, films, and television news broadcasts. Emphasis is placed on enhancing critical thinking skills as well as on writing and articulating persuasive arguments. Prerequisite: COMM 101 and 230.

**COMM 339. Persuasion**

1 course credit

A study of the classic concepts of persuasion in relation to modern theories of how people effect changes in others' beliefs, attitudes, and behavior. Includes opportunities to prepare and present persuasive efforts culminating in the development of a persuasive campaign plan. Prerequisite: COMM 101 and 230. Offered each year.

**COMM 369. Convergent Media Production**

1 course credit

Advanced study of contemporary electronic communication technology. In particular, the course will build on the production skills of the introductory class, study the elements of cross-media or trans-media production and look at its application to the convergent media world. Students will apply this knowledge to the creation of a trans-media project incorporating traditional and new media (including a central video program, supporting website and social media elements). Combines application of communication theory with practice in developing successful trans-media projects. Prerequisite: COMM 269. Offered alternate years in the spring.

**COMM 394. Seminar: Communication**

1 course credit

A seminar centered on a problem or topic as announced before each offering. Designed for

juniors and seniors. Prerequisite: Permission of the instructor. May be repeated for credit.

COMM 395. Seminar: Print Media 1 course credit

A seminar centered on a problem or topic as announced before each offering. Designed for juniors and seniors. Prerequisite: Permission of the instructor. May be repeated for credit.

COMM 396. Seminar: Electronic Media 1 course credit

A seminar centered on a problem or topic as announced before each offering. Designed for juniors and seniors. Prerequisite: Permission of the instructor. May be repeated for credit.

COMM 421. Senior Colloquium 0.5 course credit

Continuation of Junior Colloquium examining the goals and outcomes of study in Communication. Includes opportunities to prepare and present projects and complete a student web-based electronic portfolio. Individual and group study will occur. Topics include: an overview of emerging issues facing Communication graduates, Web and portfolio design, as well as career and life planning. Seniors serve as mentors to sophomore and junior Communication majors. Prerequisite: Communication major and senior standing or permission of the instructor. Offered each year in the fall semester.

COMM 490. Independent Study 1 to 2 course credits

A faculty directed program of individual study consisting of reading, research, or creative production. Prerequisite: Prior approval of the department. May be repeated for credit. Offered as needed.

COMM 491. Freedom of Expression and Communication Ethics 1 course credit

A study of the foundations of freedom of expression and communication ethics in our society. Major historical documents pertaining to the freedom of communication and the moral and ethical base of communication will be reviewed. The continuing tension between artistic freedom and censorship will also be examined. Historical materials will be applied to current points of contention in the arts, business, media, and politics. Culminating experience required of all majors. Prerequisite: Senior Communication major or minor or senior Public Relations major, or permission of the instructor. Offered in the spring each year.

COMM 494. Internship in Communication 1 to 2 course credits

A course designed to allow the student to use skills and knowledge developed during major study in a field-based experience designed to prepare the student for a career in communication. Prerequisites: Junior standing and prior approval of the department. May be repeated for credit. Offered as needed.

COMM 495. Internship in Print Media 1 to 2 course credit

A course designed to allow the student to use skills and knowledge developed during major study in a field-based experience designed to prepare the student for a career in print media. Prerequisites: Junior standing and prior approval of the department. May be repeated for credit. Offered as needed.

COMM 496. Internship in Electronic Media 1 to 2 course credit

A course designed to allow the student to use skills and knowledge developed during major study in a field-based experience designed to prepare the student for a career in electronic media. Prerequisites: Junior standing and prior approval of the department. May be repeated for credit. Offered as needed.

## PUBLIC RELATIONS

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Lars Kristiansen

*Assistant Professor, Program Coordinator*

### Overview of the Public Relations Major:

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The Public Relations major is an interdisciplinary program designed to prepare students for a wide range of jobs and careers. Students interested in a public relations career should also consider work in marketing, advertising, and human relations. Students should also take advantage of extracurricular and co-curricular activities that offer the chance to put theory into practice.

### Career Opportunities:

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Public relations practitioners are skilled creators and managers. Duties will range from the every-day to the unusual, and typically combine an ability to juggle numerous tasks with an attention to detail. Public relations officers deal with a variety of internal and external publics, and often become the keeper of an organization's image. Work in a public relations agency is normally very competitive, but opportunities exist in organizations of all size. Specific jobs include:

- Copy Writer
- Press Aide
- Media Buyer
- Web Designer
- Events Planner
- Speech Writer
- Editorial Assistant
- Multimedia Producer
- Publications Director
- Spokesperson

### Required Courses for the Public Relations Major:

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BUSI	307	Principles of Marketing
BUSI	367	Advertising
COMM	261	Mass Media and Modern Society
COMM	339	Persuasion
PUBR	363	Media and Public Relations Writing
PUBR	367	Layout and Design
ECON	200	Principles of Economics
PUBR	241	Public Relations
PUBR	491	Public Relations Cases

*One of the following four courses:*

BUSI	105	Introduction to Commerce
BUSI	335	Human Resources
COMM	333	Organizational Communication
PSYC	237	Organizational and Industrial Psychology

*A student is required to complete an approved the Public Relations major.*

### Electives:

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Students are encouraged to meet with the program coordinator to discuss areas of interest. Often students can major in a second area, or can develop specific areas of expertise. Courses in psychology and sociology are generally useful, as is a familiarity with the various forms of communication technology (e.g., video, Internet, multimedia, print).

*Students interested in writing/public presentation should consider the following courses:*

COMM	235	Small Group Communication
COMM	260	Introduction to Journalism
ENGL	210	Creative Writing
ENGL	301	Advanced Composition

*Students interested in print/digital imaging should consider the following courses:*

ARTD	230	Typography and Logo
ARTD	232	Poster Design
ARTD	237	Photography: Digital

*Students interested in gaining additional knowledge in business should consider the following courses:*

BUSI	305	Administration and Organization
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#### Course Descriptions:

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| PUBR 241. Public Relations   | 1 course credit       |
| An examination of contemporary theory and practice. Students will study the history and development of public relations and will create a variety of applications (press releases, public presentations, features, etc.). Students will analyze case studies and will carry out a public relations campaign. Prerequisite: COMM 101.   |                       |
| PUBR 363. Media and Public Relations Writing   | 1 course credit       |
| A broadcast media and public relations writing course providing practical experience in the creation of commercial and noncommercial materials for radio, television, print and news media. Prerequisite: COMM 260 or PUBR 241 or approval of the instructor. Offered each semester.   |                       |
| PUBR 367. Layout and Design  | 1 course credit       |
| A study of design and layout concepts as they apply to print and electronic communication. Applications include Web site design and the creation and implementation of media projects (promotional graphics, printed materials, photo-illustrations). Combines application of communication theory with practice in developing successful projects. Prerequisite: COMM 101. Offered each year. |                       |
| PUBR 491. Public Relations Cases   | 1 course credit       |
| This course is designed as the culminating experience for Public Relations majors. It will involve detailed examination of public relations campaigns (and case studies). Students will understand the public relations problem-solving process and will be able to apply it to current communication campaigns. Prerequisite: Senior Public Relations major or approval of instructor.        |                       |
| PUBR 493. Internship   | 1 to 2 course credits |
| An experience designed to allow the student to use in-the-field concepts and ideas developed during major study and to help prepare the student for employment. Prerequisites: Junior standing and prior approval. May be repeated for credit.   |                       |