

# COMMUNICATION

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## Faculty

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# Undergraduate Programs

## Communication Core—10

Required for each of the three majors and interdisciplinary emphases offered: COMM215; COMM480; JOUR230.

## BA: Communication—37

**Major requirements:** *Communication core* plus JOUR140; COMM280 or 465; COMM320, 405, 436, 456, 475; and 6 credits of electives chosen in consultation of 359.28833rdisl\iso5.1(.)JTJ-( W)8J /F16 1 Tf 9.

After completing the freshman/sophomore sequence of courses, students make formal application to the faculty to continue their chosen majors. Students may be asked to take specific communication courses to develop required skills. Transfer students beyond the sophomore year are allowed one year to make up deficiencies.

## INTERNSHIPS

Journalism and PR majors must submit applications for required internships during the sophomore and/or junior year. Communication majors are encouraged to participate in the internship program and must then submit applications for internships during the junior or senior year. Students must have completed COMM480 or have department permission prior to applying for internships.

## PRACTICUM

Practicum refers to the out-of-class opportunities on campus and in the immediate area for developing skills valuable to the communication professional. Students are encouraged to apply to the department for such opportunities. These experiences will be documented in a Portfolio as evidence of the student's involvement in the practical application of theory.

**BA: Public Relations—37**

**Major requirements:** *Communication core*; PREL255, 320, 389, 454, 465; COMM405 or COMM456; JOUR445; and 6 credits of electives chosen in consultation with the advisor.

*A minor or second major is required for this major.*

Students may apply two of the following courses to the major: ART214, 414; DGME185, 225.

Recommended minors are marketing, graphic arts, behavioral sciences, business, English, or graphic design.

**International Public Relations Emphasis—58**

**Major Requirements:** *Communication core*; PREL255, 320, 465, 460; COMM405 or COMM456, JOUR 445; plus 6 credits of electives chosen in consultation with the advisor; plus PLSC350, 488, ANTH200; plus 12 credits of multi-disciplinary course electives chosen in consultation with the advisor.

The Adventist Colleges Abroad Program (full year or summer) or participation in the Student Missionary program or a comparable international experience is required.

A second major or minor is not required.

**Minor in Communication Studies—20**

*At least 10 credits must be upper division.* Students apply to the department for this minor. When accepted, each student designs minor in consultation with departmental minor advisor to ensure that the plan of study is appropriate for the student's goals. Communication-core classes are recommended.

**Minor in Journalism—20**

JOUR140, 230, 330 or 445, 375; and electives chosen from other courses allowed in the major in Journalism.

**Minor in Media Studies—20**

JOUR140, 230, COMM454 Topics in Communication: Media Literacy, COMM290; and electives chosen in consultation with advisor to meet career goals.

**Minor in Public Relations—20**

JOUR140, 230; PREL255, 454, 460; COMM405; and electives chosen from other courses allowed for the major in Public Relations.

Other recommended minors may be selected from Marketing, Graphic Design, Visual Art, Behavioral Sciences, Business, English, Modern Languages and a combination of Art, Design and Digital Imaging courses.

**Graduate Program**

The Communication Department offers the Master of Arts: Interdisciplinary Studies—Communication. Degree requirements are found in the Interdisciplinary Studies section on p. 128.

**Courses**

(Credits)

See inside front cover for symbol code.

**COMMUNICATION****COMM104 (2)****Communication Skills**

Study of the human communication process from an intercultural perspective; focusing on interactions with oneself, with one other person, with a small group, and within public-speaking situations. Transfer students, juniors, and seniors meet the General Education requirement by taking one of the following: COMM230, 320, 436, or 456.

**COMM104 H (2)****Communication Skills**

AU/HSI course—see content above.

**COMM215 (4)****Introduction to Communication Theory and Research**

A study of classical and modern theories of rhetoric, interpersonal communication, language, and the role of communication in establishing social reality. Includes a survey of critical research related to these major theories and a sample research project.

**COMM230 (3)****Communication Practices**

A foundational course for communication majors and minors which introduces students to the study of the human communication process; interpersonal, intercultural, group and public speaking; and also to career opportunities in the field of communication.

**COMM280 (3)****Voice and Diction**

Through vocal analysis and studying the production and differentiation of sound units in the English language, students identify and develop vocal strengths and identify and remedy vocal problems. Students learn to use their voices to achieve maximum understanding and pleasure. Includes theory, practice exercises, public performances, and an introduction to the International Phonetic Alphabet.

**COMM290 (1-2)****Practicum**

Supervised work experience in journalism, public relations, or another aspect of communication. At least 150 clock hours of work experience are required. Obtain procedures and guidelines from the department.

**COMM320 (3)****Interpersonal Communication**

Emphasis is placed on interpersonal skills for the workplace. Students examine components of interpersonal communication such as listening, perception, managing conflict, etc., then apply specific strategies to build relationships.

**COMM340 Alt (3)****Argumentation and Debate**

An examination of argumentation and debate theory with practical application of debate skills including building and organizing cases, and analyzing and rebutting arguments. Particularly useful for students in fields such as pre-law and business which require decision making and argumentation. Prerequisite: COMM104 or COMM230.



**COMM599**

**(2-3)**

***Production Project in Communication***

Students produce some major communication effort, such as creating and offering a training workshop, designing a public-relations campaign, editing a department magazine, directing a

**PREL460**  
***Development***

Alt ♦ (3)

Provides student with an understanding of the facets of development intrinsic to a non-profit organization. Students work on team projects in local agencies and organization. They report to the class, write reflection papers, and give a final oral presentation about their experiences.

**PREL465**

♦ (3)

***Advanced Topics in Public Relations: \_\_\_\_\_***

Study of selected topics in Public Relations. Topic to be announced in advance. Repeatable to 9 credits with different topics.

Prerequisite: PREL255.

- ***Crisis/Issues Management***
- ***Critical Issues in PR***
- ***Case Studies in PR***
- ***Health Care PR***

# ENGLISH

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