

ever-changing government regulations and reimbursement policies require a laboratory manager to be flexible and adopt new skills. Issues faced by the manager and styles and strategies used to deal with these issues are explored. Prerequisite: Permission of Graduate Program Coordinator.

**CLSC562** (3)

***Issues in Clinical Laboratory Regulations and Practice***

Clinical laboratories are increasingly regulated by state, federal and other agencies. Applicable regulations will be examined and their impact on laboratory operations evaluated. A selected number of laboratory quality assurance procedures, as specified by CLIA '88 regulations, will be performed in the laboratory. Prerequisites: Statistics and permission of Graduate Program Coordinator.

**CLSC585** (5)

***Advanced Studies in Clinical Laboratory Science***

Designed in consultation with and coordinated by the area specialty advisor. Cumulative report, presentation, and defense required.

Prerequisite: Certification and/or licensure as a clinical laboratory scientist and permission of Graduate Program Coordinator.

Clinical placement [commdept@andrews.edu](mailto:commdept@andrews.edu) [ummgrad@andrews.edu](mailto:ummgrad@andrews.edu) [# COMMUNICATION](http://v</a></p>
</div>
<div data-bbox=)

**Faculty**

Delyse E. Steyn, *Chair*

Pamela M. Harris, *Coordinator of Graduate Program*

Tami K. Martinez

Beverly J. Matiko

Melchizedek M. Ponniah

Charles H. Tidwell (joint appointment)

Desrene L. Vernon

**Academic Programs**

**Credits**

BA: Communication	38
International Communication Emphasis	59
Communication Management Emphasis	59
Media Technology Emphasis	59
BA: Journalism	38
Media Studies Emphasis	59
BA: Public Relations	38
International Public Relations Emphasis	59
BFA: Bachelor of Fine Arts	
Art Direction/Advertising Emphasis	72–74
BS: Communication Arts	
Secondary Education Emphasis	36–38
Minor in Communication Studies	20
Minor in Journalism	20
Minor in Media Studies	20
Minor in Public Relations	20
MA: Communication Interdisciplinary Studies	37–39

The Department of Communication offers a variety of undergraduate programs as well as a master's program. Interdisciplinary programs include Master's in Communication: Interdisciplinary Studies, Bachelor of Fine Arts in Art Direction/Advertising Emphasis, and Bachelor of Science in Communication Arts.

"Communicating for community" reflects the vision of the programs offered by the Department of Communication. The Andrews University Communication Department is a Christ-centered, team-based, student-focused community that develops excellent communicators who meet the challenges of church and society. Communication is all about connection—successfully sharing messages and meaning. Communication competence is critical to being an effective leader. Lee Iacocca, chairman and CEO Chrysler Corporation said, "the most important thing I learned in school was how to communicate...you can have brilliant ideas, but if you can't get them across, your brains won't get you anywhere." Learning the skills of how to communicate, whatever your calling is in life, is a good place to start as you ascend the professional ladder of success.

Whether you're interested in Journalism or Broadcasting, whether you want to develop your skills at Public Speaking or

Event Planning—from Advertising to Administration, Ministry to Media, Publishing to Public Relations, what we offer at the Department of Communication will well equip you to serve.

Electronic media are a part of our focus but ideas, concepts, creativity and the human connection transcend technology. Your ideas of accomplishing God's mission will be stretched as you are inspired by all the innovative ways in which you can support the task of taking the good news to the whole world at this time.

## **LAMBDA PI ETA**

Lambda Pi Eta is the National Communication Association (NCA) affiliated honor society.

## **UNDERGRADUATE PROGRAMS**

After completing the freshman/sophomore sequence of courses, students should make 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. Students must fulfill the required number of clock hours to meet the requirements for their degree.

Communication majors are encouraged to participate in the



## **GRADUATE PROGRAM**

The Master of Arts: Communication Interdisciplinary Studies is designed for students who wish to develop advanced-level communication skills in combination with knowledge or skills in another area or areas.

Students may select either the interdisciplinary program or one of the emphasis areas. The procedures are explained in the department's *Graduate Student Manual*.

## **GENERAL ADMISSION REQUIREMENTS**

Graduate Program admission requirements, academic information and graduation procedures are detailed on p. 47. The Master of Arts: Communication Interdisciplinary Studies Student Manual details the procedures required by the Department of Communication (available online and from the Department).

## **DEPARTMENTAL ADMISSION R**

Media Studies Emphasis

Electives in Public Relations, Journalism New Media  
selected with approval of the supervising committee.

**Total MA degree credits required—37–39**

## **GRADUATE CERTIFICATE PROGRAM**

The Graduate Certificate Program in Communication is a focused group of Andrews University courses in the field of communication. It is a response to the gospel commission, the mission of the church and the emergence and importance of the role of communication directors at all levels of the church. The intent is to provide training for those involved in communication programs both nationally and internationally.

The Graduate Certificate Program is not limited to church-related professionals only. It is designed to enhance the competitiveness of anyone in the communication profession.

A portfolio of current evidence related to experience within related areas of communication must be submitted before completion of the Graduate Certificate Program. A student who successfully completes the 12 credits will have met the requirements of the Graduate Certificate Program which is noted on the student's transcript.

### **ADMISSION AND TIME LIMIT**

Graduate admission processes and standards of the Graduate School apply. The Graduate Record Exam (GRE) is not required. The time limit for completion of the certificate program should not exceed five years from the first enrollment.

### **PREREQUISITE**

Bachelor's degree

### **DELIVERY SYSTEM**

Courses may be delivered as summer courses, as intensives on a three-year rotation basis and pre-campus and post-campus work may be required. The courses may be offered on a regular on-campus basis during the semester.

- COMM389** § (1-3)  
**Internship in Communication**  
 Students work full time at communication enterprises. At least 90 clock hours per credit of work experience are required. Obtain procedures and guidelines from the department. S/U grade.
- COMM405** Alt (3)  
**Persuasion**  
 The analysis of persuasive appeals from the point of view of a critical consumer plus practical experience, oral and written, in ethically persuading others. Prerequisite: COMM104 or COMM230.
- COMM425** § (3)  
**Media Literacy**  
 A critical and experiential approach to information conveyed through the mass media. It includes an introduction to myth and meaning and the importance of understanding prevailing ideologies in the context of a Christian world view and a sense of identity.
- COMM436** Alt § (3)  
**Intercultural Communication**  
 Students examine the relationship between culture and communication and the ways culture influences values and perceptions. Discussion and activities help students develop and apply analytic and communication skills which enable them to interact with cultural sensitivity and communicate more effectively in intercultural, interethnic, and cross-gender contexts. Particularly useful for students in business, behavioral sciences, education, and theology.
- COMM445** Alt (3)  
**Family Communication**  
 The study of the interactive relationships between gender and communication as experienced in various contexts such as personal relationships, school and work settings (odd years).
- COMM446** Alt (3)  
**Gender Communication**  
 The study of the interactive relationships between gender and communication as experienced in various contexts such as personal relationships, school and work settings (even years).
- COMM450** Alt § (3)  
**Communication in the Classroom**  
 The study and development of effective communication skills within the context of the classroom. Focus is on interactive learning where the student rather than the instructor is central. Open only to upper division and graduate students.
- COMM454** (1-3)  
**Topics in Communication:** \_\_\_\_\_  
 Topics of current significance. Repeatable with different topics. Credit to be announced with topic in advance.
- COMM456** S § (3)  
**Group Dynamics and Leadership**  
 An experiential study of groups in process within organizations for the purpose of problem-solving and team building. Students work in teams to plan and complete a service project during the semester.
- COMM465** (3)  
**Topics in Communication Arts:** \_\_\_\_\_  
 Study of selected topics in Communication Arts. Topic to be announced in advance. Repeatable to 9 credits with different topics. Prerequisites: Varies according to topic.
- *Drama*
  - *Interpretive Reading*
  - *British Dramatic Arts*
- COMM475** Alt § (3)  
**Effective Presentations**  
 For students who wish to continue their study and practice of public oral presentations. Grounded in rhetorical theory and research. Students deliver presentations on subjects of their choice to an interdisciplinary audience and, in addition to improving their public-speaking skills, they gain expertise in using presentational aids, in analyzing oral argument, in assessment of their own speaking skills and in evaluating the effectiveness of others' presentations. Prerequisite: COMM104 or COMM230.
- COMM480** § (3)  
**Communicating for Community**  
 A practical capstone class which helps students integrate and synthesize material acquired in their major. Practical applications are made to specific communities of practice. Students are required to complete their portfolios including mission statements and samples of performance in their major, and give evidence of an organized job search. Preparation for internship.
- COMM495** § (1-3)  
**Independent Study/Readings/Research**  
 Topics chosen in consultation with an instructor. Repeatable to 3 credits. Requires prior approval from instructor.
- COMM515** (3)  
**Communication Theories**  
 The study of communication theories from covering laws, human action, and systems perspectives. Students engage in seminar presentations and classroom discussions of how the theories can be applied in practical ways.
- COMM536** (2-3)  
**Issues in Intercultural Communication**  
 Examination of intercultural communication issues with specific applications to student's chosen fields of enquiry or employment. Students explore critical issues influencing the effectiveness of their interaction with individuals from varied cultures in specific organizational and societal contexts.
- PLSC520** (3)  
**Human Rights, Violations and Reconciliations**  
 An interdisciplinary approach to concepts of human rights within western and non-western traditions. The course will evaluate legal and political instruments that address human rights and examine the meaning and relevance of these rights to such contemporary issues as torture, political repression, war crimes, and genocide and refugees.
- COMM554** (2)  
**Topics in** \_\_\_\_\_  
 Study of selected communication topics of current significance. Topics to be announced in advance. Repeatable to 6 credits with different topics.
- COMM589** § (2-3)  
**Internship/Practicum in Communication**  
 Students apply their academic preparation at a full-time professional communication-related job. At least 400 clock hours of work experience are required. Obtain procedures and guidelines from the department. S/U grade.

**COMM590** § (2-3)

***Graduate Seminar in \_\_\_\_\_***

Projects, reports, and discussions. Seminars are offered in various subjects such as Conflict Management, Prejudice Communication and Forgiveness, Religious Journalism, Contextualized Communication, Communication Paradigms, and Teambuilding. Repeatable with different subject matter. Topic announced in advance.

**COMM651** (1)

***Communication Research Seminar I***

A seminar for analysis of communication research in which students explore published research from a variety of approaches. Emphasis is given to understanding and critiquing research studies.

**COMM652** (2)

***Communication Research Seminar II***

A research seminar in which students present, evaluate and critique original research. This seminar provides students an opportunity to refine their proposals and develop their original research/production projects under the direct guidance of an instructor. COMM652 is usually taken in conjunction with COMM599 or COMM695 after completing other course work. Prerequisites: COMM651, 520 or equivalent is strongly recommended.

**RESEARCH AND SPECIALIZED COURSES**

**COMM520** (3)

***Communication Research Methodology***

Consideration of basic research principles and methodologies with emphasis on constructing appropriate research designs and choosing appropriate methods. Students usually conduct a class research project. Prerequisite: COMM515

**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 play, or offering a one-person show. Prerequisite: Completed

## PUBLIC RELATIONS

### PREL255 \$ (3)

#### *Introduction to Public Relations*

Basic concepts in public relations, publics, public opinions, attitudes, two-way communications, and evaluation of public relations effectiveness. Basic literature of the field is examined. Basic principles for production of news releases, public service announcements, and other materials are covered.

Nethery Hall, Main Floor (Center)  
(269) 471-3298  
english@andrews.edu  
<http://www.andrews.edu/ENGL/>

### PREL320 \$ (3)

#### *Managing PR Campaigns, Special Events & Meetings*

Provides techniques and insights into developing and managing all aspects of meetings, events and program planning, and evaluation. Whether the meeting or event is for 10 or 10,000, the fundamentals are the same and planning is the key to success. Prerequisite: PREL255.

#### **Faculty**

F. Estella Greig, *Chair*  
Jeanette Bryson  
Bruce A. Closser  
D. Ivan Davis  
Gary R. Gray  
Meredith Jones Gray  
Beverly J. Matiko  
Scott E. Moncrieff  
L. Monique Pittman  
Dianne L. Staples  
Joseph W. Warren

### PREL389 \$ (1-3)

#### *Internship in Public Relations*

Students intern at public relations or a related field. At least 400 clock hours per credit of work experience are required. Obtain procedures and guidelines from the department. S/U grade.

### PREL454 \$ (3)

#### *Advanced Public Relations*

Examines the characteristics of successful public relations campaigns. Emphasis given to public relations planning and evaluating, as well as to advanced techniques in news publicity, controlled media publicity, and media relations. Professional practitioners are frequent guest lecturers. Prerequisites: PREL255, and PREL320 or JOUR330.

### PREL460 Alt (3)

#### *Development*

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*
- *Special Events*
- *Public Relations Research Techniques*

English majors and minors working on secondary teaching

### PREL510 (2)

#### *Advancement and Communication*

Developing communication skills necessary to the non-profit arena, including working with volunteers, promoting and positioning various service organizations. Communication with relevant publics.