

Program Coordinator. Clinical placement depends on clinical site availability.

Immunology/Reading/Research Project (3)

Topics may be from immunology, immunohematology, clinical chemistry, hematology, microbiology and other areas of patient-care science, clinical laboratory science education, management, or applications specially relevant to clinical laboratories. Repeatable in a different subject area for a total of four (4) credits. Independent readings earn S/U grades. Prerequisite: permission of Graduate Program Coordinator.

Professional Communication \$ ()

Student may register for this title while clearing deferred grade (DG) and/or incomplete (I) courses with advisor approval only. Registration for this title indicates full-time status.

Professional Communication \$ ()

Students may register for this non-credit continuation course to maintain active status. For additional information on active status, please refer to p. 51 in the bulletin. Registration does not indicate full-time status.

COMMUNICATION

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Faculty
 Delyse E. Steyn, *Chair*
 Beverly J. Matiko
 Debbie Michel
 Melchizedek M. Ponniah
 Allen Steele
 Charles H. Tidwell (joint appointment)

Emeritus
 Luanne J. Bauer

Program	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	
Electronic Journalism	75-76
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 Program	40-43
Emphasis Programs	40
Graduate Certificate Program	12

M
 “Communicating for community” reflects the vision of the programs offered by the Department of Communication. The mission of the Andrews Univ-22cednnUthe

L a b i a P E a

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

P b R a S S A a (PRSSA) C a

The Andrews University PRSSA chapter is affiliated with the Western Michigan Public Relations Society of America. At the national level students are eligible for PRSA's publications, scholarships, award programs, leadership training and a national conference.

U a a P a

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.

I

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 internship program and must then submit applications for internships during the junior or senior year. Students must have department permission prior to applying for internships. I682.17ion or junior year. Students must fulfill the required number of clock hours to meet the requirements for nts fdents must department permission prior to10 580MMaper

Communication core; PREL255, 320, 389(1), 454, 460, 465; COMM405 or COMM456, 432, 436, JOUR140, 445; plus 6 credits of communication electives chosen in consultation with the advisor; plus PLSC230, 420, ANTH200; plus 9 credits of multi-disciplinary course electives chosen in consultation with the advisor.

- c) submit a *Statement of Purpose* which explains how the relevant disciplines will be integrated to meet his/her career and academic goals.
- 2) Upon acceptance and registration, the student in conjunction with the graduate advisor will develop a *Plan of Study* which is based on the student's *Statement of Purpose*.
- 3) In addition to the admission requirements of the School of Graduate Studies, the student applying to the Department of Communication must:
 - a) have a minimum of 12 semester credits in communication and/or related areas.
 - b) have an overall GPA of 2.75
 - c) complete all deficiencies at the beginning of the program. These courses are in addition to the regular graduate-degree course work.
 - d) evidence a sufficient command of the English language to succeed in the proposed program. This requires a minimum TOEFL score of 600 average with no section score lower than 60 and a minimum 5.5 score on the TWE (Test of Written English) or a minimum MELAB average score of 90 with no section lower than 88. No test score may be older than one year.

P

All graduate students need to understand that

- The GRE must be completed in order to register for the second semester courses.
- A student on regular status must, in consultation with the graduate advisor, identify members to serve on a supervisory committee. This committee is appointed before students register for their second semester in the program. It determines individual requirements for completion with reference to a student's *Plan of Study*.
- A 3.00 GPA per semester must be maintained.
- Application for Graduation must be completed before completing the Advancement to Candidacy.
- Upon completion of 50% of course work, Advancement to Candidacy is initiated by the student, who completes all the required forms.

Forms are submitted to the chair of the Department Graduate Program Subcommittee. On approval, recommendations are made to the Records Office and to the Dean of Graduate Studies.

See pp. 30–31 for further details on graduation procedures and degree conferral.

MA D, R

- 1) Comply with the standards outlined in the Graduate Degree Academic Information section of the bulletin.
- 2)

P Bachelor's degree

D S 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.

C

centers and methods and tools for disseminating information during emergencies.

I n t e r c u l t u r a l C o m m u n i c a t i o n (3) **C r e d i t s**
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.

F a m i l y C o m m u n i c a t i o n (3) **C r e d i t s**
A study of the family from a communication perspective (odd years).

G e n d e r C o m m u n i c a t i o n (3) **C r e d i t s**
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).

C l a s s r o o m C o m m u n i c a t i o n (3) **C r e d i t s**
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.

T o p i c s o f C u r r e n t S i g n i f i c a n c e (3) **C r e d i t s**
Topics of current significance. Repeatable with different topics. Credit to be announced with topic in advance.

G r o u p D y n a m i c s a n d L e a d e r s h i p (3) **C r e d i t s**
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.

T o p i c s o f C u r r e n t S i g n i f i c a n c e (3) **C r e d i t s**
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.

- **D a t a**
- **I n t e r c u l t u r a l R e a d i n g**
- **B u s i n e s s D a t a C o m m u n i c a t i o n**

E f f e c t i v e P u b l i c S p e e c h (3) **C r e d i t s**
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.

S t u d y T o u r (3) **C r e d i t s**
Travel to selected areas of communication, journalism, public relations and mass media interest combined with lectures, directed reading and individual research. The amount of credit and the geographic area are designated at the time a study tour is announced. A maximum of 6 credits may be applied to the communication/journalism/public relations major or emphasis. May not be applied to the minor.

C a p s t o n e C o u r s e (3) **C r e d i t s**
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.

I n t e r c u l t u r a l S t u d y / R e a d i n g / R e s e a r c h (3) **C r e d i t s**
I n t e r c u l t u r a l S t u d y / R e a d i n g / R e s e a r c h (I) - C r e d i t (c) (a) , a (c)

Public Relations \$ ()
 Practice in the composition of good news pictures and in producing the picture story. Prerequisites: JOUR230, PHTO115.

Internship \$ ()
 Students work full time at journalistic enterprises. At least 90 clock hours per credit of work experience are required. Obtain procedures and guidelines from the department. S/U grade.

Public Relations Planning \$ ()
 The theory and practice of planning and producing of any publication, be it newspaper, magazine or newsletter. Students will learn the value of careful editing and basic layout from an editor's perspective. Practice in editing copy, writing headlines, composing picture captions, planning layout and designing pages, as well as tips and tricks on project production, will be covered. Prerequisite: JOUR230.

Media Law and Ethics \$ ()
 Case studies of court decisions affecting the mass media in the United States and the place of the ethical journalist in society. Consideration of the development of freedom, censorship, libel, privacy, obscenity laws, and the relationship between the press and the courts and freedom of information, and broadcast regulation.

Advanced Topics in Journalism \$ ()
 Study of selected topics in Journalism Topic to be announced in advance. Repeatable to 9 credits with different topics.
 • Communicating on the Web
 • Communication in an Electronic Society
 • Magazine and Feature Writing
 • Investigative Reporting
 • Script Writing
 • Podcasting and Blogging for Influence
 • Advertising and Creative Copy Writing

Public Relations

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.

Magazine Public Relations Career Readiness \$ ()
 Focuses on preparation for Public Relations careers, media relations, ethics, and industry issues and trends, including literature in the field and professional organizations. Students focus on writing projects, including press kits, proposals, newsletters, brochures, fundraising, speeches, public service announcements, copywriting and create documents for portfolios. Prerequisite: PREL255 and JOUR230 or permission of instructor.

Internship in Public Relations \$ ()
 Students intern at public relations or a related field. At least 90 clock hours per credit of work experience are required. Obtain procedures and guidelines from the department. S/U grade.

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.

Development of a Non-Profit Organization Alt \$ ()
 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.

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 Public Relations
 • Case Studies in Public Relations
 • Health Care Communication
 • Special Events Planning
 • Public Relations Research Techniques

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