Communication

Faculty
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Degrees and Programs
- Communication, B.A. .......................................................... 73
- Communication, B.S. .......................................................... 74
- Health Communication, B.S. ............................................... 74
- Communication Sciences (affiliated program) ....................... 75
- Communication, Minor ....................................................... 75
- Public Relations/Journalism, Minor ...................................... 75

The Communication Department serves the communication needs of students in every department, offering instruction in a variety of communication skills and principles that apply in mass media, public presentations, small group, and interpersonal settings. The department provides curricula leading to a variety of communication-related careers, with specific preparation for careers in public relations, journalism, health communication and communication sciences and disorders (speech pathology). Communication courses also provide valuable learning opportunities for those preparing for careers which incorporate public speaking, such as business, law, medicine, pastoral or evangelistic ministry, broadcasting, and others.

Major in Communication, B.A.
A minimum of 59 hours (23 upper-division hours)

> Required Core Courses (32 hours):
- COMM 105 Introduction to Communication* 3
- COMM 223 Interpersonal Communication* 3
- COMM 226 Public Speaking 3
- COMM 328 Small Group Communication 3
- COMM 330 Intercultural Communication 3
- COMM 360 Junior Seminar 1
- COMM 424 Communication Research I 3
- COMM 425 Communication Research II 3
- COMM 450 Senior Seminar 1
- JOUR 110 Foundations of Journalism 3
- JOUR 144 Copywriting 3
- JOUR 244 Copyediting 3

> Required Major Courses (12 hours):
- COMM 225 Oral Interpretation 3
- COMM 329 Organizational Communication 3
- COMM 494 Communication Internship 3

At least one of the following courses:
- COMM 426 Argumentation (3)
- COMM 427 Persuasive Communication (3)

> Required Major Electives (15 hours):
At least 6 hours from the following:
- Additional COMM courses
At least 3 hours from the following:
- PREL courses
At least 6 hours from the following:
- Additional COMM, PREL, or JOUR courses. ARTD 253 and DRMA 229 may also apply.

Please Note:
Highlighting indicates substantive updates for the 2017-2018 academic year. Pagination may differ from the 2016-2018 printed copy of the catalog.

Updates are effective July 1, 2017.
Major in Communication, B.S.
A minimum of 71 hours (23 upper-division hours)

- **Required Core Courses (32 hours):**
  - COMM 105 Introduction to Communication 3
  - COMM 223 Interpersonal Communication* 3
  - COMM 226 Public Speaking 3
  - COMM 328 Small Group Communication 3
  - COMM 330 Intercultural Communication 3
  - COMM 360 Junior Seminar 1
  - COMM 424 Communication Research I 3
  - COMM 425 Communication Research II 3
  - COMM 450 Senior Seminar 1
  - JOUR 110 Foundations of Journalism 3
  - JOUR 144 Copywriting 3
  - JOUR 244 Copyediting 3

- **Emphases (choose one):**

  1. **Communication Studies Emphasis** (39 hours)

     - **Required Emphasis Courses (12 hours):**
       - COMM 225 Oral Interpretation 3
       - COMM 329 Organizational Communication 3
       - COMM 494 Communication Internship 3
     
     - **At least one of the following courses:** 3
     - COMM 426 Argumentation (3)
     - COMM 427 Persuasive Communication (3)

     - **Required Emphasis Electives (27 hours):**
       
       - **At least 9 hours from the following:** 9
       - Additional COMM courses
     
     - **At least 6 hours from the following:** 6
       - PREL courses
     
     - **At least 12 hours from the following:** 12
       - Additional COMM, PREL, or JOUR courses. ARTD 253 and DRMA 229 may also apply.

  2. **Marketing Communications Emphasis** (45-46 hours)

     - **Required Emphasis Courses (27 hours):**
       - COMM 329 Organizational Communication 3
       - JOUR 141 Newswriting and Reporting 3
       - JOUR 434 Media Communication Ethics 3
       - PREL 231 Intro to Public Relations 3
       - PREL 232 Crisis Communications 3
       - PREL 337 Fundraising for Non-Profits 3
       - PREL 339 Marketing Communications 3
       - PREL 345 Social Media Marketing 3
       - PREL 494 Public Relations Internship 3

     - **At least one of the following courses:** 3
       - COMM 340 Visual Communication & Semiotics (3)
       - COMM 350 Nonverbal Communication (3)

  3. **Multimedia Journalism Emphasis** (42 hours)

     - **Required Emphasis Courses (27 hours):**
       - COMM 329 Organizational Communication 3
       - JOUR 141 Newswriting and Reporting 3
       - JOUR 246 Videojournalism: Multimedia Storytelling 3
       - JOUR 341 Advanced News and Feature Writing 3
       - JOUR 434 Media Communication Ethics 3
       - JOUR 494 Journalism Internship 3
       - PREL 231 Intro to Public Relations 3
       - PREL 345 Social Media Marketing 3

     - **At least one of the following courses:** 3
       - COMM 340 Visual Communication & Semiotics (3)
       - COMM 350 Nonverbal Communication (3)

     - **Required Emphasis Electives (15 hours):**
       
       - **At least 15 hours from the following:** 15
       - Additional COMM, PREL, or JOUR courses selected in consultation with the advisor. ARTD, ARTP, or MDIA courses may also apply.

Typing Proficiency

Typing skill is essential for an emphasis in marketing communications. If you are deficient in this area, you should work on improving your typing proficiency during your freshman year.
Major in Health Communication, B.S.

A minimum of 70 hours (21 upper-division hours)

- **Required Major Courses (33 hours):**
  - COMM 105 Introduction to Communication* 3
  - COMM 220 Health Communication 3
  - COMM 223 Interpersonal Communication* 3
  - COMM 328 Small Group Communication 3
  - COMM 329 Organizational Communication 3
  - COMM 330 Intercultural Communication 3
  - COMM 424 Communication Research I 3
  - COMM 425 Communication Research II 3
  - COMM 440 Health Communication Seminar 3
  - COMM 493 Health Communication Internship 3
  - JOUR 144 Copywriting 3

- **Required Major Electives (15 hours):**
  - At least one course from the following: 2-3
    - Additional COMM course
  - At least one course from the following: 2-3
    - Additional JOUR course
  - At least one course from the following: 3
    - Any PREL course
  - At least 6-8 hours from the following: 6-8
    - Additional COMM, JOUR, or PREL courses to obtain a total of 15 hours of elective coursework

- **Required Cognate Courses (22 hours):**
  - At least 22 hours from the following: 22
    - BIOL 101+02 Anatomy and Physiology (5+5)
    - BIOL 111+12+13 Biological Foundations (5+5+5)
    - BIOL 348 Systems Physiology (5)
    - BIOL 366 Medical Microbiology (5)
    - BIOL 422 Advanced Human Anatomy (4)
    - CHEM 111+12+13 General Chemistry (5+5+5)
    - CHEM 371+72+73 Organic Chemistry (4+4+4)
    - CHEM 481 Biochemistry (4)
    - MICR 134 General Microbiology (5)
    - PHYS 111+12+13 Physics (4+4+4)

**Recommended Cognates**

- PSYC 121 General Psychology (4)
- SOCI 121 Introduction to Sociology(4)
- SPAN 105 Spanish for Health Care Professionals (3)

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Communication Sciences

Pacific Union College offers a preprofessional program in Communication Sciences which is affiliated with the School of Allied Health at Loma Linda University. The Communication Sciences faculty at LLU provide regular assistance and counseling to students interested in this program.

The first two years of a baccalaureate degree in Communication Sciences, taken on the Pacific Union College campus, include the following course:

- SPPA 164 Introduction to Speech Pathology 4

Approved courses in general education complete the preprofessional curriculum.

Minor in Communication

A minimum of 24 hours (9 upper-division hours)

- **Required Courses (9 hours):**
  - COMM 223 Interpersonal Communication 3
  - COMM 330 Intercultural Communication 3
  - At least one of the following courses: 3
    - COMM 225 Oral Interpretation (3)
    - COMM 226 Public Speaking (3)

- **Required Electives (15 hours):**
  - At least 15 hours from the following (6 upper-division): 15
    - Additional COMM, PREL, or JOUR courses. DRMA 229 may also apply.

Minor in Public Relations/Journalism

A minimum of 24 hours (9 upper-division hours)

- **Required Courses (12 hours):**
  - JOUR 110 Foundations of Journalism 3
  - JOUR 141 Newswriting and Reporting 3
  - JOUR 244 Copyediting 3
  - PREL 231 Intro to Public Relations 3

- **Required Electives (12 hours):**
  - At least 12 hours from the following (9 upper-division): 19
    - Additional PREL or JOUR courses. ARTD 253, ARTP 150, COMM 340, COMM 427, and COMM 450 may also apply.
Communication

Lower-Division Courses:

COMM 105  3 F, W, S
Introduction to Communication
   Develops skills in communication, surveys the human communication process, and encourages responsible speaking and listening. Focuses on intrapersonal, interpersonal, small group, and public communication with a specific emphasis on interaction with diverse others in a collaborative setting.

COMM 220  3 F
Health Communication
   Overview of the role communication plays in healthcare. Introduction to the ways that body language, gender, culture, and personality effect communication among groups and teams of healthcare professionals as well as in patient provider communication. Prerequisite: COMM 105.

COMM 223  3 F, S
Interpersonal Communication
   Transactional nature of interpersonal communication, including the roles of both verbal and nonverbal communication, empathic listening, and self-disclosure as means of building trusting relationships and developing rhetorical sensitivities. Prerequisite: COMM 105.

COMM 225  3 S
Oral Interpretation
   Skills in reading aloud from prose, poetry, plays, and expository material. Emphasis on developing the ability to create and sustain mood and on learning the various methods of creating meaning through vocal expression.

COMM 226  3 W
Public Speaking
   Composing informative and persuasive speeches and delivering them before groups. Focuses on speech organization and individual delivery.

Upper-Division Courses:

COMM 328  3 F
Small Group Communication
   Effective use of communication in small groups; analysis of the nature of group productivity, cohesiveness, and leadership; group problem-solving within various contexts. Prerequisite: COMM 105.

COMM 329  3 W
Organizational Communication
   Communication problems and variables unique to the organizational environment. Current and traditional theories are reviewed and applied to various communication studies. Prerequisite: junior or senior class standing.

COMM 330  3 W
Intercultural Communication
   Variables and effects of both verbal and nonverbal communication between cultures. Practical applications for careers in all communication fields (domestic and international), business, international relations, international relief and development, language-translation, foreign affairs, social work, and education. Prerequisite: COMM 105.

COMM 340  3 S
Visual Communication and Semiotics
   The visual, symbolic, classificatory, and meaning-making practices at the heart of all cultural production, consumption, and communication. Even years.

COMM 350  3 S
Nonverbal Communication
   An overview of nonverbal codes and their role in communication. Includes the influence of culture and gender on the interpretation of nonverbal language. Introduction to various theoretical constructs that influence the interpretation of nonverbal communication. Odd years.

COMM 360  1 F
Junior Seminar
   Step-by-step process of how to find and apply for jobs. Includes exercises such as creating and updating a resume, writing a cover letter, what to look for and how to apply for internships/jobs. Enrollment limited to department majors. Course should be taken during the sophomore or junior year. Prerequisite: sophomore class standing.

COMM 424  3 F
Communication Research I
   Planning communication research, designing research instruments, and writing a research plan. Includes overview of ethical issues involved in research. Prerequisites: senior class standing, COMM 328, JOUR 244, and at least 9 additional hours of COMM, JOUR, or PREL courses.

COMM 425  3 W
Communication Research II
   Implementing a communication research plan, survey techniques, tabulation procedures, and simple statistical tests. Includes interpreting survey results, as well as writing and presenting research in a professional, ethical, and credible fashion. Prerequisites: senior class standing, COMM 424, STAT 222.
COMM 426 3 S
Argumentation
Logical reasoning, fallacies in reasoning, the structure of arguments, and methods of analyzing and evaluating arguments for critical decision making. Emphasis includes both oral and written arguments. Prerequisite: senior class standing.

COMM 427 3 F
Persuasive Communication
Rhetorical principles of ethical persuasion in public speaking, interpersonal relationships, public relations, and advertising. Development of skills in logical argument, emotive influence, and psychological appeal and in achieving source credibility. Prerequisite: junior or senior class standing. Even years.

COMM 440 3 W
Health Communication Seminar
Exploration, discussion, and review of original research in many areas of health communication. Each student will conduct an extensive review of the research in a specialized area of health communication. Prerequisites: COMM 220, junior or senior class standing.

COMM 493 3 F, W, S, Su
Health Communication Internship
Supervised work experience in a health-communication-related environment. Skills in the practice of communication are used. Enrollment limited to department majors. Advance approval of the department required. May not be taken before the end of the sophomore year. Prerequisites: COMM 105, 220. Qualifies for IP grading. Graded S/F.

COMM 494 3 F, W, S, Su
Communication Internship
Supervised work experience in a communication-related environment. Skills in the practice of communication are used. Enrollment limited to department majors. Advance approval of the department required. May not be taken before the end of the sophomore year. Prerequisites: COMM 105, 226; JOUR 110, 141; PREL 231. Qualifies for IP grading. Graded S/F.

COMM 495 1-3 Arranged
Independent Study
Opportunity for the advanced student to investigate special interests under the direction of departmental faculty.

Journalism

Lower-Division Courses:

JOUR 110 3 F
Current Issues in Communication
Introduction to journalism and its various platforms, including print, video, online, and broadcast. Emphasis on the role and responsibility of the press in a free society.

JOUR 141 3 S
Newswriting and Reporting
Gathering information and writing news stories for mass-media news audiences.

JOUR 144 3 F
Copywriting
Refining grammar, punctuation, word selection, and organizational writing and editing skills. Focuses on the importance of writing concise, accurate, balanced and bias-free journalistic pieces.

JOUR 244 3 W
Copyediting
An overview of the basic tools and tasks of copyeditors, including rewriting, editing, correcting grammar, using The Associated Press Stylebook, creating style sheets, and methods of querying authors. Students learn to edit using conventional marks and symbols, apply the appropriate level of copyediting, eliminate bias, and ensure consistency. Prerequisite: JOUR 144.

JOUR 246 3 Arranged
Videojournalism: Multimedia Storytelling
An introduction to the production process of non-fiction storytelling with a foundation in journalism. Focuses on the unique challenges and ethical issues faced by the non-fiction storyteller when telling “true” stories. Includes a mix of video samples, lecture, discussion, and lab.

Upper-Division Courses:

JOUR 341 3 W
Advanced News and Feature Writing
Instruction and experience in advanced reporting and nonfiction writing. Development of article ideas, query letters, writing styles, structure and organization of material, copyright, and databases. Honing of skills as interviewers and observers of daily life. The student is required to submit an article for publication. Prerequisites: JOUR 141, 244. Even years.
JOUR 350     1 F, W, S
Campus Chronicle Production
Supervised experience in the production and publication of PUC’s student newspaper, the Campus Chronicle. Offered under two subtitles: Print and Video. Pre-requisite: JOUR 141, 244; or permission of the instructor. Graded S/F. May be repeated for credit.

JOUR 434     3 F
Media Communication Ethics
Current issues involving personal rights and corporate responsibilities as related to concepts of free speech and responsible journalism.

JOUR 494     3 F, W, S, Su
Journalism Internship
Supervised opportunity for the student to accrue direct experience in a professional journalistic setting as approved by the department. Enrollment restricted to department majors. Prerequisites: JOUR 141, 244; PREL 231, 232; ARTD 253. Qualifies for IP grading. Graded S/F.

JOUR 495     1-3 Arranged
Independent Study
Offers the advanced student opportunity to pursue investigation in fields of special interest under the direction of departmental faculty.

Public Relations

Lower-Division Courses:

PREL 231     3 W
Introduction to Public Relations
Fundamental values and procedures of the public relations profession. Research techniques, public relations management, writing, and media relations.

PREL 232     3 S
Crisis Communications
Applications of public relations to specific publics including employees, multicultural communities, consumers, and government. Management of public relations in crises. Recommended prerequisite: PREL 231.

Upper-Division Courses:

PREL 337     3 S
Fundraising for Non-Profits
Philosophy of philanthropic giving and the techniques that lead to successful fundraising. Creation of a writing portfolio including: case statement, direct mail letter, brochure, and press release. Regular guest presentations from fundraising professionals.

PREL 339     3 W
Marketing Communications
The media of public relations and their incorporation into an integrated marketing communications plan, including the elements, development, and structuring of the plan.

PREL 345     3 S
Social Media Marketing
Exploring social media in effective integrated marketing communications. Utilizing the role of the public relations practitioner and the tools needed to represent, support and promote a business through digital channels. Focus on implementing a campaign through social platforms and practicing the technical skills needed to become social media proficient.

PREL 494     3 F, W, S, Su
Public Relations Internship
Supervised experience in public relations. Under the direction of a public relations professional, the student accrues direct experience in a professional public relations setting as approved by the department. Enrollment restricted to department majors. Prerequisites: JOUR 141, 244; PREL 231, 232; ARTD 253. Qualifies for IP grading. Graded S/F.

PREL 495     1-3 Arranged
Independent Study
Offers the advanced student opportunity to pursue investigation in a field of special interest under the direction of department faculty.

Speech Pathology

Lower-Division Course:

SPPA 164     4 S
Introduction to Speech Pathology
Introduction to speech and language disorders, their etiology and treatment. For students pursuing the preprofessional program in speech pathology and audiology and for those entering professions in education, behavioral science, social welfare, and related fields who may encounter persons with speech disorders.