



Please Note:
Highlighting indicates substantive updates for the 2011-2012 academic year. Pagination may differ from the 2010-2012 printed copy.

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Faculty

Michelle Rai, chair; Rosemary Collins, Tammy McGuire, Lynne Thew, Patrick Vogelpohl

Departmental Office: 327 Irwin Hall; 965-6437

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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 speaking, 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, intercultural communication and 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.S.

A minimum of 71 hours (39 upper-division hours)

► Required Core Courses (23 hours):

COMM 134	Mass Media Communication	3
COMM 223	Interpersonal Communication	3
COMM 226	Public Speaking	3
COMM 330	Intercultural Communication I	3
COMM 424	Communication Research I	2
COMM 425	Communication Research II	2
COMM 450	Senior Seminar in Communication Disciplines	2
JOUR 141	Newswriting and Reporting	3
JOUR 244	Copyediting	2

► Emphases (choose one):

1. Communication Studies Emphasis (48 hours)

► Required Emphasis Courses (26 hours):

COMM 225	Oral Interpretation	3
COMM 328	Small Group Communication	3
COMM 329	Organizational Communication	3
COMM 423	Communication Theory	2
COMM 426	Argumentation	3
COMM 427	Persuasive Communication	3
COMM 494	Communication Internship	3
JOUR 434	Media Law and Ethics	3
PREL 231	Public Relations I: Introduction	3

► Required Emphasis Electives (17 hours):

At least 17 hours from the following (8 upper-division):		17
Additional non-service COMM, PREL, or JOUR courses		
DRMA 229	Acting I: Fundamentals (3)	

► Required Cognate Courses (5 hours):

ARTD 253	Publication Technology	3
RELT 330	The Christian and the Media	2

Communication

2. Journalism Emphasis (49 hours)

> Required Emphasis Courses (35 hours):

COMM 328	Small Group Communication	3
COMM 329	Organizational Communication	3
COMM 340	Visual Communication & Semiotics	3
COMM 423	Communication Theory	2
JOUR 242	Photojournalism	3
JOUR 341	Advanced Newswriting	3
JOUR 434	Media Law and Ethics	3
JOUR 443	Investigative Reporting	3
JOUR 494	Journalism Internship	3
PREL 231	Public Relations I: Introduction	3
PREL 350	Promotional Writing for the Media	3

At least one of the following courses:

COMM 426	Argumentation (3)	3
COMM 427	Persuasive Communication (3)	3

> Required Emphasis Electives (6 hours):

At least 6 hours from the following: 6
Additional upper-division COMM, PREL, or JOUR courses

> Required Cognate Courses (8 hours):

ARTD 253	Publication Technology	3
ARTP 150	Black & White Photography	3
RELT 330	The Christian and the Media	2

3. Public Relations Emphasis (49-50 hours)

> Required Emphasis Courses (35 hours):

COMM 328	Small Group Communication	3
COMM 329	Organizational Communication	3
COMM 340	Visual Communication & Semiotics	3
COMM 423	Communication Theory	2
JOUR 434	Media Law and Ethics	3
PREL 231	Public Relations I: Introduction	3
PREL 232	Public Relations II: Applications and Crises	3
PREL 337	Fundraising for Non-Profits	3
PREL 339	Public Relations III: Campaigns and Practices	3
PREL 350	Promotional Writing for the Media	3
PREL 494	Public Relations Internship	3

At least one of the following courses:

COMM 426	Argumentation (3)	3
COMM 427	Persuasive Communication (3)	3

> Required Emphasis Electives (6 hours):

At least 6 hours from the following: 6
Additional upper-division COMM, PREL, or JOUR courses

> Required Cognate Courses (8-9 hours):

ARTD 253	Publication Technology	3
RELT 330	The Christian and the Media	2

At least one of the following courses: 3-4

MKTG 351	Marketing (4)	3-4
MKTG 360	Consumer Behavior (3)	
MKTG 374	Advertising (3)	

Major in Communication, B.A.

A minimum of 60 hours (37 upper-division hours)

> Required Core Courses (23 hours):

COMM 134	Mass Media Communication	3
COMM 223	Interpersonal Communication	3
COMM 226	Public Speaking	3
COMM 330	Intercultural Communication I	3
COMM 424	Communication Research I	2
COMM 425	Communication Research II	2
COMM 450	Senior Seminar in Communication Disciplines	2
JOUR 141	Newswriting and Reporting	3
JOUR 244	Copyediting	2

> Required Major Courses (26 hours):

COMM 225	Oral Interpretation	3
COMM 328	Small Group Communication	3
COMM 329	Organizational Communication	3
COMM 423	Communication Theory	2
COMM 426	Argumentation	3
COMM 427	Persuasive Communication	3
COMM 494	Communication Internship	3
JOUR 434	Media Law and Ethics	3
PREL 231	Public Relations I: Introduction	3

> Required Major Electives (6 hours):

At least 6 hours from the following: 6
Additional upper-division COMM, PREL, or JOUR courses

> Required Cognate Courses (5 hours):

ARTD 253	Publication Technology	3
RELT 330	The Christian and the Media	2

Major in Intercultural Communication, B.A.

A minimum of 85 hours (44 upper-division hours)

> Required Core Courses (23 hours):

COMM 134	Mass Media Communication	3
COMM 223	Interpersonal Communication	3
COMM 226	Public Speaking	3

COMM 330	Intercultural Communication I	3
COMM 424	Communication Research I	2
COMM 425	Communication Research II	2
COMM 450	Senior Seminar in Communication Disciplines	2
JOUR 141	Newswriting and Reporting	3
JOUR 244	Copyediting	2

► **Required Major Courses (11 hours):**

COMM 430	Intercultural Communication II	2
PREL 337	Fundraising for Non-Profits	3

At least one of the following courses: 3

COMM 328	Small Group Communication (3)	
COMM 329	Organizational Communication (3)	

At least one of the following courses: 3

COMM 426	Argumentation (3)	
COMM 427	Persuasive Communication (3)	

► **Required Major Electives (3 hours):**

Additional upper-division COMM, JOUR, or PREL courses	3
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► **Required Cognate Courses (24-25 hours):**

ANTH 124	Cultural Anthropology	4
HIST 101-102	History of World Civilizations	4-4
RELH 311	World Religions	3
SOCI 355	“Racial” and Ethnic Relations	3

At least one of the following courses: 3-4

MGMT 361	Management (4)	
MGMT 457	International Management (3)	

At least one of the following courses: 3

GEOG 210	World Regional Geography (3)	
GEOG 220	Geography of the Americas (3)	
PLSC 328	Critical World Issues (3)	
PLSC 485	Foreign Relations of the United States (3)	

► **Emphases (choose one):**

1. French Emphasis (24 hours)

At least 24 hours of intermediate- and advanced-level French (including at least 12 upper-division hours) at an approved international French-language institution (typically Séminaire Adventiste du Salève, Collonges, France).

2. German Emphasis (24 hours)

At least 24 hours of intermediate- and advanced-level German (including at least 12 upper-division hours) at an approved international German-language institution (typically Seminar Schloss Bogenhofen, Austria, or Friedensau Adventist University, Germany).

3. Italian Emphasis (24 hours)

At least 24 hours of intermediate- and advanced-level Italian (including at least 12 upper-division hours) at an approved international Italian language institution (typically Instituto Adventista Villa Aurora, Italy).

4. Spanish Emphasis (24 hours)

At least 12 hours from the following: 12

SPAN 367	Spanish and Latin American Culture & Civ. (4)	
SPAN 382	Applied Spanish Linguistics (4)	
SPAN 385	Business Spanish (4)	
SPAN 440	Spanish and Latin American Film (4)	
SPAN 441	Readings in Spanish Literature (4)	
SPAN 442	Readings in Latin American Literature (4)	

At least 12 hours from the following: 12

Upper-division Spanish courses at an approved international Spanish-language institution (typically Colegio Adventista de Sagunto, Spain; or at Universidad Adventista del Plata, Villa Libertador St. Martín, Argentina).

Minor in Communication

A minimum of 30 hours (12 upper-division hours)

► **Required Courses (17 hours):**

COMM 223	Interpersonal Communication	3
COMM 330	Intercultural Communication	3
COMM 423	Communication Theory	2

At least one of the following courses: 3

COMM 225	Oral Interpretation (3)	
COMM 226	Public Speaking (3)	

At least one of the following courses: 3

COMM 328	Small Group Communication (3)	
COMM 329	Organizational Communication (3)	

At least one of the following courses: 3

COMM 426	Argumentation (3)	
COMM 427	Persuasive Communication (3)	

► **Required Electives (13 hours):**

At least 13 hours from the following (1 upper-division): 13

Additional non-service COMM, JOUR or PREL courses	
DRMA 229	Acting I: Fundamentals (3)

Minor in Public Relations/Journalism

A minimum of 30 hours (12 upper-division hours)

► **Required Courses (11 hours):**

COMM 134	Mass Media Communication	3
JOUR 141	Newswriting and Reporting	3

Communication

JOUR 244	Copyediting	2
PREL 231	Public Relations I: Introduction	3
<p>► <i>Required Electives (19 hours):</i> <i>At least 19 hours from the following (12 upper-division):</i> 19</p>		
Any PREL or JOUR course		
ARTD 253	Publication Technology (3)	
ARTP 150	Black & White Photography (3)	
COMM 340	Visual Communication & Semiotics (3)	
COMM 427	Persuasive Communication (3)	
COMM 450	Senior Seminar in Comm. Disciplines (2)	

Speech Pathology

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

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

SPPA 164	Introduction to Speech Pathology	4
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Approved courses in general education complete the preprofessional curriculum.

Communication

SERVICE COURSE:

(Not applicable to a major or minor in this department)

COMM 105 3 F, W, S Introduction to Communication

Develops skills in oral communication, surveys the human communication process, and encourages responsible speaking and listening. Focuses on intrapersonal, interpersonal, small group, and public communication. Enrollment limited to freshmen who are not taking a major within the Communication Department. (All other students see COMM 226.)

LOWER-DIVISION COURSES:

COMM 134 3 F Mass Media Communication

The academic discipline and career opportunities currently available in the context of mass media. Based on the transactional model of communication. Includes the study of the ways in which advertising, public relations, and research contribute to the accurate transmission of mass media messages. Designed to be taken in the freshman year.

COMM 223 3 F 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.

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 F, W, S Public Speaking

Composing speeches and delivering them before groups. Enrollment limited to sophomores, juniors, and seniors. Freshmen taking a major within the Communication Department may also enroll.

UPPER-DIVISION COURSES:

COMM 328 3 W 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.

COMM 329 3 F Organizational Communication

Communication problems and variables unique to the organizational environment. Current and traditional theories are reviewed and applied to various communication studies.

COMM 330 3 W Intercultural Communication I

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.

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.

COMM 423 **2 F**
Communication Theory

Conceptual foundation for studying the human communication process. Includes types of theories and models used in communication research. Explores variables relevant to human communication behavior. Applies theory to the scientific method in communication research. Prerequisites: COMM 134, 223.

COMM 424 **2 F**
Communication Research I

Planning communication research, designing research instruments, and writing a research plan. Includes overview of ethical issues involved in research. Intended for graduating seniors.

COMM 425 **2 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. Prerequisite: COMM 424, STAT 222.

COMM 426 **3 F**
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.

COMM 427 **3 S**
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. Even years.

COMM 430 **2 S**
Intercultural Communication II

Moves beyond the survey of intercultural communication concepts to incorporate primary research and theory frameworks from the field of communication. Employs a case-study format to integrate political science, history, anthropology, world religions, and business management with communication theory and practice. Prerequisite: COMM 330.

COMM 450 **2 W**
Senior Seminar in Communication Disciplines

Capstone course emphasizing professional skills, ethics, creation of portfolio, and career planning.

COMM 490 **1-3 F, W, S**
Issues in Communication

Study of a specific issue in an area of communication such as rhetoric and public address, small group communication, interpersonal communication, intercultural communication, organizational communication, journalism, public relations, and speechwriting. Repeatable for credit under different subtitles.

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 134, 226; JOUR 141; PREL 231. Qualifies for IP grading.

COMM 495 **1-3 F, W, S, Su**
Independent Study

Opportunity for the advanced student to investigate special interests under the direction of departmental faculty.

Journalism

LOWER-DIVISION COURSES:

JOUR 141 **3 S**
Newswriting and Reporting

Gathering information and writing news stories for mass-media news audiences.

JOUR 242 **3 S**
Photojournalism

Application of photography to specific problems of the journalist or public relations officer; using images to give graphic impact to news and feature stories; processing and editing of pictures taken by the student. Prerequisite: ARTP 150.

JOUR 244 **2 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.

UPPER-DIVISION COURSES:

JOUR 341 **3 W**
Advanced Newswriting

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, JOUR 242, JOUR 244. Even years.

Communication

JOUR 434 **3 F** **Media Law and Ethics**

Current issues involving personal rights and corporate responsibilities as related to concepts of free speech and responsible journalism.

JOUR 443 **3 W** **Investigative Reporting and Writing**

Tools, techniques, and skills for conducting journalistic investigations, with an emphasis on ethics, research development of sources, and interviews. The use of public records and “the paper trail” to document complex issues. Assignments include developing and writing a significant, accurate, and comprehensive investigative news story. Prerequisites: JOUR 141, 242, 244. Odd years.

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.

JOUR 495 **1-3 F, W, S, Su** **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** **Public Relations I: Introduction**

Fundamental values and procedures of the public-relations profession. Research techniques, communication theory, public relations management, writing, and media relations.

PREL 232 **3 S** **Public Relations II: Applications and Crises**

Applications of public relations to specific publics including employees, multicultural communities, consumers, and government. Management of public relations in crises; exploiting public relations opportunities created by crisis situations. 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 F** **Public Relations III: Campaigns and Practices**

The media of public relations and their incorporation into an integrated marketing communications plan, including the elements, development, and structuring of the plan.

PREL 350 **3 W** **Promotional Writing for the Media**

Principles of and practice in journalistic writing for the electronic and printed media with emphasis on appropriate media selection and usage. Development of writing skills for a variety of internal and external applications, including print, broadcast, and social media. Pre-requisites: JOUR 141, 244; PREL 231 or permission of the instructor.

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.

PREL 495 **1-3 F, W, S, Su** **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.

UPPER-DIVISION COURSE:

SPPA 310 **3 S** **Speech and Language of Young Children** (See EDUC 310.)