

Communication Art (CA)

1. Core Courses

055 110 English for Communication Arts

Prerequisites: None

Development of the use of the English language in the field of communication arts, to recognize, write and present the different genres of film, television, video, theatre, radio, newspapers and magazines with the use of associated multimedia technology

055 120 History of Communications

Prerequisites: None

The use of different types of communication genres through the passage of time, political, social and economic, political and technological influences, use of technology, their applications and effects from global society changes

055 121 Multimedia Communications

Prerequisites: None

Introduction to multimedia including acquisition, production, transmission, perception and presentation on trends in multimedia; basic animation including posing, staging, and caricature

055 122 Ethics in Communications

Prerequisites: None

The ethical framework defining media freedoms and constraints globally, including copyright and trademark issues, historical context and focus on the evolution of ethical standards

055 123 Spoken Communications

Prerequisites: None

Introduction to communication concepts, theories, and skills that people use in personal and professional settings; how culture affects communication patterns; self-disclosure; effective response styles; language choices and non-verbal cues and how they affect the projected image; verbal confrontation and how it produces intended result; effective ways to organize a message

055 130 Newspaper and Magazine Journal

Prerequisites: None

Introduction to the fundamentals of journalism for newspaper and magazine; news and information gathering, including constructing a story; using numbers and data to tell a story and assess information, editing and presentation; ethical issues of covering stories; and visual literacy

055 210 Creative Writing

Prerequisites: None

Recognize and write creatively within the wider communication arts genre, production of general texts that have a more aesthetic purpose, rather than pragmatic, the use of poems and stories, letters and travelogues, as well as the use of cognitive and affective modes of thinking

055 220 Research for Communications

Prerequisites: None

Design, implementation and presentation of a research project, to include how researchers conduct their work in the communications discipline, how to judge related research, literature review, research design, data collection, data analysis, written and spoken presentation

055 221 Music for Communications

Prerequisites: None

Introduction to the medium of music as a form of both unintended and intended communication; focus given to motives and methods, as they relate to the creation and production of music for the intention of communicating a pre-established emotive message or theme; exploration of the history of music as a medium for communication, in addition to the psychological and sociological foundational theories and methodologies upon which this medium for communication was developed

055 230 Radio Journalism and Broadcasting

Prerequisites: None

History of radio journalism and broadcasting and the art of writing and reporting for radio; practice pitching stories, arranging and conducting interviews, and mixing radio scripts; exploration of how writing in broadcast journalism differs from print; practice writing in a conversational style that works for “the ear”; requirement to research, write, and report and/or record several stories on deadline

055 241 Photography for Communication Arts

Prerequisites: None

Introduction to camera handling skills and the aesthetics of photography; emphasis placed on how to use both film and digital cameras and equipment relating to each; development of compositional skills to create original images; exploration of the aesthetic, cultural, and communicative aspects of the photographic medium using either or both film and digital photography

055 324 Strategic Communications

Prerequisites: None

Components and principles of current thinking in strategic communication; current best practices used to research, design, implement and evaluate communication campaigns; discuss impact of the evolution of technology and the digital environment on delivery of campaigns, communication contexts, message strategy, media strategies, including social media, audience analysis, and communicator credibility; ways to use creative strategies and tactics to develop and manage strategic communication campaigns

055 330 Communication Theory

Prerequisites: None

Introduction to communication as a field of study, models and frameworks presented and related to theories to enhance student understanding, theories investigated to show how they applied in a variety of contexts

055 340 Theater and Film

Prerequisites: None

Exploration and evaluation of the similarities and differences between theater and film; the histories of two genres, including methods of illumination, structures and contents of the two media, as well as their interrelationships, focusing on the theories used in the critical analysis of film and theater

2. Communication Art Major Course

055 222 Professional Image Management

Prerequisites: None

Analysis of image-making in all forms of popular culture in film and television, shopping malls, supermarkets, car dealers, business offices and doctors' offices

***055 240 Multimedia Production**

Prerequisites: None

Principles and basic practices in multimedia production, software, media selection, planning and production management

055 231 Television Journalism and Broadcasting

Prerequisites: None

History of television journalism and broadcasting and how to research and write television news stories for television broadcasting; giving news assignments to students to work individually and/or divided into groups to research, write, and edit for broadcasting; focus given to the methods and techniques of putting television news stories together from conception to final, on-air delivery

055 242 Web Design and Development

Prerequisites: None

The development of internet, world wide web, website concept, HTML and its extensions, web based internet applications, graphics design applications, interactive website design, web content development, Adobe Flash & web animation, client-side/server-side scripting, introduction to PHP programming

055 310 Phonetics, Diction and Linguistics

Prerequisites: None

Training in transcription of English speech sounds; introduction to phonological analysis, dynamics of articulation, and dialect variations; training in and practice of principles underlying perception of pitch, loudness, auditory space, auditory patterns, and speech; Acoustic Phonetics theory of speech production and perception; emphasis on acoustic cues underlying speech sound identification and their physiologic correlates; intensive individual development and use of voice for performance

055 311 Semantics

Prerequisites: None

The understanding and use of words and their meanings, word formation, multiple meanings and relationships, set phrases, components of meaning and the relationship of semantics to the communication arts

055 312 Document Analysis and Criticism

Prerequisites: None

Introduction to criteria for objectively and subjectively determining social responsibilities, in addition to judging the performance of print media; history, analysis, and evaluation of technique and content of written documents and messages

055 320 Persuasion and Argumentation

Prerequisites: None

Theories and fundamental principles of critical reasoning and public argumentation, with many opportunities for practice; survey of major theories that explain how to change another person's attitudes and behaviors; applications to persuasion within a variety of contexts, including interpersonal relationships, organizations, legal campaigns, and the mass culture

055 321 Technology in Communications

Prerequisites: None

Philosophical, critical, and scientific analysis of how the intensification of technology in cultural, professional, and recreational domains is affecting social communication; understanding human communication that takes place both with and through technology; design, creation, and evaluation of technologies to support such interactions; historical, sociological, and psychological analysis of how developments in information and communication technologies have altered our understanding of ourselves and our world

055 322 Mass Communications

Prerequisites: None

Examination of the history, structure, functions, and theories of mass media in contemporary society; major mass communication media, including: books, newspapers, magazines, radio, musical recordings, film, television, video games and the Internet, are explored with a focus on their impact on society and contemporary economic, technological and operational issues confronting each medium; examination of the complex relationship between mass media and society; development of personal tools to become more proficient observers, consumers, and practitioners of mass media by becoming media literate

055 323 Communications in Public Relations

Prerequisites: None

Development and execution of communications strategies and relationship building with employees, the news media, government, investors, and the public; outlets examined include traditional print and broadcast media and contemporary channels including blogs, social media platforms, and emerging technologies; exercises in written communications

055 341 Professional Presentations

Prerequisites: None

Planning, preparation and delivery of professional presentations, targeting the correct audience, use of body language, intonation, clear use of signpost language, persuasion techniques, coherence and fluidity, eye contact, multimedia technology and questioning techniques

3. Selection of Minor Courses

055 313 Short Story Writing

Prerequisites: None

Conceive and write stories and short descriptive sketches; read respected short stories; learn techniques associated with the development of short story; participate in class discussions about all aspects of the process, to include student work produced by the students in this class

055 314 Playwriting and Screenwriting

Prerequisites: None

Fundamentals of writing plays and scripts for film and television; after receiving foundational instruction in both disciplines, student choose an area of focus and develop either a play or a screenplay; examination of writing tools and techniques and standard formats for both mediums; analysis of published plays and screenplays; development of character and story; presentation of student works for constructive comment and criticism

055 325 Interpersonal Communications

Prerequisites: None

An overview of communication theories and research dealing with developing, sustaining, and terminating interpersonal relationships; direct application to friendship, work, and romantic relationships

055 326 Globalization in Communications

Prerequisites: None

Relationships between culture and media in an increasingly globalized world; analysis of ethnographic case studies and theoretical texts; patterns of language structures from each individual person's world views; the process of meaning formation; exploration theories of media's role in the globalization of cultures; examination of transnational production, marketing, and reception of film, television, and/or digital media

055 342 Radio Production

Prerequisites: None

Microphone and voice management techniques; commercial and news production techniques; writing for radio; operational tasks of broadcast radio and recording studios; radio formats and program types; field recording and digital audio editing skills introduced and developed

***055 343 Television Production**

Prerequisites: None

Practice in the development of TV programs; TV equipment; camera operations; optics and lenses; set development and construction; audio equipment and reproduction

055 344 Broadcasting Regulations in Mass Communication

Prerequisites: None

Current issues, government regulations, self-regulation by the relevant industries and review of past perspectives and viewpoints; and their relevance to future policy and decision making

055 345 Issues in Radio, Television and Film

Prerequisites: None

Survey of historical and contemporary issues related to the production of radio, television and film; overview of programming in broadcast stations, networks, and cable in relation to audience, markets, coverage, policies, and facilities; news reporting special issues and topics in the analysis of radio, television, film, and popular media

055 346 Studio Photography

Prerequisites: None

Advanced production techniques and workflow management techniques associated with high-end digital studio image capture; advanced studio lighting techniques; subject positioning and stylization; development of a personal portfolio of work produced in the studio required by all students

055 420 Campaign Planning and Management

Prerequisites: None

Contemporary and historical studies of politics, mass media, and public opinion; impact of television on elections, press and politicians, political advertising, political debates, and opinion polling; fundamentals of communication campaigns, including public information and political campaigns; description and exploration of the role of political campaigns in shaping social, cultural, and political agendas; exploration of theoretical foundations of communication campaigns and campaign management techniques

055 421 Signing for the Hearing Impaired Communication

Prerequisites: None

The use of hand signs and facial expressions, body language and specific posture, the incorporation of different styles of signing for communication with the hearing impaired

055 422 Crisis Management Communications

Prerequisites: None

Examination of the nature of issue and crisis management from a strategic communication perspective; study various issues, risk and crisis situations, as well as the current literature on strategic issue, risk, and crisis communication methods; development of a crisis communication plan for a chosen organization

055 423 Negotiation and Conflict Resolution

Prerequisites: None

Overview, analysis and practice of communication in bargaining and negotiation in organizational settings; cognitive and motivational theories emphasizing bargaining, negotiation and resolution strategies emphasized

055 430 Investigative Reporting

Prerequisites: None

Examines the methods and techniques of investigative reporting through hands-on practice; brainstorming, framing the reporting, digging through documents, analyzing numbers, tracking down sources, writing, and rewriting

055 440 Student Newspapers and Websites

Prerequisites: None

Fundamentals of editing and online production of student newspapers, layout, design, photographs, graphics and the implementation of electronic tools for traditional and online newspapers

055 441 Student Literary Magazine

Prerequisites: None

Literary distinction, exploration of genres and literary forms, production values, graphics, design, proofreading, editing, extent of originality, variety and ideas, effective use of language, clarity of prose, precision, sophistication and expressiveness, poetry, narrative fiction, drama, essays, translations and multimedia presentations, and effective layout and typography

055 442 Documentary Film

Prerequisites: None

Contemporary work and issues in documentary film and video; students examining documentary practices and produce their own shorts

055 491 Seminar in Communication Arts

Prerequisites: None

Small seminars on significant areas of communication arts: readings, research, discussions, critical thinking, civic responsibility; and report writing on all genres of the discipline with a final project and presentation

055 495 Cooperative Education in Communication Arts

Prerequisites: 3rd or 4th year students

Practical learning experience and working in the private or public organizations, or private company, or international organization in the areas of communication arts under the approval of program management committee

055 498 Internship in Communication Arts

Prerequisites: 3rd or 4th year students

Internship in the private or public business organizations, or private company, or international organization in the areas of communication arts under the approval of program management committee