

## Department of Communication

### Mission Statement

The mission of the communication department extends the Bethel College credo: we seek to facilitate the development of leadership capabilities through journalism, interpersonal and organizational communication, and public relations, thereby challenging the mind, enlarging the vision and equipping learners for lifelong service. Our department contributes to the central liberal arts mission of Bethel College by educating toward critical thinking, oral and written expression, and the understanding and appreciation of human communication activities, which are the basis for our students' expression of their lives in the image of God. In addition, we are responsible for enriching the campus community through journalistic programs, such as *The Beacon*, the *Helm* and the radio station.

### Learning Objectives

Students participate in the dialogue of Christian spirituality, seeking to unite the Good News of Jesus Christ with active service for family, campus and community. We expect our students to develop and evaluate communication artifacts, practices and situations through oral and written work, as well as participate in productions, student organizations and activities, community service activities, and supervised internship and fieldwork opportunities. Students also accomplish research, develop competence in the history of rhetoric and their area of expertise while participating in performance-driven learning (in which you perform an activity that demonstrates understanding of the concept being taught before moving to the next concept). Completing a professional portfolio during the senior year chronicles the student's growth, and enables them to acquire and document a set of applicable knowledge and professional skills.

## Communication Major

			HOURS
<b>General Studies</b>			
COMM	171	Speech Communication	3
ENGL	101	Written Communication II	3
ENGL	102	Written Communication III	3
PSYC	182	General Psychology	3
PHED	100	Lifelong Physical Awareness	0.5
SOC	151	Principles of Sociology	3
BIBL	215	Old Testament Literature	3
BIBL	216	New Testament Literature	3
		Modern Language	6
		History Elective	3
		Art/Drama/Music	3
		College Level Mathematics	3
		Science with Lab	4
		Literature	3
PHIL	150	Logic & Critical Thinking	2
PHIL	250	Introduction to Philosophy	3
THEO	110	Exploring the Christian Faith	3
PHIL	452	Senior Experience	1
PHED	112-136	Physical Education Activities	1.5
			<b>54</b>

# COMMUNICATION

			HOURS
<b>Major (Core)</b>			
WRIT	221	Writing Modes & Models	3
COMM	250	Portfolio Preparation	1
COMM	251	Introduction to Public Relations	3
COMM	272	Introduction of Interpersonal Communication	3
COMM	360	Communication Theory	3
COMM	371	Mass Media & Society: Secular & Christian Perspectives	3
COMM	375	Persuasion	3
COMM	440	Media Ethics	3
COMM	450	Portfolio Completion	<u>1</u>
			<b>23</b>

<b>Choice of six hours: Introductory Offerings</b>			<b>6</b>
COMM	252	Public Relations Writing	(3)
COMM	275	Broadcast Media Writing	(3)
COMM	276	Introduction to Advertising	(3)
JRNL	211	Basic News Writing	(3)
WRIT	110	The Writing Profession	(3)

<b>Choice of six hours: Practical Offerings</b>			<b>6</b>
COMM	273	Projects in Public Speaking	(2)
COMM	370	Oral Interpretation	(2)
COMM	278	Radio & TV Announcing	(2)
COMM	282	Radio Lab	(1)
JRNL	213	Layout & Design	(3)
JRNL	216	Newspaper Lab	(1-2)
JRNL	219	Yearbook Lab	(1-2)
CPSC	301	Web Design	(3)

<b>Choice of six hours: Advanced Offerings</b>			<b>6</b>
COMM	352	Intercultural Communication	(3)
COMM	380	Radio & TV History & Theory	(3)
COMM	382	Radio & TV Production	(3)
COMM	461	Broadcast Operations & Management	(3-4)
JRNL	301	Editing	(3)
JRNL	221	Features & Nonfiction Writing	(3)
WRIT	210/410	Marketing a Manuscript	(3)

Select six hours from COMM, ENGL, JRNL or WRIT to complete the major (Internship or Fieldwork recommended) 6

Other electives needed to complete the degree 23  
**Total:** **124**

## Communication Minor

WRIT	221	Writing Modes & Models	3
COMM	272	Introduction to Interpersonal Communication	3
COMM	371	Mass Media & Society: Secular & Christian Perspectives	3
<b>Choice of One</b>			<b>3</b>
COMM	360	Communication Theory	(3)
COMM	375	Persuasion	(3)

Select six hours from COMM or JRNL to complete the minor 6  
**18**

**Journalism Major**  
**A.A. Degree**

		<b>HOURS</b>	
<b>General Studies</b>			
COMM	171	Speech Communication	3
ENGL	101	Written Communication II	3
PSYC	182	General Psychology	3
PHED	100	Lifelong Physical Awareness	0.5
SOC	151	Principles of Sociology	3
BIBL	216	New Testament Literature, or	3
BIBL	215	Old Testament Literature	(3)
THEO	110	Exploring the Christian Faith	3
		Mathematics/Science with Lab	3-4
		Art/Drama/Literature/Music	3
PHED	112-136	Physical Education Activity	0.5
PHIL	150	Logic & Critical Thinking	<u>2</u>
			<b>27</b>
<b>Major</b>			
COMM	250	Portfolio Preparation	1
COMM	371	Mass Media & Society: Secular & Christian Perspectives	3
COMM	375	Persuasion	3
JRNL	211	Basic News Writing	3
JRNL	213	Layout & Design	3
JRNL	221	Features & Nonfiction Writing	3
WRIT	110	The Writing Profession	3
WRIT	221	Writing Modes & Models	3
<b>Choice of Laboratory</b>			2
JRNL	216	Newspaper Laboratory	(1-2)
JRNL	219	Yearbook Laboratory	(1-2)
Select eight hours from the following:			8
COMM	251	Introduction to Public Relations	(3)
COMM	276	Introduction to Advertising	(3)
COMM	360	Communication Theory	(3)
CPSC	301	Web Design	(3)
JRNL	216	Newspaper Laboratory	(1-4)
JRNL	218	Digital Photography I	(3)
JRNL	219	Yearbook Laboratory	(1-4)
JRNL	228	Photojournalism	(1)
JRNL	301	Editing	(3)
JRNL	321	Advanced Features & Nonfiction Writing	(3)
JRNL	414	Fieldwork in Journalism	(3-4)
JRNL	415	Independent Study in Journalism	(1-2)
WRIT	210	Marketing a Manuscript	<u>(3)</u>
			<b>32</b>
Electives needed to complete the degree			5

**Journalism Minor**

JRNL	211	Basic News Writing	3
JRNL	213	Layout & Design	3
WRIT	221	Writing Modes & Models	3
COMM	371	Mass Media & Society: Secular & Christian Perspectives	3
<b>Choice of Laboratory</b>			2
JRNL	216	Newspaper Laboratory	(1-2)
JRNL	219	Yearbook Laboratory	(1-2)
Select six hours from the following:			6
COMM	250	Portfolio Preparation	(1)
COMM	450	Portfolio Completion	(1)

# COMMUNICATION

			<b>HOURS</b>
CPSC	301	Web Design	(3)
ENGL	301	Standard English Grammar	(3)
JRNL	216	Newspaper Laboratory	(1-3)
JRNL	218	Digital Photography I	(3)
JRNL	219	Yearbook Laboratory	(1-3)
JRNL	221	Features & Nonfiction Writing	(3)
JRNL	301	Editing	(3)
JRNL	321	Advanced Features & Nonfiction Writing	(3)
JRNL	414	Fieldwork in Journalism	(3-4)
JRNL	415	Independent Study in Journalism	(1-3)
WRIT	110	The Writing Profession	(3)
WRIT	210	Marketing a Manuscript	(3)
			<b>20</b>

## Mass Media Minor

COMM	371	Mass Media & Society: Secular & Christian Perspective	3
<b>Choice of Lab</b>			<b>2</b>
COMM	282	Radio Laboratory	(1-2)
JRNL	216	Newspaper Laboratory	(1-2)
JRNL	219	Yearbook Laboratory	(1-2)
<b>Choice of One</b>			<b>3</b>
COMM	251	Introduction to Public Relations	(3)
COMM	276	Introduction to Advertising	(3)
<b>Choice of One</b>			<b>3</b>
COMM	360	Communication Theory	(3)
COMM	375	Persuasion	(3)
Select nine hours from the following:			9
COMM	275	Broadcast Media Writing	(3)
COMM	278	Radio & TV Announcing	(2)
COMM	282	Radio Laboratory	(1-3)
COMM	380	Radio & TV History & Theory	(3)
COMM	382	Radio & TV Production	(3)
COMM	461	Broadcast Operations & Management	(3-4)
COMM	474	Independent Study in Communication	(1-2)
JRNL	211	Basic News Writing	(3)
JRNL	213	Layout & Design	(3)
JRNL	216	Newspaper Laboratory	(1-3)
JRNL	321	Advanced Features & Nonfiction Writing	(3)
			<b>20</b>

## Professional Writing A.A. Degree

This major is available within both the Adult College and the traditional setting. As the two programs are formatted differently, only adult students may take the courses offered through the Adult College. The adult format is listed in Adult Studies.

The Professional Writing A.A. degree was created for students who want to confront our culture through the art of crafting words in a creative, clear and effective manner. Beyond quality instruction in the classroom, students are encouraged to apply their knowledge by using outside resources through numerous writing contests, internships and freelance writing opportunities. Professors in the program often serve as mentors, providing one-on-one guidance and direction for students pursuing a career in the writing profession including freelance writing, editing, newspaper and magazine journalism, advertising, public relations, layout and design, and book publishing.

## Traditional Student Format

### General Studies

ENGL	101	Written Communication II	3
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			<b>HOURS</b>
ENGL	102	Written Communication III	3
COMM	171	Speech Communication	3
PSYC	182	General Psychology	3
SOC	151	Principles of Sociology	3
		Music/Art/Literature/Drama	3
		Mathematics/Science with Lab	3-4
THEO	110	Exploring the Christian Faith	3
BIBL	215	Old Testament Literature, or	3
BIBL	216	New Testament Literature	(3)
PHIL	150	Logic & Critical Thinking	2
PHED	100	Lifelong Physical Awareness	0.5
PHED	112-136	Physical Education Activity Course	<u>0.5</u>
			<b>30-31</b>

**Major Core**

JRNL	211	Basic News Writing	3
WRIT	110	The Writing Profession	3
WRIT	210/410	Marketing a Manuscript	3
WRIT	221	Writing Modes & Models	<u>3</u>
			<b>12</b>

Select 18 hours from the following:

COMM	251	Introduction to Public Relations	(3)
COMM	276	Introduction to Advertising	(3)
COMM	371	Mass Media & Society	(3)
ENGL	301	Standard English Grammar	(3)
ENGL	465	Writing Practicum	(3-4)
JRNL	213	Layout & Design	(3)
JRNL	221	Features & Nonfiction Writing	(3)
JRNL	301	Editing	(3)
JRNL	321	Advanced Features & Nonfiction Writing	(3)
WRIT	203	Creative Writing	(3)
WRIT	222/422	Seminar in Writing	(3)
WRIT	231	Business & Technical Writing	(3)
WRIT	241	Writing for the Religious Market	(3)
WRIT	251	Independent Study in Writing	(1-3)
WRIT	275	Broadcast Media Writing	<u>(3)</u>
			<b>18</b>

Electives needed to complete the degree 1-2

**Radio Broadcast Minor**

			<b>HOURS</b>
COMM	275	Broadcast Media Writing	3
COMM	278	Radio & TV Announcing	2
COMM	282	Radio Laboratory	1
COMM	371	Mass Media & Society: Secular & Christian Perspectives	3
COMM	382	Radio & TV Production	3
Electives to complete the minor from:			5
COMM	250	Portfolio Preparation	(1)
COMM	251	Introduction to Public Relations	(3)
COMM	276	Introduction to Advertising	(3)
COMM	282	Radio Laboratory	(1)
COMM	380	Radio & TV History & Theory	(3)
COMM	461	Broadcast Operations & Management	(3-4)
COMM	476	Fieldwork in Communication	<u>(3-4)</u>
			<b>17</b>