

Department of COMMUNICATION AND MEDIA ARTS

Faculty:

Timothy J. Ceravolo, M.B.A.
Theo Williams, M.A.

Elizabeth W. McLaughlin, Ph.D.

Major:

Communication

Mission Statement

Communication is central to the way humans bear the image of God. In the development of this important capacity, the department of communication and media arts seeks to develop the rhetorical abilities of all Bethel students and to equip its majors to serve in the fields of journalism, public relations, and careers in broadcasting and media communication, as well to prepare for graduate studies. Our department fosters critical thinking, excellence in oral and written expression, ethical decision making, and an appreciation of all human symbolic activities. The Bethel community is enriched through our journalistic programs: Pilot Radio, student-generated newspaper The Beacon, and annual yearbook entitled The Helm. In addition, communication students regularly participate in a variety of fieldwork, internship and community service opportunities in the areas of broadcasting, journalism, and public relations. Students learn to integrate a Christian worldview with valuable vocational skills. Student education culminates in a professional portfolio showcasing the growth of acquired communication skills and the development of a personal career plan.

Communication Major

General Education			HOURS
COMM	171	Speech Communication	3
ENGL	101	Written Communication II	3
ENGL	102	Written Communication III	3
PSYC	182	General Psychology	3
SOC	151	Principles of Sociology	3
BIBL	215	Old Testament Literature	3
BIBL	216	New Testament Literature	3
		Modern Language	6
		History	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
KINE	252	Fitness/Wellness	1
KINE	117	On the Ball Training, or	1
KINE	124	Aerobics, or	(1)
KINE	128	Physical Fitness, or	(1)
KINE	135	Weight Training	(1)
			54
Major (Core)			
COMM	105	Foundations in Communication	3

COMMUNICATION AND MEDIA ARTS

			HOURS
COMM	250	Portfolio Preparation	1
COMM	251	Introduction to Public Relations	3
COMM	272	Introduction to Interpersonal Communication	3
COMM	371	Mass Media & Society: Secular & Christian Perspectives	3
COMM	375	Persuasion	3
COMM	440	Media Ethics	3
COMM	450	Portfolio Completion	1
COMM	460	Communication Theory	<u>3</u>
			23
Choice of six hours: Introductory Offerings			6
COMM	252	Public Relations Writing & Production	(3)
COMM	273	Projects in Public Speaking	(2)
COMM	275	Broadcast Media Writing	(3)
COMM	276	Introduction to Advertising	(3)
COMM	278	Radio & TV Announcing	(2)
JRNL	211	Basic News Writing	(3)
WRIT	110	The Writing Profession	(3)
Choice of six hours: Practical Offerings			6
ART	265	Graphic Design I	(3)
COMM	282	Radio Lab	(1)
COMM	370	Oral Interpretation	(2)
ITSC	210	Web Design	(3)
JRNL	213	Layout & Design	(3)
JRNL	216	Newspaper Lab	(1-2)
JRNL	219	Yearbook Lab	(1-2)
WRIT	210/410	Marketing a Manuscript	(3)
Choice of six hours: Advanced Offerings			6
BADM	322	Marketing	(3)
COMM	253	Bethel Prime Time	(3)
COMM	352	Intercultural Communication	(3)
COMM	380	Radio & TV History & Theory	(3)
COMM	385	Special Topics in Rhetoric	(3)
COMM	387	Communication /PR Research	(3)
COMM	445	Public Relations Strategy & Implementation	(3)
COMM	461	Broadcast Operations & Management	(3-4)
JRNL	221	Features & Nonfiction Writing	(3)
JRNL	301	Editing	(3)
Each student is required to complete at least one COMM Fieldwork or Internship			2-4
Other electives needed to complete the degree			<u>25-27</u>
			124

Concentration Areas

A student may choose to select an area of concentration in lieu of the Introductory, Practical and Advanced Offerings under the traditional Communication major. In this case, students would complete the General Education and Major (Core) courses required and select a concentration in Journalism or Public Relations.

COMMUNICATION AND MEDIA ARTS

Journalism Concentration			HOURS
COMM	275	Broadcast Media Writing	3
COMM	278	Radio & TV Announcing	3
COMM	380	Radio & TV History & Theory, or	3
COMM	461	Broadcast Operations & Management	(3-4)
ITSC	210	Web Design	3
JRNL	211	Basic News Writing	3
JRNL	213	Layout & Design	3
JRNL	216	Newspaper Lab	1
JRNL	221	Features & Nonfiction Writing	3
JRNL	314	Fieldwork in Journalism	2-3
JRNL	414	Internship in Journalism	3-4
			<hr/>
			27-30

Elective hours **17-20**

Public Relations Concentration			
ART	265	Graphic Design	3
ART	264	Digital Photography, or	3
ART	266	New Media I	(3)
BADM	322	Principles of Marketing	3
COMM	252	Public Relations Writing	3
COMM	352	Intercultural Communication	3
COMM	386	Fieldwork in Communication	2-3
COMM	387	Communication/PR Research	3
COMM	445	Public Relations Strategy & Implementation	3
COMM	476	Internship in Communication	3-4
			<hr/>
			26-28

Elective hours **18-20**

Communication Minor

COMM	105	Foundations in Communication	3
COMM	272	Introduction to Interpersonal Communication	3
COMM	371	Mass Media & Society: Secular & Christian Perspectives	3
Choice of One			3
COMM	375	Persuasion	(3)
COMM	460	Communication Theory	(3)

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

Cross-Cultural Communication Minor

COMM	272	Introduction to Interpersonal Communication	3
COMM	352	Intercultural Communication	3
COMM	385	Special Topics in Rhetoric: Rhetoric of Racial Reconciliation	3
COMM	385	Special Topics in Rhetoric: Rhetoric of Gender	3
IS	304	Language Acquisition & Cultural Adaptation	3

COMMUNICATION AND MEDIA ARTS

			HOURS
SOC	202	Racial and Cultural Minorities	<u>3</u> 18
Journalism Minor			
COMM	275	Broadcast Media Writing	3
COMM	371	Mass Media & Society: Secular & Christian Perspectives	3
JRNL	211	Basic News Writing	3
JRNL	213	Layout & Design	3
JRNL	216	Newspaper Laboratory	3
JRNL	221	Features & Nonfiction Writing	<u>3</u> 18
Public Relations Minor			
ART	265	Graphic Design	3
BADM	322	Principles of Marketing	3
COMM	251	Introduction to Public Relations	3
COMM	252	Public Relations Writing & Production	3
COMM	387	Communication/PR Research	3
COMM	445	Public Relations Strategy & Implementation	<u>3</u> 18
Radio Broadcast Minor			
COMM	253	Bethel Prime Time	3
COMM	275	Broadcast Media Writing	3
COMM	278	Radio & TV Announcing	3
COMM	282	Radio Laboratory	2
COMM	371	Mass Media & Society: Secular & Christian Perspectives	3
COMM	380	Radio & TV History & Theory	3
COMM	461	Broadcast Operations & Management	<u>3</u> 20