

Department of COMMUNICATION

Mission Statement

The Department of Communication exists to prepare students for leadership in ministries and careers in communication-related fields. The department provides opportunities for students to gain theoretical knowledge and hands-on experience grounded on a Christ-centered worldview through classroom activities, internships, experiential education, service learning, and storytelling performances. By doing so, the department produces graduates who are critical thinkers and effective communicators and who focus on service, ethics, and excellence.

University of Northwestern meets the challenge of our constantly changing world with a diverse communication program that equips students for many kinds of careers and ministries. The need has never been greater for Christian men and women who can communicate clearly and powerfully through the spoken word, the written word, and a vast array of electronic communication technologies. The Department of Communication has responded to this need for preparing effective communicators by offering courses and programs which combine the development of personal interests and abilities with practical and theoretical training from a biblical worldview.

Communication Studies Major Bachelor of Arts or Bachelor of Science

The Communication Studies major is designed to prepare students with foundational communication principles and relational communication skills for a wide variety of contexts and careers that involve working with people and are important for effective leadership, training, and service. The degree is granted upon completion of credits specified on pages 46–47 (40 credits must be in 3000- or 4000-level courses).

- **Social Science** course in core curriculum: COM4105 [OCE, WCE].
- **Natural World** mathematics course in core curriculum: MAT2055 or PSY3208.
- **B.A. option** requires achieving 1002-level competency in an approved foreign language. See page 45.

Required Courses	18 cr
COM1005 Introduction to Communication Studies	2
COM2107 Communication Theory	4
COM3135 Business Communication	2
COM3355 Advanced Organizational Communication	2
COM4105 Mass Media and Society [OCE, WCE] (SEE SOCIAL SCIENCE REQUIREMENT ABOVE)	
COM4308 Communication Research Methods	4
SPE3176 Advanced Public Speaking and Speech Writing	4

Workshops and Internships	5–7 cr
Workshops: 3 credits selected from JOU, MEP, or SPE courses numbered 2625–2627, 4625–4627	3
Internships:	2–4
Two enrollments selected from COM4995, JOU4995, MEP4995, PRL4995, PRL4996, or SPE4995. The required internships should be completed during a student's junior or senior year. Additional internship credits are encouraged and can apply to free electives.	

Select from the following (at least 12 credits 3000 or 4000 level)	15–17 cr
COM3105 Gender and Family Communication	4
COM3106 Communication in Groups and Organizations	4
COM3107 Intercultural Communication	4
COM3108 Interpersonal Communication	2
COM3115 Argumentation and Debate	2
COM3805 Special Topics in Communication Studies	2–4
COM4207 Global Communication and International Relations	4
COM4805 Special Topics in Communication Studies	2–4
COM4841 Research	1–4
JOU2061 Writing for Mass Media	4
MEP2016 On-Air Performance	2
PRL3187 Sport Public Relations	2
PRL3385 PR Writing and Tactics	4
PRL3387 Political Communication	2
PRL3805 Special Topics in Public Relations	2–4
PRL4805 Special Topics in Public Relations	2–4
SPE2125 Oral Interpretive Performance	1–2
SPE3175 Persuasion	4

Other courses may be applied with approval of department chairperson. Workshops do not apply.

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OCE = ORAL COMMUNICATION EMPHASIS.
SEE PAGE 48 FOR EXPLANATION AND PREREQUISITES.

Communication Minor	16 cr
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Required Courses: COM1005, 2107; SPE1075 or 1825. Remaining courses selected from any 2000-, 3000-, or 4000-level course with COM prefix; or JOU, MEP, SPE courses numbered 2625–2627, 4625–4627.

COMMUNICATION

Media Production Major Bachelor of Science

The Media Production major is designed to prepare students for careers in radio, television, film, and other areas of electronic media. The development of skills in announcing, audio and video production, media writing, programming, and management are features of this program. Students develop a critical understanding of electronic media and its relationship to faith in today's world. The film track includes a semester at the Los Angeles Film Studies Center (LAFSC). The recording arts track includes a semester at the Contemporary Music Center (CMC) in Nashville. Each of these programs has its own admissions process. Students not accepted at LAFSC have the option of changing to the video track. Students not accepted at CMC have the option of changing to the radio track. The multimedia journalism track prepares students for media careers telling news and feature stories effectively across a variety of platforms, including television, radio, print and web. The degree is granted upon completion of credits specified on pages 46–47 (40 credits must be in 3000- or 4000-level courses).

- **Social Science** course in core curriculum: COM4105 [OCE, WCE]
- **Fine Arts** course in core curriculum must include COM2007

Media Production Core Required Courses 16–18 cr

MEP1012	Audio Production	3
MEP1013	Video Production	4
MEP1016	Story Structure.	4
MEP4845	Senior Project	3
COM2007	Introduction to Film (SEE FINE ARTS REQUIREMENT ABOVE)	
COM4105	Mass Media and Society [OCE, WCE] (SEE SOCIAL SCIENCE REQUIREMENT ABOVE)	

Workshops (4 enrollments)

Four enrollments from MEP2625-2627, 4625–4627; JOU2625, 2627, 4625, 4627; at least two of which must be taken for credit. 2–4

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Track 30 cr

Select from Content Creation & Journalism, Film & Video, and Radio & Recording Arts. Requirements are listed under each concentration heading.

Content Creation & Journalism Track (30 cr)

Required Courses 12 cr

JOU2061	Writing for Mass Media	4
MEP2016	On-Air Performance	2
MEP3225	Radio News	2
MEP3235	Television News	2
MEP4995	Media Production Internship	2

Select from the following 18 cr

DES1031	Introduction to Layout.	2
DES3106	Motion Design	4
MEP2036	Multi-Camera Production.	3
MEP2055	Media History.	2
MEP2115	Broadcast Tech.	2
MEP3115	Scriptwriting	4
MEP3117	Media Business	4
MEP3125	Advanced Audio Production.	4
MEP3126	Radio Production Strategies.	3
MEP3135	Single Camera Production	3
MEP3137	Post-Production	4
MEP3615	Media Production Practicum	1–2
MEP3805	Special Topics in Media Production	2–4
MEP4995	Media Production Internship	2–4
PRL2085	PR Principles and Concepts.	4
PRL3187	Sport Public Relations	2
WCM3056	Web Content Strategy	2

Film & Video Track (30 cr)

Required Courses 14 cr

MEP2036	Multi-Camera Production.	3
MEP3115	Scriptwriting	4
MEP3135	Single Camera Production	3
MEP3137	Post-Production	4

Select from the following 16 cr

DES3106	Motion Design	4
JOU2061	Writing for Mass Media	4
LAFSC	(SEE PAGE 213 FOR A LIST OF COURSES)*	16
MEP2016	On-Air Performance	2
MEP2055	Media History.	2
MEP2115	Broadcast Tech.	2
MEP3117	Media Business	4
MEP3139	Cinematography and Lighting.	2
MEP3235	Television News	2
MEP3615	Media Production Practicum	1–2
MEP3805	Special Topics in Media Production	2–4
MEP4125	Sound Design.	3
MEP4995	Media Production Internship	2–4

(REQUIRED FOR NON-LAFSC)

Radio & Recording Arts Track (30 cr)

Required Courses 14 cr

MEP2016	On-Air Performance	2
MEP2115	Broadcast Tech.	2
MEP3125	Advanced Audio Production.	4
MEP3126	Radio Production Strategies.	3
MEP4125	Sound Design.	3

Select from the following 16 cr

CMC	(SEE PAGE 212 FOR A LIST OF COURSES)*	16
DES3106	Motion Design	4
JOU2061	Writing for Mass Media	4
MCH3216	Technology in Worship.	2
MEP2055	Media History.	2
MEP3115	Scriptwriting	4
MEP3117	Media Business	4
MEP3135	Single Camera Production	3
MEP3137	Post-Production	4
MEP3225	Radio News	2
MEP3235	Television News	2
MEP3615	Media Production Practicum	1–2
MEP3805	Special Topics in Media Production	2–4
MEP4995	Media Production Internship	2–4

(REQUIRED FOR NON-CMC)

PRL2085	PR Principles and Concepts.	4
WCM3056	Web Content Strategy	2

* SEE RELATED INFORMATION ON PAGES 21–22 AND 38–39

Media Production Minor 16 cr

Required Courses: MEP1012 or 1013, 1016; workshops—two enrollments selected from MEP2625-2627, 4625–4627. 6–9 additional upper-level credits in non-workshop courses with MEP prefix.

Journalism Minor 16 cr

Required Course: JOU2061. Remaining courses selected from the following: any course with JOU prefix; MEP1016, 3225, 3235.

Sport Communication Minor 16 cr

Required Courses: MEP1012 and 3225 or MEP1013 and 3235. 2 credits selected from JOU or MEP courses numbered 2016, 2625, 2627, 4625, 4627. Remaining credits selected from: HPE3007, 3009, 3025; KIN2025, 3035; PRL3187; approved practicum or internship enrollment.

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Professional Writing Major Bachelor of Science

The Professional Writing major prepares students to write in any of several professional venues. Students in this major practice professional writing in all of their courses and assemble a portfolio of professional writing samples. In addition, they will participate in at least two internships. The degree is granted upon completion of credits specified on pages 46–47 (40 credits must be in 3000- or 4000-level courses).

- **Fine Arts** course in core curriculum must include DES1031.
- **Spiritual Formation and Integration Selectives** requirement in core curriculum must include ENG4435 **[WCE]**. (TRANSFER STUDENTS UNABLE TO COUNT ENG4435 FOR SPIRITUAL FORMATION AND INTEGRATION SELECTIVES MUST TAKE IT AS AN ADDED COURSE.)

Required Courses 20 cr

DES1031	Introduction to Layout (SEE FINE ARTS REQUIREMENT ABOVE)	
ENG2146	Writing for Organizations	2
ENG3125	Structure of English Grammar	4
ENG3247	Technical Writing	2
ENG4435	Writing Theory and Ethics (SEE SPIRITUAL FORMATION AND INTEGRATION SELECTIVES REQUIREMENT ABOVE)	
JOU2061	Writing for Mass Media	4
JOU2625/4625	Journalism Workshop	2
PRL3385	PR Writing & Tactics	4
ENG4858	Senior Capstone: Professional Writing [OCE]	2

Internships 2 cr

COM4995	Communication Internship	1–2
ENG4995	Writing Internship	1–2
JOU4995	Journalism Internship	1–2
PRL4995	Public Relations Internship	1–2
PRL4996	Event Planning Internship	1–2
SPE4995	Speech Internship	1–2

Select from the following 16 cr

ENG2235	Editing and Proofreading	2
ENG3165	Instructional Design for Professional Writing	2
ENG3248	Grant Writing	2
ENG3249	Social Media Marketing	2
ENG3316	Freelance Content Writing	2
JOU3268	Persuasive Writing	2
JOU4265	Freelance Journalism	2
MEP3115	Scriptwriting	4
MEP3225	Radio News	2
MEP3235	Television News	2
MKT1085	Principles of Marketing	4
MKT3188	Advertising & Promotion	4
PRL2085	Public Relations Principles & Concepts	4
SPE3176	Advanced Public Speaking and Speech Writing	4
WCM3056	Web Content Strategy	2

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Professional Writing Minor 18 cr

This minor introduces students to the skills required to work as a professional writer in any of several professional venues. The minor emphasizes practical writing skills and provides opportunities to develop a portfolio of professional writing samples.

Required Courses: JOU2061; ENG2146, 3247; select 10 credits from the following: ENG2235, 3125, 3165, 3248, 3249, 3316, 4435; JOU2625, 3268–3269, 4265, 4625; PRL3385; WCM3056.

Public Relations Major Bachelor of Arts or Bachelor of Science

The Public Relations major is designed to prepare students for careers in the dynamic field of public relations. Career opportunities include media relations specialist, event planner/manager, press secretary, promotions manager, social media specialist, communications specialist, information officer, development director, fundraiser, and marketing manager. The major emphasizes using a broad range of tactics to build goodwill with a business or organization’s stakeholders. Students learn to conduct market research, analyze audiences, think strategically, identify publicity opportunities, and write and speak persuasively. Through course-embedded, real-world service-learning projects; informational interviews; and required internships, students begin development of a professional network. For students interested in studying abroad, fall semester of the junior year usually works best. The degree is granted upon completion of credits specified on pages 46–47 (40 credits must be in 3000- or 4000-level courses).

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- **Natural World** mathematics course in core curriculum: MAT2055 or PSY3208.
- **B.A. option** requires achieving 1002-level competency in an approved foreign language. See page 45.

Required Courses	30 cr
COM2107 Communication Theory	4
COM3135 Business Communication	2
COM4105 Mass Media and Society [OCE, WCE] (SEE SOCIAL SCIENCE REQUIREMENT ABOVE)	
JOU2061 Writing for Mass Media	4
PRL2085 Public Relations Principles and Concepts	4
PRL3385 PR Writing and Tactics	4
PRL3386 PR Events: Planning and Management	4
PRL4308 Public Relations Research Methods	4
PRL4385 Public Relations Cases and Campaigns	4

Internships **2–4 cr**
 Two enrollments in PRL4995 or PRL4996. The required internship should be completed after PRL3385, during a student’s junior or senior year. Additional credits in PRL4995 or PRL4996 are encouraged and can apply to free electives.

Workshops **3 cr**
 3 credits selected from JOU, MEP, SPE courses numbered 2625–2627, 4625–4627.

Select from the following	4 cr
PRL3035 Nonprofit PR: Donor and Volunteer Relations	2
PRL3187 Sport Public Relations	2
PRL3387 Political Communication	2
Any 3000- or 4000-level public relations special topics course	

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Public Relations Minor 16 cr

Required Courses: PRL2085, 3385, 4385. **Remaining courses selected from:** any course with PRL prefix (PRL4995 or PRL4996 highly recommended); JOU2061; or JOU, MEP, SPE courses numbered 2625–2627, 4625–4627.

Event Planning Minor 16 cr

Required Courses: PRL3385, 3386; MGT4267. **Remaining credits selected from:** PRL3615 (2–4 cr), 4996 (2–4 cr).

Speech Minor 16 cr

Required Courses: SPE1075 or 1825, 3176. **Remaining courses selected from the following:** COM3115, 3135, 3355; LIN2226; MEP2016; PAS4305, 4405; PRL3387; SPE2125, 2625 or 4625, 3175, 4995; THE1057; any course with SPE prefix.

COMMUNICATION

Associate in Applied Science & Bible: Media Production with a Biblical Worldview Theme 60 cr

The Associate of Arts in Applied Science & Bible program is designed to prepare students for employment or further study toward a higher degree. The emphasis is on marketable skills. The degree is granted upon completion of 60 credits as specified below.

FOUNDATION COURSES. 10 cr

Developing a foundation for a biblical worldview and communication skills.

- FOUNDATIONS OF A BIBLICAL WORLDVIEW 6 cr**
- BIB1005 Progress of Redemption (or BIB1829 Honors) 2
- BIB1006 Old Testament History and Literature: Law & History (or BIB1827 Honors) or
BIB1007 Old Testament History and Literature: Poetry & Prophecy (or BIB1828 Honors) or
BIB2008 New Testament History and Literature (or BIB2826 Honors) 2
- BIA1005 Spiritual Formation (or BIA1825 Honors) or MIN2045 Christian Formation for Ministry Practice. . . 2
- FOUNDATIONS OF COMMUNICATION 4 cr**
- Written Communication**
- ENG1105 Composition* (or ENG1825 Honors Composition) 4

* NON-NATIVE SPEAKERS OF ENGLISH MAY SUBSTITUTE LAN1105 FOR ENG1105.

EXPLORATION COURSES. 10 cr

Exploring the liberal arts through a biblical worldview.

- BIA2026 Christianity and Culture 2
- SELECT 8 CREDITS FROM THE FOLLOWING FIVE AREAS 8**
- Must include at least one course from each of the following:
Examining the Human Condition and Understanding the Natural World
- EXAMINING THE HUMAN CONDITION: History, Social Sciences**
HIS1005 or 1825; any ANT-, CRJ-, ECO-, GEO-, POS-, PSY-, or SOC-prefix course(s); COM1005, COM2107, or 4105; or MIN3045 or 5045U
- UNDERSTANDING THE NATURAL WORLD: Science & Mathematics**
Any MAT-prefix course, PSY3208, any laboratory science course
- REFLECTING GOD'S IMAGE: Fine Arts & Literature**
Fine Arts: Art, Music, Theater, Film (see page 43); any LIT-prefix course(s); SPA3325
- ENGAGING COMMUNITIES AND CULTURES**
Cross Cultural (see page 43), Modern World Language
- ORAL COMMUNICATION**
SPE1075 or 1825

IMMERSION COURSES 8 cr

Probing the depths of a Biblical worldview.

- BIBLICAL WORLDVIEW: Texts & Application 8 cr**
- Bible Exposition (select one Old Testament or one New Testament) 2-6
- Spiritual Formation and Integration Selectives (see page 43) 2-6

SPECIALIZATION Study of media production through a biblical worldview. 32 cr

The Media Production specialization is designed to prepare students for entry-level positions in media production, whether religious or secular. Skills in announcing, production, writing and equipment usage are gained.

- REQUIRED COURSES 13 cr**
- MEP1012 Audio Production 3
- MEP1013 Video Production 4
- MEP1016 Story Structure 4
- Workshops:** Select two enrollments from MEP2625-2627, 4625-4627 2
- SELECTIVE COURSES 19 cr**
- Select courses from the following:**
- Any courses with MEP prefix, except workshops; JOU2061, 4265