

# 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 47–48 (40 credits must be in 3000- or 4000-level courses).

- **Scientific & Quantitative Literacy** courses in core curriculum: mathematics course MAT2055 or PSY3208; social science course COM4105 [OCE, WCE].
- **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 SCIENTIFIC & QUANTITATIVE LITERACY 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, PRL, 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.

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

### Communication Minor . . . . . 16 cr

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

COMMUNICATION

# Media Production Major Bachelor of Science

The Media Production major is home to the Media Entertainment Lab (the MEL) and is designed to prepare students not only for careers in traditional media such as radio, television, journalism, and film, but also in emerging paths like churches, ministries, production houses, small business, and Fortune 500 companies. More and more outlets are seeing the value of storytelling through high-quality media. Podcasts, short films, and online articles help businesses tell stories to connect people with their brand. As students pursue Christ, they pursue the creative craft of audio and video production, visual story-telling, writing, editing, producing, and on-air performance. Students will have unique opportunities to intern/work at Northwestern Media, local production houses, or on other short-term projects. Students gain a critical understanding of how to communicate stories, ideas, and gospel-truth through a variety of different media. Students in the MEL can choose from three tracks: Content Creation & Journalism, Film & Video, and Radio & Recording Arts. The four required MEL Workshops give students hands-on experience in producing content through the Five16 Film Festival, themel.media, and 98.5 HD4. The degree is granted upon completion of credits specified on pages 47–48 (40 credits must be in 3000- or 4000-level courses).

- **Creative Expression** course in core curriculum must include COM2007
- **Scientific & Quantitative Literacy** social science course in core curriculum: COM4105 [OCE, WCE]

**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 CREATIVE EXPRESSION REQUIREMENT ABOVE)	
COM4105	Mass Media and Society [OCE, WCE] (SEE SCIENTIFIC & QUANTITATIVE LITERACY REQUIREMENT ABOVE)	

**Workshops (4 enrollments)**

Four enrollments from MEP2625-2627, 4625–4627; JOU2625, 4625; PRL2625, 4625; 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 212 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	Approved Contemporary Music Center 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 20–21 AND 38–39

Media Production Minor . . . . . 16 cr

**Required Courses:** MEP1012 or 1013, 1016; workshops—two enrollments selected from MEP2625-2627, 4625-4627; PRL2625, 4625. 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; PRL2625, 4625.

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, 3269, 4625; PRL2625, 3385, 4625; WCM3056.

Sport Communication Minor . . . . . 16 cr

**Required Courses:** MEP1012 and 3225 or MEP1013 and 3235; 2 credits from MEP2016, JOU, MEP, or PRL courses numbered 2625, 2627, 4625, 4627. Remaining credits selected from: HPE3007, 3009, 3025; KIN2025, 3035; PRL3187; approved practicum or internship enrollment.

COMMUNICATION

## 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 47–48 (40 credits must be in 3000- or 4000-level courses).

- **Scientific & Quantitative Literacy** courses in core curriculum: mathematics course MAT2055 or PSY3208; social science course COM4105 [OCE, WCE].
- **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 SCIENTIFIC & QUANTITATIVE LITERACY 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, PRL, SPE courses numbered 2625–2627, 4625–4627.

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**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

### 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, PRL, 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; PRL2625, 3387, 4625; SPE2125, 2625 or 4625, 3175, 4995; THE1057; any course with SPE prefix.**

## Associate in Applied Science & Bible: Media Production (60 cr)

The Associate of Arts in Applied Science & Bible 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. 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.

<b>Core Curriculum</b> . . . . .	<b>30</b>	<b>Specialization in Media Production</b> . . . . .	<b>30</b>
<b>Biblical Thinking &amp; Living</b> . . . . .	<b>12 cr</b>	<b>Required Courses</b> . . . . .	<b>11 cr</b>
BIA1007 Christian Thinking & Living (or BIB1826 honors) . . . 2		MEP1012 Audio Production . . . . .	3
BIA1015 Interpreting Scripture (or BIA1827 honors) or		MEP1013 Video Production . . . . .	4
MIN2016 Biblical Interpretation for Study . . . . .	2	MEP1016 Story Structure . . . . .	4
BIB2005 Survey of the Old Testament (or BIB2827 honors) . . 4			
BIB2008 Survey of the New Testament (or BIB2826 honors) . . 2		<b>Workshops</b> . . . . .	<b>2 cr</b>
Theological Philosophy (see page 42) . . . . .	2	Select two enrollments from MEP2625–2627, 4625–4627	
<b>Leadership &amp; Professionalism</b> . . . . .	<b>4 cr</b>	<b>Selectives</b> . . . . .	<b>17 cr</b>
LDR1015 Leadership for Transformation (or LDR1825 honors) . 4		Select from MEP-prefix courses (excluding workshops) and JOU2061	
<b>Effective Communication</b> . . . . .	<b>4 cr</b>		
ENG1105 Composition (or ENG1825 honors) . . . . .	4		
<b>Cultural &amp; Global Engagement</b> . . . . .	<b>4 cr</b>		
<b>Select one of the following:</b>			
HIS1005 Historical Perspectives on Culture, Belief			
& Civilization (or HIS1825 honors) . . . . .	4		
Approved Cultural & Global Engagement course or Modern			
World Language course (see page 43) . . . . .	4		
<b>Creative Expression</b> . . . . .	<b>2 cr</b>		
Art, Music, Theater, Film, Literature (select from list on page 43)			
CREDITS IN MUSIC ENSEMBLES OR THE1045 ARE NOT APPLICABLE			
<b>Scientific &amp; Quantitative Literacy</b> . . . . .	<b>4 cr</b>		
Select 4 credits of Mathematics and/or Natural Science courses			
(see page 43)			