

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 hand-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 48–49 (40 credits must be in 3000- or 4000-level courses).

- **Natural World** mathematics course in core curriculum: MAT2055 or PSY3208.
- **Social Science** course in core curriculum: COM4105 [WCE, OCE]
- **B.A.** option requires achieving 1002-level competency in an approved foreign language. See page 47.

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 [WCE, OCE] (SEE SOCIAL SCIENCE REQUIREMENT ABOVE)	
COM4308	Communication Research Methods	4
SPE3177	Advanced Public Speaking	2
SPE3178	Speech Writing	2

Workshops and Internships 5–7cr

Workshops: Three credits selected from JOU, MEP, or SPE courses numbered 1625, 2625–2627, 3625, 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.

Courses selected 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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SEE PAGE 50 FOR EXPLANATION AND PREREQUISITES.

COMMUNICATION

Communication Minor 16 cr

Required Courses: COM1005, 2107; SPE1075 or SPE1825. Remaining courses selected from any 2000-, 3000-, or 4000-level course with COM prefix; or JOU, MEP, SPE courses numbered 1625, 2625–2627, 3625, 4625–4627.

Media Production Major Bachelor of Science

The Media Production major is designed to prepare students for careers in radio, television, film and other careers in 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 48–49 (40 credits must be in 3000- or 4000-level courses).

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

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 [WCE, OCE] (SEE SOCIAL SCIENCE REQUIREMENT ABOVE)	

Workshops (4 enrollments)

Four enrollments from MEP1625, 2625–2627, 3625, 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

Choose from Content Creation & Journalism, Film & Video, and Radio & Recording Arts. Requirements are listed below.

Content Creation & Journalism Track (30 cr)

Required Courses 12

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

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	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

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

Select from the following 16

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	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

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

CMC	(SEE PAGE 214 FOR A LIST OF COURSES)	16
DES3106	Motion Design	4
JOU2061	Writing for Mass Media	4
MCH3216	Technology in Worship	2
MEP2016	On-Air Performance	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	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

Media Production Minor 16 cr

Required Courses: MEP1012 or 1013, 1016; workshops—two enrollments selected from MEP1625, 2625–2627, 3625, 4625–4627. Six to nine 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; ENG3245.

Sport Communication Minor 16 cr

Required Courses: MEP1012 and MEP3225 or MEP1013 and MEP3235. Two credits selected from JOU or MEP courses numbered 1625, 2016, 2625, 2627, 3625, 4625, 4627. Remaining credits selected from: HPE2015, 2016, 3007, 3009, 3025; KIN1005; PRL3187; approved practicum or internship enrollment.



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Professional Writing Major Bachelor of Science

The Professional Writing major prepares students to be able 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 48–49 (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 17 cr

DES1031	Introduction to Layout (SEE FINE ARTS REQUIREMENT ABOVE)	
ENG2146	Writing for Organizations	2
ENG3125	Structure of English Grammar	4
ENG4435	Writing Theory and Ethics (SEE SPIRITUAL FORMATION AND INTEGRATION SELECTIVES REQUIREMENT ABOVE)	
JOU2061	Writing for Mass Media	4
JOU2625/4625	Journalism Workshop	1
PRL3385	PR Writing & Tactics	4
ENG4858	Senior Capstone: Professional Writing [OCE]	2

Internships 4 cr

Select at least two internships from the following:

BUS4995	Business Administration Internship	1–3
COM4995	Communication Internship	1–3
ENG4995	Writing Internship	1–3
JOU4995	Journalism Internship	1–3
PRL4995	Public Relations Internship	1–3
PRL4996	Event Planning Internship	1–3
SPE4995	Speech Internship	1–3

Courses selected from the following 18 cr

ENG2235	Editing and Proofreading	2
ENG3165	Instructional Design for Professional Writing	2
ENG3245	Writing for Magazines	2
ENG3247	Technical Writing	2
ENG3248	Grant Writing	2
ENG3249	Social Media Marketing	2
ENG3316	Freelance Writing	2
JOU3268	Persuasive Writing	2
JOU4265	Freelance Journalism	2
MEP3225	Radio News	2
MEP3235	Television News	2
MKT1085	Principles of Marketing	4
MKT3188	Advertising & Promotion	4
PRL2085	Public Relations Principles & Concepts	4
SPE3178	Speech Writing	2
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, 4435; **choose 10 credits from the following:** ENG2235, 3125, 3165, 3245, 3247–3249, 3316; JOU2625, 3268–3269, 4265, 4625; PRL3385; SPE3178; 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 48–49 (40 credits must be in 3000- or 4000-level courses).

- **Natural World** mathematics course in core curriculum: MAT2055 or PSY3208.
- **Social Science** course in core curriculum: COM4105 [WCE, OCE]
- **B.A.** option requires achieving 1002-level competency in an approved foreign language. See page 47.

Required Courses 30 cr

COM2107	Communication Theory	4
COM3135	Business Communication	2
COM4105	Mass Media and Society [WCE, OCE] <small>(SEE SOCIAL SCIENCE REQUIREMENT ABOVE)</small>	
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

Three credits selected from JOU, MEP, SPE courses numbered 1625, 2625–2627, 3625, 4625–4627.

Courses selected 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 1625, 2625–2627, 3625, 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, 3177, 3178. 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.	<p>FOUNDATIONS OF A BIBLICAL WORLDVIEW 6 cr</p> <p>BIB1005 Progress of Redemption (or BIB1829 Honors) 2</p> <p>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</p> <p>BIA1005 Spiritual Formation (or BIA1825 Honors) or MIN2045 Christian Formation for Ministry Practice. 2</p> <p>FOUNDATIONS OF COMMUNICATION 4 cr</p> <p>Written Communication</p> <p>ENG1105 Composition* (or ENG1825 Honors) 4</p>
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EXPLORATION COURSES 10 cr

Exploring the liberal arts through a biblical worldview.	<p>BIA2026 Christianity and Culture 2</p> <p>SELECT 8 CREDITS FROM THE FOLLOWING FIVE AREAS 8</p> <p>Must include at least one course from each of the following: Examining the Human Condition and Understanding the Natural World</p> <p>EXAMINING THE HUMAN CONDITION: History, Social Sciences HIS1005 or HIS1825; any ANT, CRJ, ECO, GEO, POS, PSY, SOC prefix course(s); COM1005, COM2107, or COM4105</p> <p>UNDERSTANDING THE NATURAL WORLD: Science & Mathematics Any MAT prefix course, PSY3208, any laboratory science course</p> <p>REFLECTING GOD'S IMAGE: Fine Arts & Literature Fine Arts: Art, Music, Theater, Film (see page 45); any LIT prefix course(s); SPA3325</p> <p>ENGAGING COMMUNITIES AND CULTURES Cross Cultural (see page 45), Modern World Language</p> <p>ORAL COMMUNICATION SPE1075 or SPE1825</p>
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IMMERSION COURSES 8 cr

Probing the depths of a Biblical worldview.	<p>BIBLICAL WORLDVIEW: Texts & Application 8 cr</p> <p>Bible Exposition (select one Old Testament or one New Testament) 2-6</p> <p>Spiritual Formation and Integration Selectives (see page 45) 2-6</p>
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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.	<p>REQUIRED COURSES 13 cr</p> <p>MEP1012 Audio Production 3</p> <p>MEP1013 Video Production 4</p> <p>MEP1016 Story Structure 4</p> <p>Workshops: Select two enrollments from MEP1625, 2625–2627, 3625, 4625–4627 2</p> <p>SELECTIVE COURSES 19 cr</p> <p>Select courses from the following:</p> <p>Any courses with MEP prefix, except workshops; JOU2061, 4265</p>
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