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

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COM1005</td>
<td>Introduction to Communication Studies</td>
<td>2</td>
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<tr>
<td>COM2107</td>
<td>Communication Theory</td>
<td>4</td>
</tr>
<tr>
<td>COM3135</td>
<td>Business Communication</td>
<td>2</td>
</tr>
<tr>
<td>COM3355</td>
<td>Advanced Organizational Communication</td>
<td>2</td>
</tr>
<tr>
<td>COM4105</td>
<td>Mass Media and Society (OCE, WCE)</td>
<td></td>
</tr>
<tr>
<td>COM4308</td>
<td>Communication Research Methods</td>
<td>4</td>
</tr>
<tr>
<td>SPE3176</td>
<td>Advanced Public Speaking and Speech Writing</td>
<td>4</td>
</tr>
</tbody>
</table>

**Workshops and Internships** .......................... 5–7 cr

| Workshops | 3 credits selected from JOU, MEP, PRL, or SPE courses numbered 2625–2627, 4625–4627 | 3 |
| Internships | Two enrollments selected from COM4995, JOU4995, MEP4995, PRL4995, PRL4996, or SPE4995 | 2–4 |

Additional internship credits are encouraged and can apply to free electives.

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

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

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.
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, themedia, 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

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

**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 ....................................................... 2
- 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
- PRL205 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

**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
- PRL205 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.
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

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<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>COM2107</td>
<td>Communication Theory</td>
<td>4</td>
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<tr>
<td>COM3135</td>
<td>Business Communication</td>
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<tr>
<td>COM4105</td>
<td>Mass Media and Society (OCE, WCE)</td>
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<tr>
<td>JOU2061</td>
<td>Writing for Mass Media</td>
<td>4</td>
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<tr>
<td>PRL2085</td>
<td>Public Relations Principles and Concepts</td>
<td>4</td>
</tr>
<tr>
<td>PRL3385</td>
<td>PR Writing and Tactics</td>
<td>4</td>
</tr>
<tr>
<td>PRL3386</td>
<td>PR Events: Planning and Management</td>
<td>4</td>
</tr>
<tr>
<td>PRL4308</td>
<td>Public Relations Research Methods</td>
<td>4</td>
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<tr>
<td>PRL4385</td>
<td>Public Relations Cases and Campaigns</td>
<td>4</td>
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**Select from the following** ........................... 4 cr

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<thead>
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<th>Course Title</th>
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<td>PRL3035</td>
<td>Nonprofit PR: Donor and Volunteer Relations</td>
<td>2</td>
</tr>
<tr>
<td>PRL3187</td>
<td>Sport Public Relations</td>
<td>2</td>
</tr>
<tr>
<td>PRL3387</td>
<td>Political Communication</td>
<td>2</td>
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</table>

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
</table>

**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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SEE PAGE 48 FOR EXPLANATION AND PREREQUISITES.

**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.

**Core Curriculum** ........................................ 30

- **Biblical Thinking & Living** ................................. 12 cr
  - BIA1007  Christian Thinking & Living (or BIB1826 honors) . .2
  - BIA1015  Interpreting Scripture (or BIA1827 honors) or
  - MIN2016  Biblical Interpretation for Study  ................... 2
  - BIB2005  Survey of the Old Testament (or BIB2827 honors) . 4
  - BIB2008  Survey of the New Testament (or BIB2826 honors) . 2
  - Theological Philosophy (see page 42)  ..................... 2

- **Leadership & Professionalism** .......................... 4 cr
  - LDR1015  Leadership for Transformation (or LDR1825 honors). 4

- **Effective Communication** ................................. 4 cr
  - ENG1105  Composition (or ENG1825 honors)  ................. 4

- **Cultural & Global Engagement** ........................... 4 cr
  - Select one of the following:
    - 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

- **Creative Expression** ................................. 2 cr
  - Art, Music, Theater, Film, Literature (select from list on page 43)
  - CREDITS IN MUSIC ENSEMBLES OR THE1045 ARE NOT APPLICABLE

- **Scientific & Quantitative Literacy** ........................ 4 cr
  - Select 4 credits of Mathematics and/or Natural Science courses
    (see page 43)

**Specialization in Media Production** ................. 30

- **Required Courses** ........................................ 11 cr
  - MEP1012  Audio Production  ................................ 3
  - MEP1013  Video Production  ................................ 4
  - MEP1016  Story Structure  .................................. 4

- **Workshops** ............................................. 2 cr
  - Select two enrollments from MEP2625–2627, 4625–4627

- **Selectives** .............................................. 17 cr
  - Select from MEP-prefix courses (excluding workshops) and
  JOU2061