Communication Studies

Faculty: Virginia Whitehouse (chair), Heather Crandall, Michael Ingram, Gordon Jackson, James McPherson, Alan Mikkelson, Ronald Pyle

www.whitworth.edu/communicationstudies
commstudies@whitworth.edu

The Whitworth University Communication Studies Department provides students with the theories and skills necessary for effective communication in diverse contexts. Working within the tradition of liberal arts, the department introduces students to theoretical, historical and philosophical assumptions fundamental to communication scholarship and practice.

The learning outcomes of this major prepare the student to:

• Be aware of the relationships between the theory and practice of journalism or speech communication and the student’s faith or worldview.
• Demonstrate writing skills required to excel in an entry-level communications-related job and/or graduate school.
• Demonstrate public speaking and presentation skills required to excel in an entry-level communications-related job and/or graduate school.
• Demonstrate interpersonal skills required to excel in job, family and other contexts.
• Demonstrate critical thinking skills required to excel in the intellectual, professional and personal dimensions of life.
• Demonstrate skills necessary to make and defend sound ethical decisions.
• Demonstrate ability to work cooperatively.
• Demonstrate appropriate knowledge of and proficiency with communication technology.
• Understand the history and theory of the disciplines of journalism and mass communication or speech communication.
• Understand legal and philosophical principles underlying freedom of expression.
• Apply communication skills in cross-cultural settings.
• Experience a communications internship that clarifies the student’s career goals and provides practical preparation for the student’s career.

The Whitworth Communication Studies Department offers a major and a minor in each of three areas: communication, journalism and mass communication, and speech communication.

Requirements for a Communication Major, B.A. (42-44)

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credit</th>
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<tbody>
<tr>
<td>JMC 125</td>
<td>Writing for Mass Media</td>
<td>3</td>
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<tr>
<td>JMC/SP 209</td>
<td>Introduction to Communication Research</td>
<td>3</td>
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<td>JMC/SP 212</td>
<td>Theories of Human Communication</td>
<td>3</td>
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<td>SP 113</td>
<td>Interpersonal Communication</td>
<td>3</td>
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<td>SP 210</td>
<td>Introduction to Public Speaking</td>
<td>3</td>
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<td>One writing course:</td>
<td>3</td>
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<tr>
<td>JMC 325W</td>
<td>Reporting for Mass Media</td>
<td>3</td>
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<tr>
<td>JMC 362W</td>
<td>Article and Feature Writing</td>
<td>3</td>
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<td>One professional skill course:</td>
<td>3-4</td>
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<tr>
<td>JMC 236</td>
<td>Introduction to Radio Broadcasting</td>
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<td>JMC 244</td>
<td>Publicity and Public Relations</td>
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<td>JMC 336</td>
<td>Introduction to Television Broadcasting</td>
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<td>JMC 343</td>
<td>Editing, Layout and Design</td>
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<td>One speech course:</td>
<td>3-4</td>
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<tr>
<td>SP 223</td>
<td>Small-Group Communication</td>
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<tr>
<td>SP 323</td>
<td>Organizational Communication</td>
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<td>SP 362</td>
<td>Argumentation and Debate</td>
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</tbody>
</table>
SP 398  Intercultural Communication  
SP 410  Advanced Public Speaking  
SP 415  Persuasion

One history course: .......................................................... 3
JMC 347  Mass Media History  
SP 347W  History and Theory of Rhetoric

One freedoms course: .......................................................... 3
JMC 402  Mass Media Law  
SP 402  Freedom and Responsibility of Speech

One ethics course: .......................................................... 3
JMC 493W  Communication Ethics  
SP 493W  Communication Ethics

One of the following:.......................................................... 3
JMC 490  Internship  
SP 490  Internship

Six semester credits of departmental electives  
(excluding JMC 245, 246, 247, 445, 446, 447)............................... 6

Requirements for a Journalism and Mass Communication  
Major, B.A.  (42)

JMC 125  Writing for Mass Media........................................ 3
JMC 209  Introduction to Communication Research.................. 3
JMC 212  Theories of Human Communication.......................... 3
JMC 347  Mass Media History.............................................. 3
JMC 402  Mass Media Law................................................... 3
JMC 490  Internship.......................................................... 3
JMC 493W  Communication Ethics....................................... 3
SP 113  Interpersonal Communication.................................. 3

One broadcasting course:................................................... 3
JMC 236  Introduction to Radio Broadcasting  
JMC 336  Introduction to Television Broadcasting

One professional skill course: ............................................. 3-4
JMC 244  Publicity and Public Relations  
JMC 343  Editing, Layout and Design

One writing course: .......................................................... 3
JMC 325W  Reporting for Mass Media  
JMC 362W  Article and Feature Writing

Upper-division journalism elective, (excluding JMC 445,446, 447)................................. 3
Two departmental electives (excluding JMC 245, 246, 247, 445, 446, 447)................. 6

Requirements for a Speech Communication  
Major, B.A.  (43)

SP 113  Interpersonal Communication .................................. 3
SP 209  Introduction to Communication Research.................. 3
SP 210  Introduction to Public Speaking................................. 3
SP 212  Theories of Human Communication............................ 3
SP 223  Small-Group Communication ................................... 4
SP 347W  History and Theory of Rhetoric............................... 3
SP 402  Freedom and Responsibility of Speech....................... 3
SP 490  Internship.......................................................... 3
SP 493W  Communication Ethics........................................... 3
JMC 125  Writing for Mass Media ......................................... 3

Upper-division speech electives............................................. 6
Two departmental electives:  
(excluding JMC 245, 246, 247, 445, 446, 447)........................................ 6
Requirements for a Communication Minor (15)
JMC 125 Writing for Mass Media ................................................. 3
SP 113 Interpersonal Communications ..................................... 3
JMC/SP 212 Theories of Human Communication .................. 3
JMC 493W or SP 493W Communication Ethics .................... 3
One approved upper-division course .................................. 3

Requirements for a Journalism and Mass Communication Minor (16)
JMC 125 Writing for Mass Media ................................................. 3
JMC 325W Reporting for Mass Media .................................... 3
JMC 343 Editing, Layout, and Design ..................................... 4
JMC 493W Communication Ethics .......................................... 3
One approved journalism course .................................... 3

Requirements for a Speech Communication Minor (15)
SP 113 Interpersonal Communication ..................................... 3
SP 210 Introduction to Public Speaking ................................. 3
SP 212 Theories of Human Communication ......................... 3
SP 493W Communication Ethics .......................................... 3
One approved upper-division speech-communication course ....... 3

Requirements for a Minor in Visual Communication (19)
JMC 125 Writing for Mass Media ................................................. 3
JMC 343 Editing, Layout and Design ..................................... 4
AR 120 Design I ......................................................................... 3
AR 124 Introduction to Photoshop and Illustrator .................... 3
Two of the following: ............................................................ 6
AR 224 Digital Imaging I
AR 225 Web Design
AR 324 Digital Imaging II
SP 212 Theories of Human Communication
JMC 315 Media Criticism

Journalism and Mass Communication Courses

JMC 125 Writing for Mass Media ................................................. 3
News values; creativity and structure in news writing; journalistic style and format; accuracy, clarity and conciseness in writing; basic reporting and research skills, interviewing, listening, observing and note taking. Fall and spring semesters.

JMC 196 Topics in Journalism ................................................. 1-3
Selected lower-division topics in journalism. Periodic offering.

JMC 209 Introduction to Communication Research .................. 3
An introduction to communication-studies research methods and tools, including traditional and electronic resources. Students will develop scholarly writing and argumentation skills. Spring semester.

JMC 212 Theories of Human Communication .......................... 3
A comprehensive treatment of major theoretical approaches toward understanding the production and interpretation of human communication. Fall and spring semesters.

JMC 231 Photojournalism .......................................................... 3
Introduces photojournalism and the photographic and visual skills needed to create a compelling news image. Students shoot and critique documentary-style photographs and begin to develop a professional portfolio that includes news, feature, sports, portrait and picture stories. Fall semester.
JMC 236  Introduction to Radio Broadcasting  3
On-air aspects of radio broadcast journalism. Introduction to using studio equipment. Basic production of audiotapes and CDs. Basic news writing, public-service announcements, and air checks. Fee. Prerequisite: JMC 125 or by permission. Spring semester, even years.

JMC 244  Publicity and Public Relations  3
Role and effect of publicity, public relations in the United States. Public relations process, public-opinion polling. Development, evaluation of public-relations programs. Prerequisite: JMC 125. Fall and spring semesters.

JMC 245  Applied Journalism: Newspaper  1
Staff work on university newspaper. May be repeated for credit. Fall and spring semesters.

JMC 246  Applied Journalism: Radio  1
Staff work on university radio station. May be repeated for credit. Fall and spring semesters.

JMC 247  Applied Journalism: Yearbook  1
Staff work on university yearbook. May be repeated for credit. Fall and spring semesters.

JMC 315  Media Criticism  3
Analysis of messages from primary mass-media sources including print and broadcast news, Internet, entertainment and advertising. Class uses various tools to examine how messages are used by media producers and audiences to create meaning. Spring semester.

JMC 325W  Reporting for Mass Media  3
News-gathering techniques and strategies including direct observation; participant observation and interviewing; using public records and documents, libraries and statistics; dealing with sources; polls and surveys. Prerequisite: JMC 125. Spring semester.

JMC 336  Introduction to Television Broadcasting  3
On-air aspects of television broadcast journalism. Introduction to using studio and field video equipment including lighting and sound. Basic news writing and production. Studio production of broadcast-quality audition tape. Fee. Prerequisite: JMC 125. Fall semester.

JMC 337  Advanced Television Production  3
Mastery of advanced field production, including shooting, editing, script writing, camera and lens operation, graphics, and basic animation, is accomplished while student creates a professional product for a client. Prerequisite: JMC 336. Spring semester, odd years.

JMC 343  Editing, Layout, and Design  4
Introduction to principles of page layout and design, with emphasis on preparing text and visual elements for a mass-media audience by using desktop-publishing techniques. Prerequisite: JMC 125. Fall semester.

JMC 346  Media Impact in the Contemporary U.S.  3
Students taking this study program visit New York and Washington, D.C., to learn from media executives and scholars what they believe are the main issues currently facing the media; course also explores impact of the media on contemporary U.S. society. Media industries visited will include newspapers, television, radio, magazine and book publishing, and advertising. Jan Term, odd years.

JMC 347  Mass Media History  3
Origins and development of print and broadcast mass media in the United States. Prerequisite: JMC/SP 212. Fall semester.
JMC 362W Article and Feature Writing 3
Editorial writing, interpretive and critical writing, and magazine writing for publication. Prerequisite: JMC 125. Jan Term.

JMC 396 Topics in Communication 1-3
Selected topics in mass communication such as international communication, media management, propaganda. Offered periodically.

JMC 402 Mass Media Law 3
The First Amendment and court-protected freedom of expression, libel, right of privacy, copyright, covering government and the courts, broadcast regulation. Prerequisite: JMC/SP 212. Fall semester.

JMC 445 Editorial Practicum: Newspaper 1
Editorial work on university newspaper. Prerequisites: JMC 245 and appointment to editorial position. May be repeated for credit. Fall and spring semesters.

JMC 446 Broadcast Management Practicum: Radio 1
Management work on university radio station. Prerequisites: JMC 246 and appointment to management position. May be repeated for credit. Fall and spring semesters.

JMC 447 Editorial Practicum: Yearbook 1
Editorial work on university yearbook. Prerequisites: JMC 247 and appointment to editorial position. May be repeated for credit. Fall and spring semesters.

JMC 493W Communication Ethics 3
Nature and criteria of ethical behavior; personal and organizational ethical issues facing the mass media, including the power of the media, news-gathering and reporting techniques, media-source relations, privacy, freedom of the press, taste, conflicting interests, fairness and objectivity. Senior standing. Spring semester.

Speech Communication Courses

SP 113 Interpersonal Communication 3
Introductory course to communication studies that surveys perception, self-concept, feedback, listening, disclosure, conflict management, language and nonverbal communication. Every semester.

SP 196 Topics in Speech Communication 1-3
Selected lower-division topics in speech communication. Periodic offering.

SP 209 Introduction to Communication Research 3
An introduction to communication-studies research methods and tools including traditional and electronic resources. Students will develop skills in scholarly writing and argumentation. Spring semester.

SP 210 Introduction to Public Speaking 3
Introductory course to speech construction and delivery. Speech skills are surveyed, including research, listening and nonverbal communication. Fall and spring semesters, and periodic Jan Terms.

SP 212 Theories of Human Communication 3
A comprehensive treatment of major theoretical approaches toward understanding the production and interpretation of human communication. Fall and spring semesters.

SP 223 Small-Group Communication 4
A theoretical and practical look at group communication processes such as conflict management, decision-making, group dynamics, leadership and problem solving. Fall or spring semester.
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>SP 312</td>
<td>South Africa Program Preparation</td>
<td>1</td>
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<tr>
<td></td>
<td>Structure, process and function of communication in organizations, including diagnosing communication problems, analyzing communication networks and managing communication. Prerequisite: oral-communication requirement. Spring semester, even years.</td>
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<tr>
<td>SP 313</td>
<td>Advanced Interpersonal Communication</td>
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<td>Explores communication issues in the development of personal relationships – specifically friendships and romantic, family, and work relationships. Topics include the processes of establishing relationships, maintaining relationships, and coping with relational challenges. Spring semester, odd years.</td>
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<tr>
<td>SP 323</td>
<td>Organizational Communication</td>
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<tr>
<td></td>
<td>Structure, process and function of communication in organizations, including diagnosing communication problems, analyzing communication networks and managing communication. Prerequisite: oral-communication requirement. Spring semester, odd years.</td>
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<tr>
<td>SP 336</td>
<td>Gospel Proclamation</td>
<td>3</td>
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<td>Also listed as TH 336. By permission only. Fall semester.</td>
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<tr>
<td>SP 338</td>
<td>Small-Group Ministry</td>
<td>3</td>
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<td>Also listed as TH 338. By permission only. Spring semester.</td>
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<tr>
<td>SP 341</td>
<td>Communication in South Africa</td>
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<td>Program includes home stays with South African families and meetings with media, political and religious leaders. Extensive travel throughout the country, including a visit to a game reserve. Jan Term, even years.</td>
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<td>SP 347W</td>
<td>History and Theory of Rhetoric</td>
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<td>The origin and development of speech communication from its earliest conceptions in ancient Greece through the present, with particular emphasis on the theories of rhetoric. Prerequisite: JMC/SP 212. Spring semester.</td>
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<td>SP 355</td>
<td>Parliamentary Procedure</td>
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<td>Study of the communication rules to follow when conducting formal meetings. Study of constitutions and bylaws. Periodic offering.</td>
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<td>SP 362</td>
<td>Argumentation and Debate</td>
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<td>An in-depth course on the construction and delivery of valid arguments, logical and emotional appeals, attitude change, fundamentals of academic debate and practical application of persuasive methods. Course surveys American presidential debates and models of argument. Prerequisite: SP 210. Fall semester, even years.</td>
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<tr>
<td>SP 384</td>
<td>Communication in France</td>
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<td>Study of human interpersonal communication and other communication practices in France. Class promotes cross-cultural understanding by study of ritual, status, symbols, verbal and nonverbal communication. Intent is to broaden cultural awareness and understand oral communication practices of French and American cultures. Visits to sites such as museums, businesses, media outlets and churches, along with interactions with French religious, cultural and community representatives, provide students with firsthand experiences to understand similarities and differences between American and French communication styles. Part of the France Study Program. Every three years.</td>
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<td>SP 387</td>
<td>Rhetorical Criticism</td>
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<td>An introduction to the most frequently employed methods of rhetorical criticism. Students apply various methodological approaches to investigate the rhetoric of public speaking, film, television, song and humor. Prerequisite: SP 210. Periodic offering.</td>
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<tr>
<td>SP 396</td>
<td>Topics in Speech Communication</td>
<td>3</td>
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<td>Selected upper-division topics in speech communication, such as interviewing, sermon analysis and rhetorical criticism. Periodic offering.</td>
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</tbody>
</table>
SP 398  Intercultural Communication  3
Study of how elements such as ritual, status, symbolism, concepts of time and use of space create our worldviews. Class promotes cross-cultural understanding using interactive and visual communication to communicate effectively across cultures. Intent is to broaden cultural awareness and enhance multicultural literacy. Offered every year.

SP 402  Freedom and Responsibility of Speech  3
An in-depth examination of the First Amendment and court-protected freedom of expression, including sedition and political speech, religious speech, protest speech, academic freedom, and symbolic expression. Prerequisite: JMC/SP 212. Fall semester, odd years.

SP 410  Advanced Public Speaking  3
An in-depth course covering speech construction in different contexts. Students deliver a variety of persuasive speeches. Emphasis on reasoning, delivery skills and speech criticism. Prerequisite: SP 210. Spring semester, even years.

SP 415  Persuasion  3
Study and application of persuasion theories and research as they relate within interpersonal, media, ministry and other contexts. The course will consider, primarily from a social-science perspective, how speakers, messages and various persuasive appeals can modify attitudes and behaviors. Fall semester.

SP 436  African-American Preaching  3
An introduction to preaching in African-American traditions as a distinctive communication event. Emphasis is given to historical, cultural, theological, and rhetorical dimensions of preaching in African-American traditions. Jan Term, odd years.

SP 493W  Communication Ethics  3
An in-depth examination of the nature and criteria of ethical oral-communication behavior in interpersonal, public-speaking, group and intercultural settings. Examines ethical theories and their application to credibility, lying and persuasion in social, political and religious contexts. Prerequisite: senior standing. Spring semester.

Directed Studies
Independent studies (191, 291, 391, 491); readings (386, 486); internships (290, 490); field studies (280, 480); and teaching assistantships (395, 495). See Page 34 for details.