

Communication Studies

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The Communication Studies Department offers a major and a minor in each of three areas: communication, journalism and mass communication, and speech communication. In addition, all majors are encouraged to take one or more of the following activity courses: Applied Journalism, and Editorial and Broadcast Practicum.

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

JMC 125	Writing for Mass Media	3
SP 113	Interpersonal Communication	3
JMC/SP 209	Introduction to Communication Research	3
JMC/SP 212	Theories of Human Communication	3

One writing course:	3
JMC 325W Reporting for Mass Media	
JMC 362W Article and Feature Writing	
One professional skill course:	3
JMC 236 Introduction to Radio Broadcasting	
JMC 242 Editing	
JMC 244 Publicity and Public Relations	
JMC 336 Introduction to Television Broadcasting	
JMC 343 Layout and Design	
Two speech courses:	6-8
SP 210 Introduction to Public Speaking	
SP 223 Small Group Communication	
SP 310 Advanced Public Speaking	
SP 323 Organizational Communication	
SP 362 Argumentation and Debate	
One of the following:	3
JMC 347 Mass Media History	
SP 347W History and Theory of Rhetoric	
One of the following freedoms courses:	3
JMC 402 Mass Media Law	
SP 402 Freedom and Responsibility of Speech	
One of the following:	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
One of the following:	3
JMC 236 Introduction to Radio Broadcasting	
JMC 336 Introduction to Television Broadcasting	
JMC 347 Mass Media History	3
JMC 402 Mass Media Law	3
JMC 490 Internship	3
JMC 493W Communication Ethics	3
One writing course:	3
JMC 325W Reporting for Mass Media	
JMC 362W Article and Feature Writing	
One professional skill course:	3
JMC 242 Editing	
JMC 244 Publicity and Public Relations	
JMC 343 Layout and Design	
SP 113 Interpersonal Communication	3
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
One of the following history courses:		3
JMC 347	Mass Media History	
SP 347W	History and Theory of Rhetoric	
One approved upper-division course		3

Requirements for a Journalism and Mass Communication Minor (15)

JMC 125	Writing for Mass Media	3
JMC 325W	Reporting for Mass Media	3
JMC 493W	Communication Ethics	3
One of the following:		3
JMC 242	Editing	
JMC 343	Layout and Design	
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 347W	History and Theory of Rhetoric	3
Two approved speech communication courses		6
(One approved course must be upper division.)		

Journalism 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. Fulfills the written communications requirement. 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. Offered 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. Offered fall semesters.
- JMC 215 Mass Communication and Society** 3
Role and influence of print and broadcast media in society, media as social institutions, effects of the media, changing media technologies. Jan Term.
- 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, odd years.
- JMC 242 Editing** 3
Evaluation, editing of various forms of print communication. Copy reading, revision, headlines. Prerequisite: JMC 125, or by permission. Spring semester.
- 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. Spring semester. Annual offering.
- JMC 245 Applied Journalism: Newspaper** 1
Staff work on college newspaper. May be repeated for credit. Prerequisite: JMC 125 or permission. Fall and spring semesters.
- JMC 246 Applied Journalism: Radio** 1
Staff work on college radio station. May be repeated for credit. Fall and spring semesters.
- JMC 247 Applied Journalism: Yearbook** 1
Staff work on college yearbook. May be repeated for credit. Fall and spring semesters.
- JMC 312 South Africa Study Tour Preparation** 1
- 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. Fall 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 341 Contemporary South Africa** 3
Tour includes home-stays with South African families and meetings with media, political and religious leaders. Travel extensively throughout the country, including a visit to a game reserve. Fulfills the multicultural requirement. Periodic offering in Jan Term.
- JMC 343 Layout and Design** 3
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 or permission. Spring semester.
- 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, even years.
- JMC 362W Article and Feature Writing** 3
Editorial writing, interpretive and critical writing, and magazine writing for publication. Prerequisite: JMC 125. Spring semester, odd years.

- JMC 396 Topics in Communication** 1-3
Selected topics in mass communication such as international communication, media management, propaganda. Prerequisite: JMC/SP 212. Periodic offerings.
- 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, odd years.
- JMC 445 Editorial Practicum: Newspaper** 1
Editorial work on college 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 college 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 college yearbook. Prerequisite: 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. Prerequisite: JMC/SP 212. 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. Fulfills the oral communication requirement. Fall and spring semesters.
- 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. Offered 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. Fulfills the oral communication requirement. Fall and spring semesters.
- SP 212 Theories of Human Communication** 3
A comprehensive treatment of major theoretical approaches toward understanding the production and interpretation of human communication. Fall semester.
- 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. Fulfills the oral communication requirement. Fall semester.
- SP 323 Organizational Communication** 3
Structure, process and function of communication in organizations, including diagnosing communication problems, analyzing communication networks and managing communication. Prerequisite: SP 223, SP/JMC 212. Spring semester, even years.

SP 336 Gospel Proclamation 3
 An exploration of the role of communication in ministry, with particular focus on small-group communication and public proclamation of the gospel. Fall semester, even years. Also listed as RE 336.

SP 347W History and Theory of Rhetoric 3
 The origin and development of speech communication from its earliest conceptions in ancient Greece through the 20th century, with particular emphasis on the theories of rhetoric. Prerequisite: JMC/SP 212. Fulfills the humanities requirement. Spring semester.

SP 355 Parliamentary Procedure 1
 Study of the communication rules to follow when conducting formal meetings. Study of constitutions and bylaws. Fall semester, even years.

SP 362 Argumentation and Debate 4
 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.

SP 387 Rhetorical Criticism 3
 An introduction to the most frequently employed methods of rhetorical criticism. Students will apply various methodological approaches to investigate the rhetoric of public speaking, film, television, song and humor. Prerequisite: SP 210. Periodic offering.

SP 396 Topics in Speech Communication 3
 Selected upper-division topics in speech communication, such as interviewing, sermon analysis and rhetorical criticism. Prerequisite: JMC/SP 212. January Term and spring semester.

SP 398 Intercultural Communication 3
 Study of how elements such as ritual, status, symbolism, concepts of time and use of space create our worldview. 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. Periodic offering.

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 on speech construction in different contexts. Students deliver a variety of persuasive speeches. Emphasis on reasoning, delivery skills and speech criticism. Prerequisite: SP 210. Fall semester, 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: JMC/SP 212. 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 169 for details.