DEPARTMENT OF COMMUNICATION

Mission:

1. Create an environment in which the student can study the principles and concepts of Communication within the context of exploring and deepening their Christian faith commitment.
2. Give the student an understanding of the foundational theoretical principles of Communication that in turn will have professional, social, interpersonal and general pragmatic utility.
3. Provide the student with a basic understanding of the depth and breadth of the discipline, and ensure they have the necessary intellectually sophisticated skills to think critically, creatively and analytically about the field.
4. Provide resources such as faculty mentors, guest lecturers, and technology that will deepen the students' appreciation for and knowledge of the discipline as well enriching the academic life of the university as a whole.
5. Impart the student with the knowledge and ability to find and utilize educational resources within and beyond the University walls to further expand knowledge after graduation.

Communication Major

The Department of Communication offers a B.A. in Communication with the following concentrations: Interpersonal/Intercultural Communication Studies, Public Relations, Cinema Arts, and Technology and Emerging Media. A minor in communication is also offered.

The Department of Communication is a participant in the National Communication Association's Lambda Pi Eta student honor society, National Religious Broadcasters, and the Council of Christian Colleges and Universities. The department also houses the Vanguard Sundance Program.

Department Policies

More and more students are entering the University with significant knowledge of graphic design applications and camera equipment. Students may want to jump-start their coursework, getting into advanced coursework upon entrance. Students who wish to opt-out of these foundational courses, (Elements of Storytelling, Visual Technology and Foundations of Video and Audio Production) must meet with a professor in the department to discuss previous experience and may be required to take and pass online testing or produce a portfolio of work for each course and must take other courses to fill the required units. These students are still required to earn 124 units to graduate.

All Communication majors are expected to make satisfactory academic progress toward graduation. In addition to the requirements established by the university, the Department of Communication requires that all of its majors achieve a minimum grade of C in all Communication courses required for undergraduate majors and minors as part of their minimum requirement for graduation.

Students are personally responsible to meet the prerequisite requirements of any course in which they are enrolled.

Programs

- Communication B.A. (https://catalog.vanguard.edu/college/communication/communication-ba/)
- Communication Minor (https://catalog.vanguard.edu/college/communication/communication-minor/)
- Public Relations Minor (https://catalog.vanguard.edu/college/communication/communication-public-relations-minor/)

Courses

Communication Courses

COMM-125 Introduction to Filmmaking 1 Credit
An introduction to basic filmmaking terminology, processes, equipment, and roles. This course will largely take place online through guided reading, videos and interactive assignments. The course will also include an in-person, hands-on workshop that will introduce students to the facilities, resources and guidelines for making films at Vanguard.

COMM-130 Introduction to Communication 3 Credits
Provides students with a general survey of the discipline of communication. Students will engage with various aspects of the discipline including: intrapersonal, interpersonal, small group, organizational, cultural, rhetorical, visual, and technologically-mediated communication.

COMM-201 Speech Comp/Presentation 3 Credits
This course is designed to provide the student with a general working knowledge of the fundamentals of speech communication. General requirements for speech preparation, composition and presentation will be covered. A foundation will be established upon which further speech development may transpire. Lab fee.

COMM-201C Speech Comp/Presentation 3 Credits
This course is designed to provide the student with a general working knowledge of the fundamentals of speech communication. General requirements for speech preparation, composition and presentation will be covered. A foundation will be established upon which further speech development may transpire. Lab fee.

COMM-212 History/Communication Studies 3 Credits
A historical and interdisciplinary analysis of the development of communication and arts theories, concepts and practices from the classical rhetorical tradition to the present.

COMM-220 Elements of Storytelling 3 Credits
An introduction to story structure, this course focuses on envisioning story ideas and developing those ideas into written formats for the screen and other mediums.

COMM-221 Photography 3 Credits
Students will gain an understanding of composition and aesthetics as well as technical aspects of photography in the digital world. Lab Fee.
COMM-229 Intermediate Filmmaking Production 3 Credits
A hands-on engagement with the filmmaking process, including pre-production, single-camera operation, basic non-linear editing, field recording, and post-production sound. This class includes lectures, screenings, and technical exercises. (Formerly Foundations of Audio & Video Production, 2018)
Prerequisite: COMM-125

COMM-230 Ethics in Film 3 Credits
Through in-class screenings, intensive class discussion and related readings, this course will examine films whose themes strongly concern the depiction of ethical and moral choice. This course will discuss the ways in which filmmakers create meaningful ethical dilemmas; how the characters’ choices are portrayed; and how these portrayals may influence our own formulation of value systems and ethical choices. (meets a Humanities/Fine Arts requirement)

COMM-235 Introduction to Journalism 3 Credits
Fundamentals of news reporting, including interviewing, quoting, paraphrasing, inverted triangle, and sourcing stories. Students are introduced to multiple journalism genres, including: news stories, opinions, features, profiles, and reviews.

COMM-246 American Cinema History 3 Credits
This foundational course in Cinema Arts follows the journey of American cinema from its beginning to present day while highlighting major events in the history of American cinema.

COMM-258 Christianity/Artistic Culture 3 Credits
Combines film screening, critical analysis and theory to enable students to examine morality, ethics and screen portrayals pertaining to Christianity, gender, and ethnicity. The aim is to motivate students toward personal accountability and responsibility, as well as creative refinement and sophistication when producing media content.

COMM-273 Visual Technology 3 Credits
An introduction to the technological necessities of the Communication major. This course equips the student for future communication classes regardless of concentration or emphasis. Lab Fee.

COMM-290 Intro/Interpers Communication 3 Credits
The primary elements of the communication process as it occurs between two persons in everyday settings. Among the topics considered are: language and meaning, nonverbal communication, person perception, and self-concept. This course does not fulfill a core curriculum requirement.

COMM-291 Special Topic: 1 Credit
Study of a special topic in communication. May be repeated for credit.

COMM-292 Special Topic: 2 Credits
Study of a special topic in communication. May be repeated for credit.

COMM-293 Special Topic: 3 Credits
Study of a special topic in communication. May be repeated for credit.

COMM-305 Communication Theory/Research 3 Credits
Survey of classical and contemporary theories of communication. Special emphasis is placed upon reading, understanding, and conducting communication research.
Prerequisite: MATH-265C, SOC-265C, or PSYC-265C

COMM-306 Writing for Film and New Media 3 Credits
The course will serve as an introduction to the art and craft of screenwriting. Students will learn proper screenplay format, story structure, plot, characterization and other important elements of narrative storytelling. The course focuses on the short form and students will be required to write three, complete and polished short screenplays, utilizing the above skills.
Prerequisite: COMM-220

COMM-309 Graphic Design 4 Credits
This course will serve as an introduction to the theory and practice of graphic design. Students will learn the basic principles and elements of graphic design, the history of graphic design, form/symbol development, typography, identity design and page layout. Provides practical experience in essential studio techniques and technology, critiques and group discussions. The creative design process and problem-solving skills are emphasized throughout the course. Lab Fee.

COMM-314 Mythology in Film 3 Credits
Students will gain an understanding of how ancient mythology from the Greeks and Romans provides a vast set of stories, themes, and symbols encountered time and time again in film.

COMM-317 Creative Process-Theory/Pract 3 Credits
This course will consider the theory and practice of creative communication. It will focus on creative problem-solving strategies and on sharpening communication skills to stimulate higher levels of creativity.

COMM-318 Nonverbal Communication 3 Credits
This course will serve as an introduction to nonverbal communication in everyday interaction. That includes the scholarship and research supporting our understanding of nonverbal communication to improve the student’s knowledge as a communication expert. Aspects of body movement, facial expressions, eye behavior, physical appearance, voice, touch, space, smell, time and environmental features will be examined. Emphasis will also be placed on the intercultural dimension of nonverbal communication.

COMM-319 Publications: Newspaper 1 Credit
Members of the class constitute the editorial staff of the college newspaper. Class meets weekly for critique on news reporting, writing, editing, makeup, and production of the campus newspaper. May be repeated for a maximum of six units.
Prerequisite: ENGL-235;

COMM-333 Small Group Leadership 3 Credits
Study of the research into and theory of small group dynamics, particularly leadership. Exercises in problem solving in small groups. Study of conflict management.

COMM-339 Producing for Television and Film 3 Credits
Exploration of the role of the independent producer and how a concept is taken through the steps of development, financing, scheduling, production, marketing, and distribution.
Prerequisite: COMM-229

COMM-345 Intercultural Communication 3 Credits
The process of communication as it applies to cross-cultural situations, i.e., where the respective participants in the process are members of distinctly separate cultural groups and situations specific to such communicative settings and proposed solutions to those problems.
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
<th>Description</th>
</tr>
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<tbody>
<tr>
<td>COMM-362</td>
<td>Contemp Issues in Public Discourse</td>
<td>3</td>
<td>Critical analysis of the rhetorical nature of various forms of religious political and social issues communication found in contemporary American society. Topics include: Current evangelistic movements, religious personalities, political communication in modern presidential administrations, political personalities, abortion, and euthanasia rhetoric.</td>
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<tr>
<td>COMM-364</td>
<td>Organizational Communication</td>
<td>3</td>
<td>This course examines the inter-relationships between management and communication theories. The microsystems and macrosystems within an organization are emphasized in terms of intrapersonal, interpersonal, small group and organizational communication theories.</td>
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<tr>
<td>COMM-369</td>
<td>Short Film Production</td>
<td>4</td>
<td>This course provides student experience with the entirety of the filmmaking process through short exercises in the field, culminating with an individually directed short film. Lab Fee. Prerequisite: COMM-229</td>
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<tr>
<td>COMM-373</td>
<td>Documentary Film Production</td>
<td>4</td>
<td>Students will learn fundamentals in the art of documentary film production including camera frame choices, the interview process, and choosing subjects wisely. Students will take projects through production and into post-production adding lower thirds and learning documentary editing technique. Lab Fee. Prerequisite: COMM-220 AND COMM-229</td>
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<tr>
<td>COMM-374</td>
<td>Gender Communication</td>
<td>3</td>
<td>This course examines the connections between language use and gender. Current research will be studied and topics may include: Conversational interactions, power, inequality and public versus private language use.</td>
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<tr>
<td>COMM-375</td>
<td>Television Studio Production</td>
<td>4</td>
<td>Students will learn the history of televised media. Using concepts from this foundational knowledge, students will work together to produce a 30 minute studio drama or news program for broadcast. Lab Fee.</td>
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<tr>
<td>COMM-376</td>
<td>Interracial Communication</td>
<td>3</td>
<td>Surveys how race influences the communication process. This course deals with major issues of race and ethnic relations and how each affects interracial communication are considered. Major theories of interracial communication, the universal human processes which contribute to racial differences, and the practical approaches to communicating more effectively with persons from the other and same races.</td>
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<tr>
<td>COMM-378</td>
<td>Publ Rel: Corp Comm,Info Mgt</td>
<td>3</td>
<td>This course examines the management and control of information within a corporate body. Students will deal with single concepts, such as shaping and producing highly focused advertisement, press releases, fact sheets, backgrounders, etc. Students will be expected to create and present detailed approximations of final, printed projects sufficiently clear and detailed as to convince a client of the viability of the various solutions.</td>
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<tr>
<td>COMM-380</td>
<td>Publ Rel: Corp Comm,Proj/Campgn</td>
<td>3</td>
<td>This course examines corporate projects and campaigns. Students will deal with complex issues and the development of crisis management responses, delta management, downsizing, marketing strategies, new product roll-outs, and customer-employee communication.</td>
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<tr>
<td>COMM-381</td>
<td>Photojournalism</td>
<td>3</td>
<td>This course is designed as an introduction to photo journalism and its basic principles. Students will be introduced to concepts, practice and techniques used to communicate and story tell through photography. Areas of photojournalism explored will include newm features, sports, portraits and documentary photo stories. Personal ethics consideration will also be discussed. Emphasis will be placed on photography as a means of communication and personal expression including: composition, aesthetics, lighting (natural and artificial), conceptual content, critical evaluation, and historical perspectives.</td>
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<tr>
<td>COMM-382</td>
<td>Cinema Technology Series</td>
<td>1-2</td>
<td>This course focuses on specific technical skills for filmmaking. Students may ask their advisor for the topic of the course during registration for each semester it is offered. May be repeated for a maximum of 4 units. Lab Fee.</td>
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<tr>
<td>COMM-384</td>
<td>Digital Storytelling</td>
<td>3</td>
<td>This course will give students experience with the entirety of the filmmaking process from story/script development through postproduction, culminating in a short film project.</td>
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<tr>
<td>COMM-385</td>
<td>New Media Productions</td>
<td>3</td>
<td>The course will examine the filed of new media production and platforms, from YouTube to Apple to Glitch. Students will gain experience with emerging storytelling formats, such as webisodes, podcasts, and content for mobile applications. Students will collaboratively produce an audio podcast and a narrative or documentary webisode.</td>
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<tr>
<td>COMM-386</td>
<td>Music Video Productions</td>
<td>3</td>
<td>This course focuses on the exciting craft of creating music videos with an artist/band. Individually and within a group setting, students will create three music videos that add artistry and flavor to a song/music. The class will push the boundaries of creative filmmaking and learn to collaborate with others to utilize narrative, documentary and experimental film techniques to tell a story. Students will also explore the social and historical aspects of the music video as an art form.</td>
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<tr>
<td>COMM-387</td>
<td>Postproduction</td>
<td>3</td>
<td>This course will explore the post-production process for film and video, with an emphasis on specific skill sets and roles in this ever-evolving landscape. Topics include: post-production workflows, non-linear editing; the impact of sound-from music to effects; and color correction.</td>
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<tr>
<td>COMM-388</td>
<td>Visual Storytelling: Narrative</td>
<td>3</td>
<td>Students will learn fundamentals in the art of narrative film production. This course provides students experience with the entirety of the filmmaking process from story/script development through postproduction, culminating in a short film project.</td>
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<tr>
<td>COMM-389</td>
<td>Visual Storytelling: Documentary</td>
<td>3</td>
<td>Students will learn fundamentals in the art of documentary film production including camera frame choices, the interview process, and choosing subjects wisely. Students will take projects through production and into post-production adding lower thirds and learning documentary editing technique. Lab fee.</td>
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<tr>
<td>COMM-402</td>
<td>Family Communication</td>
<td>3</td>
<td>This course is designed to provide the student with an upper division, theoretically founded knowledge of family communication. Through the use of the text, lecture, library research and occasional film viewings we will undertake the study of the hows and the ways of family communication. Must have junior or senior standing to register for this course.</td>
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COMM-404 Social Media 2 Credits
A hands-on primer to current trends in social technology. Students will experiment with a variety of popular and emerging social technologies and learn how to communicate through these tools to changing and diverse audiences.

COMM-411 Mobile and Web Development 2 Credits
A practical introduction to mobile and web development. Students will learn fundamental terminology and processes, how to create basic websites and apps through existing tools and how to tailor communication for this visual medium.

COMM-412 Computer Mediated Communication 2 Credits
A practical introduction to current methods of computer-mediated communication in professional contexts. Students will learn how to use tools that create webinars, videoconferencing events, live-streaming, augmented reality experiences, virtual reality experiences and other technologies used in marketing, public relations and related fields.

COMM-413 Preparing for Post Graduation 1 Credit
This course enables students in any undergraduate major to determine actionable and measurable goals to achieve success after graduation. Topics include: networking, job hunting, personal finances, and long-term planning. The course is a hybrid of self-guided online workshops and face-to-face small group discussion.

COMM-417 Professional Communication 2 Credits
Prerequisite: COMM-201C, COMM-273

COMM-418 Knowledge Management and Data Interpretation 2 Credits
This course provides students with a general background in strategic communication research. Students will be introduced to methods such as interviewing, focus groups, and survey writing. In addition, students will learn how to use industry research tools, find and interpret existing studies and data, and use data effectively to achieve communication goals.

COMM-443 Crisis Communication 3 Credits
In a world of instant news and social media, organizations must be prepared to respond to crises quickly and strategically. This course focuses on crisis communication and management, emphasizing practical application of theories, strategies, and tactics from a public relations perspective.

COMM-444 Argumentation & Debate 3 Credits
Study of the theory and principles of argumentation and debate. Analysis of lines of argumentation found in the contemporary social, political, and religious scenes. Study of techniques of debating.

COMM-445 Persuasion 3 Credits
Study of the research and theory of persuasion. Presentation of several persuasive speeches.

COMM-448 Ethnography of Communication 3 Credits
This course is designed to introduce students to the techniques, theories, and debates concerning ethnographic fieldwork and its application to the field of communication studies.

COMM-450 Internship 1-6 Credits
Must have consent of instructor and Department chair. Must be a communication major. Students may seek a position which relates to their major with a cooperating business in the communication industry. Students are required to work fifty hours for each academic unit hour received. A weekly report to the supervising professor is required. May be repeated for a maximum of six units.

COMM-452 Adv Interpersonal Comm 3 Credits
This course examines the pragmatic and research approaches to the study of interpersonal communication.

COMM-455 Comm Teaching Internship 1-6 Credits
Regular hours each week for classes and/or meetings are established at the beginning of the semester. The teaching intern helps an instructor in planning and conducting a course and/or research session. This course may be taken for 1-3 units per semester. May be repeated for a maximum of six units.

COMM-458 Alternative Storytelling Techniques 3 Credits
The course will explore alternative methods of visual storytelling through current and emerging technology. Topics include: sequential art and 2D animation, mobile and web-based content, and immersive and interactive storytelling. Students will create a documentary or narrative project utilizing one of the techniques introduced.

COMM-460 Advanced Filmmaking 3 Credits
This course focuses on furthering/advancing skills learned in the Introduction to Filmmaking and Intermediate Filmmaking classes. The course will cover advanced practices of cinematography, sound, set management, directing actors and producing. Special emphasis will be placed on achieving a sense of professionalism in learning these advanced disciplines in preparation for a career in filmmaking.

COMM-464C Media Criticism 3 Credits
This course is designed to provide students with a basic understanding of the nature and function of media criticism; survey of approaches, theories, and the systems of rhetorical analysis from classical to contemporary models. Practice in critical appraisal of various types of media communication.
Prerequisite: COMM-305 and permission of instructor

COMM-467 Cultur/Rhetoric/Pentecostalism 3 Credits
This course will look at the evolution of Pentecostal rhetoric from its inception to the present day along with its various forms and themes. Several key Pentecostal rhetorics throughout the history of the movement will be discussed and studied in depth. It will also consider Pentecostalism as a cultural phenomenon, and survey the various cultural manifestations and expressions of the movement both in the United States and around the world.

COMM-470 Special Topic: 1-4 Credits
Study of a special topic in the areas of Communication Studies and TV and Film. May be repeated for credit. May include a lab requirement and lab fee.

COMM-478 Film Studies Series 1-3 Credits
A forum and lecture series focusing on topics in film studies, such as the work of important directors, producers, and screenwriters, genre studies, critical ideas in film theory, and world cinema. May be repeated for a maximum of six units.

COMM-480 Ind Studies: 1-3 Credits
May be repeated for credit.
COMM-496 Senior Project: Development/Planning 2 Credits
This course is designed to integrate the student’s faith with their profession, culminating in a project that combines critical and practical skill sets representative of the student’s particular course of study and interests. This fall semester course helps students thoughtfully develop their creative ideas into a tangible form, such as a short film, feature-length screenplay, multimedia work, or research project. Preproduction, research, and/or resourcing stages will be completed. COMM-497 Senior Project: Implementation is also required.

COMM-497 Senior Project: Implementation 1 Credit
This course is designed to integrate the student’s faith with their profession, culminating in a project that combines critical and practical skill sets representative of the student’s particular course of study and interests. Students will complete the project devised in COMM-496 Senior Project: Development and Planning.