

Dr. Jack H. Simons, Chairperson

The basic elements of Christianity—evangelization (leading people to saving faith in Jesus Christ) and edification (disciplining believers to maturity)—require effective communication skills. The Department of Communication, therefore, seeks to identify and develop the spiritual gifts of students relating to communication arts and sciences.

Courses in the Department of Communication emphasize the theory and practice of speech communication, print media and electronic media. Students majoring in Communication lay a foundation for careers in teaching, law, advertising, professional writing and broadcasting, missions and church-related ministries. They also develop a Christian world-view based on the history, impact and functions of human communication.

Students desiring a major in Communication may choose from three available emphases: Speech Communication, Print Media or Electronic Media. They must take a minimum of 39 units, 15 of which are specific required courses.

Electronic Media

Practical courses provide fundamental and advanced training for students who wish to seek their life work in this demanding area. Possible careers include producer, director, multi-media manager, announcer, news reporter and script writer.

Print Media

This program helps students develop writing skills and prepares them for a variety of careers, such as journalist, editor, foreign correspondent, columnist, author, layout artist and editorial writer.

Speech Communication

Courses in this emphasis develop the student's ability to think, write and speak clearly and effectively. Communication skills at both the interpersonal and public levels are stressed with the view of developing critical thinking skills and problem-solving strategies. This area of concentration helps prepare students for such careers as speech teacher, manager, sales person, public relations practitioner, law and customer service.

COMMUNICATION CORE COURSES

The following 15 units are courses that are required for the general major and each of the Communication emphases:

C211	Introduction to Mass Communication.....	3
C371	Interpersonal Communication.....	3
C472	Rhetorical Criticism.....	3
	Any print media writing course.....	3
	<i>Either of the following</i>	3
	C382 Persuasion (3)	
	C481 Argumentation & Debate (3)	
	<i>Total units required for core courses</i>	15

General Emphasis in Communication

Communication core courses.....	15
Elective Communication courses	24
<i>Total units required for major</i>	39

Electronic Media Emphasis Courses

Communication Core Courses.....	15
<i>Units from the following totaling</i>	24
C130a	Beginning Production Principles (2)
C130b	Advanced Production Principles (2)
C201	Sound Engineering I (3)
C202	Film History I (3)
C208	Sound Engineering II (3)
C221	Moving Image Criticism (3)
C231	Digital Video Editing I (3)
C232	Digital Video Editing II (3)
C251	The Scene (3)
C301	Semiotics: Theories of Visual Montage (3)
C305	Flash Animation (3)
C306	Web Design (3)
C311	Video Production I (3)
C312	Video Production II (3)
C321	Screenwriting I (3)
C328	Screenwriting II (3)
C329	Film History II (3)
C367	Introduction to 3D Graphics & Animation- Maya (3)
C373	Graphic Design I (3)
C394	Introduction to Computer Visual Effects (VFX) (3)
C401	Directing I (3)
C402	Directing II (3)
C404	Graphic Design II (3)
C408	Portfolio (3)
C418	Art of the Comedy (3)
C422	3D Production (3)
C426	Introduction to Computer Graphics- Photoshop (3)
C428	Motion Graphics (3)
C430	Honors Internship (1-6)
C436	Christianity and Film (3)

C467	Advanced 3D Graphics & Animation-Maya (3)	
C480	Digital Photography (3)	
C499	Directed Studies in Communication (1-3)	
Electronic Media Emphasis Courses		24
<i>Total units required</i>		39

Print Media Emphasis Courses

Communication Core Courses		15
<i>Units from the following totaling</i>		24
C234	Travel Writing (3)	
C254	Journal & Autobiog. Writing (3)	
C264	Women Writers (3)	
C344	Article Writing (3)	
C351	Creative Writing (3)	
C352	Editing (3)	
C362	Writing Essays, Editorials & Columns (3)	
C368	Fund. of Advertising Copywriting (3)	
C430	Honors Internship (1-6)	
C441	Poetry Writing (3)	
C459	Novel Writing (<i>Directed Studies</i>) (3)	
C461	Journalism (3)	
C468	Promotional & Advertising Writing (3)	
C471	Writing for Publication (3)	
C499	Directed Studies in Communication (1-3)	
Print Media Emphasis Courses		24
<i>Total units required</i>		39

Speech Communication Emphasis Courses

Communication Core Courses		15
<i>Units from the following totaling</i>		24
C284	Group Dynamics (3)	
C336	Political Communication (3)	
C381	Beginning Public Relations (3)	
C382	Persuasion (3)	
C383	Family Communication (3)	
C384	Nonverbal Communication (3)	
C388	Communication & Social Movements (3)	
C391	Intercultural Communication (3)	
C392	Advanced Public Relations (3)	
C430	Honors Internship (1-6)	
C478	Classical to Contemp. Rhet. Theory (3)	
C481	Argumentation & Debate (3)	
C484	Organizational Communication (3)	
C488	Rhetoric of Religion (3)	
C498	Communication Theories (3)	
C499	Directed Studies in Communication (1-3)	

Also Acceptable

BUS350	Marketing Fundamentals (3)
MGT310	Management Theory (3)
MGT330	Business Communications (3)
MGT348	Introduction to International Business (3)

MGT351	Human Resource Management (3)
MIS320	IS Applications (3)

Speech Communication Emphasis Courses	24
<i>Total units required</i>	39

Minor in Communication

Available for students who are completing a major in another department at The Master's College. The minor in Communication includes the three required courses listed below, plus three electives chosen from the Communication department course offerings:

C211	Intro. to Mass Communication	3
C371	Interpersonal Communication	3
Any Print Media Writing Course		3
Electives in Communication		9
<i>Total units required for minor</i>		18

Course Offerings in Communication

C100 Spoken Communication (3)

Study and practice of the organization and delivery of prepared material in the conversational style of extemporaneous speaking.

C130a Beginning Production Principles (2)

Introduces students to mediated communication production. Content includes pre-production through the idea phase, writing and coordination; production through videography, photography, and music; and post-production through non-linear editing and DVD authoring.

C130b Advanced Production Principles (2)

Continues to train students in mediated communication production. Content augments Beginning Production Principles with increased levels of directorial responsibility.

C201 Sound Engineering I (3)

Study of sound engineering techniques, using studio location.

C202 Film History I (3)

A study of film from its early conceptual stages to its familiar modern format. Also included will be film's influence on society and the biblical response.

C208 Sound Engineering II (3)

Study of advanced sound engineering techniques, using studio location. *Prerequisite: C201.*

C211 Introduction to Mass Communication (3)

Study of the communicative function of the mass media and the impact of films, radio, television, newspapers, magazines and books on society.

C221 Moving Image Criticism (3)

Learning theories of criticism, viewing films and writing evaluations.

C231 Digital Video Editing I (3)

Editing theory and application of the digital moving image. (Fee: \$50.)

C232 Digital Video Editing II (3)

Editing theory and application of the digital moving image. *Prerequisite: C231.* (Fee: \$50.)

C234 Travel Writing (3)

Techniques for crafting publishable articles on travel writing in a field that is featured both in magazines and in every major U.S. newspaper. (Fee: \$20.)

C251 The Scene (3)

A workshop-style study of the scene as the key cellular element of story telling, including structure, interpretation, break down, directing the actor, blocking and camera coverage. (Fee: \$50.)

C254 Journal & Autobiographical Writing (3)

Exploration of journal keeping and autobiographical writing with surveys of secular and Christian works in the genres. Requires daily journal writing and short self-discovery papers.

C264 Women Writers (3)

A study of Southern women writers and Virginia Woolf with the purpose of exploring the particular contributions and understandings offered by women. (Fee: \$20.)

C284 Group Dynamics (3)

The process of group communication including verbal and nonverbal messages, leadership, rules and roles, cohesiveness, conflict reduction and problem solving.

C301 Semiotics: Theories of Visual Montage (3)

Montage: Theory, history, practice.

C305 Flash Animation (3)

This class introduces students to the concept of 2D animation and interactive functionality for the Web. Adobe™Flash™ is an industry standard and this class will demonstrate the tools, creativity and production techniques of this powerful application.

C306 Web Design (3)

This class introduces students to the production

of websites. The applications covered in class are Adobe™Photoshop™ and Adobe™Dreamweaver™ which are both used in the construction of individual pages, interface design, and multi-page sites. From concept to publishing, this class will demonstrate all of the procedures necessary to make an online presence look professional.

C311 Video Production I (3)

Introduction to the video technical language; creative and aesthetic elements of the production process. Student will gain understanding of lighting, sound, camera operation, composition and design of visual elements. (Fee: \$50.)

C312 Video Production II (3)

A continuation of the subjects of Video Production I. *Prerequisite: C311.* (Fee: \$50.)

C321 Screenwriting I (3)

An introduction to the styles, techniques, content and forms of screenwriting. The writing of several short scripts is required in the course.

C328 Screenwriting II (3)

Individual attention with a screenplay.

C329 Film History II (3)

An advanced study of film from its early conceptual stages to its familiar modern format. Also included will be film's influence on society and the biblical response.

C336 Political Communication (3)

A study of the various media and their impact on politics. Particular emphasis on television, political cartoons, and propaganda.

C344 Article Writing (3)

Various forms of writing feature material for newspapers and magazines. Includes the personal experience article, the personality sketch, the interview, and the research article. Investigates marketing requirements and techniques.

C351 Creative Writing (3)

The short story form, including plot, characterization and dialogue. (Fee: \$20.)

C352 Editing (3)

Learning laws and practices of editing. (Fee: \$20.)

C362 Writing Essays, Editorials & Columns (3)

Training in essay writing. (Fee: \$20.)

C367 Introduction to 3D Graphics & Animation-

Maya (3)

This course introduces students to the world of three-dimensional (3D) computer graphics and animation. The software package that is used in the class is Maya; the most widely used 3D content creation and animation software. Topics include curves and polygons, surfaces, lights, cameras, rendering, effects, and more. (Fee: \$50.)

C368 Fundamentals of Advertising Copywriting (3)

Basic principles of copywriting for print and broadcast media. Surveys newspaper, magazine, billboards, brochures, direct mail, radio and television.

C371 Interpersonal Communication (3)

Analysis of the theory and practice of the process of interpersonal communication including verbal and nonverbal messages, self-disclosure, social power, intimacy, emotions, conflict reduction and various interpersonal relationships.

C373 Graphic Design I (3)

This class introduces the students to the concepts of Desktop Publishing. Topics covered during this course will include color theory, page layout, composition, print requirements and many other production related techniques. The applications used in this class are Adobe™Photoshop™ for image editing, Adobe™Illustrator™ for logo design, and Adobe™InDesign™ for page layout and composition.

C381 Beginning Public Relations (3)

Theories, processes, and techniques involved in planning and implementing programs designed to influence public opinion and behavior. *Requirements: On campus internship of 6-10 hours a week.*

C382 Persuasion (3)

Theories and techniques of social influence. Course content includes motivation, attitude change, ethics, credibility, nonverbal persuasion, logic and argumentation, emotions and cultural influences.

C383 Family Communication (3)

A survey of communication that occurs within the family, with emphasis on rules, change, development, power, stress and decision-making. Attention will be given to how families seek satisfaction through communication.

C384 Nonverbal Communication (3)

Examination of the influence of environmental factors, physical behavior and vocal cues on human communication.

C388 Communication & Social Movements (3)

Social and political movements as rhetorical phenomena. Ideology and influence of recent movements will be analyzed.

C391 Intercultural Communication (3)

Analysis of theories and techniques of the process of communication between persons of different cultures or subcultures.

C392 Advanced Public Relations (3)

Advanced theories, processes and techniques involved in planning and implementing programs designed to influence public opinion and behavior. *Requirements: Off campus internship of 10 hours a week. Prerequisite: C381.*

C394 - Intro to Computer Visual Effects (VFX) (3)

Introduces students to basic concepts for producing visual effects using computers. Topics such as: HDRI, rotoscoping, green screen compositing and explosions are just a few methods demonstrated during the class. These effects apply to film, video, animation, graphics and photography. *Prerequisite: Junior or Senior status.* (Fee: \$50.)

C401 Directing I (3)

Concentration on the principles and aptitudes of planning and picturization of script material, culminating in the production and editing of various projects. (Fee: \$50.)

C402 Directing II (3)

An advanced course in directing and producing from program conceptualization to evaluation. *Prerequisite: C321, C401.* (Fee: \$50.)

C404 Graphic Design II (3)

This class builds upon the previous classroom experience from Graphic Design I and covers new concepts for the production of books, magazines, and newspapers. *Prerequisite: Graphic Design I*

C408 Portfolio (3)

This class is a production class where the students use the culmination of their skills to build a professional portfolio and work on community projects as a team.

C418 Art of the Comedy (3)

An examination of the comedic genre and its evolution from the slapstick of the silent screen to the sophisticated subtlety of forms of the present. Screenings of many classic comedy films in part or in their entirety.

C428 Motion Graphics (3)

Study of the Aftereffects computer software. (Fee: \$50.)

C422 3D Production (3)

Students will be involved in the production of real-world assignments to support The Master's College. This would include advertisements, promotional material, logo development, animated promos, print advertising, and 3D web animations. Students may also work on projects

from a professional client list as they become available. The students will use a variety of software programs which include: 3D animation, modeling, texturing, lighting effects as well as audio, compositing, filming, and editing.

C426 Introduction to Computer Graphics-Photoshop (3)

The course teaches the fundamentals of Computer Graphics using Adobe Photoshop. Students learn to edit photographs, generate digital paintings, color correct images, and design layouts for web development. Used as the primary application in the graphics, web, and film industry, Photoshop has become the program that all up-and-coming digital artists and photographers need to learn. (Fee: \$50.)

C428 Motion Graphics (3)

This class introduces students to the production of animated logos, show titles, home video, creative and technical. We offer the industry standard applications of Adobe™After Effects™ and Apple™Motion™. Students learn to use animated text presets, particles, simple compositing methods and sound effects to build a complete video.

C430a,b Honors Internship (1-6)

Students find placement in communication related departments or firms (film studios, television stations, radio stations, newspapers, advertising companies, public relations firms). 15 hours per week for 3 units. A comprehensive final report completes coursework. *Prerequisite: senior standing and B average or higher in communication courses. Must get permission from an instructor in the department to enroll.*

C436 Christianity and Film (3)

Examine in class 15 films of a wide variety. Each will be analyzed with the purpose of discovering the method by which Christians should examine every film with which they come in contact. Films with a purported religious or even Christian message need to be examined every bit as thoroughly as the most secular of films. Satan seeks to fool the Christian not with lies for they are easy to discern, but instead with partial truths. It is the goal of this course to teach students how to filter everything they see and hear through a biblical grid.

C441 Poetry Writing (3)

An examination of the various poetry rhymes, meters and additional tools of the poet. Various poetry patterns explained and illustrated with the goal of helping students become published. (Fee: \$20.)

C459 Novel Writing (1-3)*

Students learn the techniques of novel writing.

** This class is only available as a Directed Studies course.*

C461 Journalism (3)

Techniques of obtaining, evaluating and reporting the news, with special reference to press ethics and press laws. (Fee: \$20.)

C467 Advanced 3D Graphics & Animation- Maya (3)

This course continues the study of 3D graphics and animation begun in C367. *Prerequisite: C367.* (Fee: \$50.)

C468 Promotional & Advertising Writing (3)

An examination of all forms of promotional writing, looking at various components that give it excellence.

C471 Writing for Publication (3)

This course covers all facets of publication, from the conception of a book project to shaping its purpose and scope, and determining its audience. The course requirements involve a daily "To Do" list with tips and assignments which will help the student stay focused and on track toward writing at least 40 pages of a book, as well as a fully developed proposal which will be ready to submit to the publisher(s) of the student's choice. The course includes such a practical topics as reaching acquisition editors, understanding the role of an agent, understanding contracts, working with an editor, and marketing your. It also explores alternative methods of publication, such as print in demand. This class is an upper division course, and students must have demonstrated ability to write.

C472 Rhetorical Criticism (3)

Theories and methods of evaluating persuasive communication including public address, contemporary drama and other categories of written discourse.

C478 Classical to Contemporary Rhetoric Theory (3)

A survey of major theories of rhetoric from the 5th century B.C. to the present.

C480 Digital Photography (3)

From handheld to professional SLR cameras, students will learn the basics of equipment and advanced methods to make your photographs look more professional. This class will cover how to connect, download, and upload your digital images to CDs, the web, or for print. Everything from file management to composition, this class covers a wide range of techniques to make you a better, more effective photographer. (Fee: \$50.)

C481 Argumentation & Debate (3)

Theories of argumentation including the analysis of propositions, issues, evidence and reasoning. Training and experience in debate forms.

C484 Organizational Communication (3)

Communicative behavior in organizations. Attention will be given to change, conflict reduction, decision-making, leadership and networks as communication variables.

C488 Rhetoric of Religion (3)

Religious advocacy and persuasion. Topics include the strategic use of language and symbolism in religious discourse, forms of religious persuasion, conversion argument and the psychology of the audience and discussions of the problem of evil.

C498 Communication Theories (3)

A survey of the basic theories associated with human communication. Provides students with a practical understanding of how the major variables of communication systems interact and how information is processed by individuals.

C499 Directed Studies in Communication (1-3)

Individual research and readings in an area of communication determined in consultation with the instructor.