

## COMMUNICATION AND THEATRE ARTS (June 2020)

Mr. Michael Taylor, Chair; Dr. Beach, Dr. Duncan, Ms. Ellison, Dr. Farmer, Mr. Gilpin, Mr. Glover, Mr. Henshaw, Dr. Jones, Mr. Listopad, Ms. Maddox, Mr. Price, Mr. Stoddard

The Department of Communication and Theatre Arts is composed of three related areas of study: communication (COM), theatre and dance (THA), and Innovative Media (IMD). The goal of the department is to promote the study and use of communication in all its varying forms as an essential ingredient in determining the quality of life. Additional goals are to prepare students for graduate study and to encourage students to explore the wide range of professional opportunities available to communication and theatre arts majors.

Human communication is not a single discipline, but a complex, dynamic field. The department offers coursework and cocurricular activities designed to promote the understanding, practice, and enhancement of human communication. The setting may be in a variety of situations: the classroom, the theatre, the dance floor, the broadcast studio, the newsroom, the boardroom, competitive debate, speech events, and in virtual and cyberspaces.

The department offers coursework leading to the following degrees: the Bachelor of Arts in Communication; the the Bachelor of Arts in Theatre Arts; and the Bachelor of Arts in Innovative Media. Within the Bachelor of Arts in Communication, the department offers five specialization tracks: Business and Organizational Communication, Professional Advocacy, Communication Studies, Journalism, and Digital Media Production.

Minors are offered in Dance, Writing for Media, Communication, Mass Media, Theatre, and Innovative Media.

### Co-curricular Activities

Practical experience is an integral part of the communication curriculum. The Henderson Forensics Team competes in both debate and individual events in Arkansas and surrounding states. The Henderson Theatre Program presents a number of theatrical productions each year, serving both the campus and the community. The Henderson Dance Company presents performances for the campus and the community, including the Spring Dance Concert. The Henderson FM radio station, KSWH, provides a service to the community and broadcast practicum experience for students. HTV Cable 9 provides students with hands-on experience in television and video art production and performance, and also offers local programming for the Arkadelphia community. Digital media students also produce video for cable access and other outlets. The campus newspaper, the *Oracle*, and the university yearbook, the *Star*, provide applied journalism experience.

Coursework in Communication and Theatre Arts is taught on a rotational basis. A few courses are taught every semester; more are offered only once a year; and some are offered in alternate years. This requires students and advisors to plan schedules carefully.

A maximum of six (6) hours of practicum credit (derived from any combination of practica) may be applied toward a degree.

### Degree Requirements for the Bachelor of Communication

The ability to communicate effectively improves the quality of professional and personal life. Communication majors engage in collaborative activities to develop those skills and perspectives most valued by modern employers: critical and creative thinking, social intelligence, media literacy, effective communication, ethical behavior and civic engagement. Communication majors not only learn how to craft compelling written, spoken, and visual messages, but also they become less susceptible to manipulation as they critically evaluate the persuasive messages encountered every day in the workplace, in relationships, and in the media.

Communication Core (Required for all Communication tracks)			Hours
COM	1013	Media Culture	3
COM	1613	Intro to Communication Studies	3
COM	3373	Communication Research Methods <i>OR</i>	

COM	4313	Media Criticism	3
COM	4161	Capstone I (specific to major)	1
COM	4522	Capstone II (specific to majors)	2
		Practicum/Internship	<u>3</u>
		(at least 2 hours in specialization area)	
		Total Communication and Media Core hours	15

The following are the *additional* requirements for the specific tracks within Communication. All Communication tracks require 30 hours of coursework.

### **Business and Organizational Communication Track**

COM	3813	Business and Professional Communication
COM	3533	Interpersonal Communication
COM	3413	Gender Communication
COM	2513	Leadership and Group Communication
COM	3273	Organizational Communication
COM	3633	Intercultural Communication

#### **Choose 12 hours from:**

COM	3643	Conflict & Crisis Communication
COM	2503	Nonverbal Communication
COM	2603	Voice and Diction.
COM	3033	Digital Media Strategy
COM	3213	Intro to Streaming/Digital Content
COM	4003	Productive Discourse
COM	4193	Public Relations Strategies and Tactics
COM	4333	Internship
PSY	3043	Cross-Cultural Psychology (PSY)
PSY	4693	Love & Sexual Behavior (PSY)
PSY	2373	Human Diversity (PSY)
SOC	3253	Group Dynamics (SOC)
THA	3503	Acting for the Camera

Other interdisciplinary electives approved by academic adviser

### **Professional Advocacy Track**

COM	2153	Argumentation and Debate
COM	4093	Persuasion
COM	4193	Public Relations Strategies and Tactics <i>or</i> COM 3623 Political Communication
COM	4133	Rhetorical Theory
COM	2513	Leadership and Group Communication

#### **Choose 15 hours from:**

COM	3643	Conflict & Crisis Communication
COM	4173	Nonfiction Comics
COM	3283	Documentary Filmmaking
COM	4003	Productive Discourse
COM	2603	Voice and Diction
COM	4043	Media Law and Ethics

COM	3033	Digital Media Strategy
COM	3213	Intro to Streaming/Digital Content
COM	4193	Public Relations Strategies and Tactics
COM	3103	Enterprise Reporting
COM	1343	Media Writing
COM	2553	Production Methods I
COM	4503	Postproduction
COM	4333	Internship
COM	4123	Advertising Principles and Practices
ENG	2133	Rhetoric and Argument
PHI	2133	Logic I
PSC	4133	Political Behavior
PSY	3303	Motivation
PSY	4723	Psychology of Religion
PSY	3233	Critical and Analytical Thinking
THA	3503	Acting for the Camera

Other interdisciplinary electives approved by academic adviser

**Communication Studies Track**

COM	2153	Argumentation and Debate
COM	4133	Rhetorical Theory
COM	4313	Media Criticism
COM	4093	Persuasion
COM	3533	Interpersonal Communication
COM	3633	Intercultural Communication or COM 2503 Nonverbal Communication
COM	3413	Gender Communication
COM	3623	Political Communication
COM	4003	Productive Discourse or COM 2513 Leadership and Group Communication
COM	3273	Organizational Communication or COM 3813 Business and Professional Com.

**Journalism Track**

COM	1343	Media Writing
IMD	1143	Technical Skills for Media
COM	2553	Production Methods I
COM	4043	Media Law and Ethics
COM	4333	Internship

**Choose 15 hours from:**

ART	1793	Digital Skills
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ART	2613	Digital Image
COM	2173	Broadcast Journalism
COM	3103	Enterprise Reporting
COM	2143	Photography I
COM	3153	Photography II
COM	3283	Documentary Filmmaking
COM	3213	Intro to Streaming/Digital Content
COM	3653	Alternative Videography
COM	3083	Publication Editing and Design
COM	3203	Sports Reporting
COM	3363	Sports Broadcasting
COM	3563	Production Methods II
COM	4173	Nonfiction Comics
COM	4303	Digital Journalism
COM	4063	Magazine and Feature Writing
COM	4293	Creative Nonfiction

Other interdisciplinary electives approved by academic adviser

### **Digital Media Production Track**

IMD	1143	Tech Skills for Media
COM	2553	Production Methods I
COM	4503	Postproduction
COM	3653	Alternative Videography
COM	4333	Internship

### **Choose 15 hours from:**

COM	1343	Media Writing
COM	4193	Public Relations Strategies and Tactics
ART	1793	Digital Skills
ART	2613	Digital Image

COM	2173	Broadcast Journalism
COM	2143	Photography I
COM	3153	Photography II
COM	2603	Voice and Diction
COM	3283	Documentary Filmmaking
COM	3213	Intro to Streaming/Digital Content
COM	3203	Sports Reporting
COM	3363	Sports Broadcasting
COM	4303	Digital Journalism
COM	4043	Media Law and Ethics
COM	4493	Preproduction
THA	3503	Acting for the Camera

Other interdisciplinary electives approved by academic adviser

NOTE: Communication majors who select a minor within the department may minor only in an area other than their chosen major track and may be assigned alternative core courses by the minor adviser.

**Degree Requirements for the Bachelor of Arts in Theatre Arts**

			<b>Hours</b>
THA	1303	Acting I	3
THA	2012	Theatre Dance I	2
THA	2103	Play Analysis	3
THA	2273	Costuming for Stage/TV/Film	3
THA	2293	Stage and Studio Make-up	3
THA	2573	Principles of Stagecraft	3

THA	4073	Stage Design	3
THA	4161	Capstone I	1
THA	4173	Theatre Dramaturgy	3
THA	4183	Directing	3
THA	4443	Theatre History I	3
THA	4463	Theatre History II	3
THA	4522	Capstone II	2
THA	1241		
		or 3241 Theatre Practicum	6
		Theatre Elective hours	
		(As directed by departmental advisor)	<u>9</u>
		Total hours	50

**\*Important:** Students who major in Theatre Arts *must* take THA 2033 (Humanities: Theatre Arts) as their Fine Arts Humanities course.

### Bachelor of Arts Degree in Innovative Media

### Hours

#### Foundation courses

**(19 Hours)**

IMD	1143	Technical Skills for Media or	3
ART	1793	Digital Skills	3
IMD	2103	Innovative Media Project	3
COM	1343	Media Writing (Co-requisite)	3

Media Writing has a co-requisite: COM 1221 Newspaper Practicum. With the permission of your advisor you may substitute this with IM Practicum

COM	1221	News Paper Practicum or	1
IMD	2061	Innovative Media Practicum (w/permission)	1
IMD	3113	Intermediate Innovative Media Project	3
COM	2553	Production Methods I	3
COM	4043	Media Law and Ethics	3

#### IM Electives

**(Select 20 Hours)**

ART	2613	Digital Image	3
EDU	2023	Game-Based Learning	3
COM	3033	Digital Media Strategy	3

ART	3463	The Digital Page	3
ART	3803	Interactive Design	3
COM	3083	Publication Editing and Design	3
COM	4303	Digital Journalism	3
ART	4823	Motion Graphics	3
IMD	4033	Digital Publishing	3
ART	4583	Advanced Studio Media and Design	3
IMD	4123	Innovative Media Project Leadership 1	3
IMD	4133	Innovative Media Project Leadership 2	3
IMD	4043	Independent Study in Innovative Media	3
IMD	4053	Special Topics in Innovative Media	3
IMD	4061/2	Innovative Media Practicum (Advanced)	1 or 2

Can be repeated

IM students are encouraged to develop interdisciplinary courses of study. They may (with the support of their faculty adviser and the permission of the instructor for a course) elect to take a 3000 or 4000 level course offered outside the major if related to the course of study. These courses are recommended:

MKT	3013	Fundamentals of Marketing (with permission)	3
MKT	4131-3	Special Studies in Marketing	3
COM	3213	Intro to Streaming/Digital Content	3
COM	3563	Production Methods II	3
COM	4493	Preproduction (WI)	3
COM	4503	Postproduction	3
COM	4123	Advertising Principles and Practices 3	
COM	4293	Creative Nonfiction	3
		(LAC upper-level writing course or WI)	
COM	4063	Magazine and Feature Writing	3
		(LAC upper-level writing course or WI)	
COM	4173	Nonfiction Comics	3
COM	4003	Special Topics in Communication	3
GBU	4213	Intro to Entrepreneurship (45cr. hrs+)	3
GBU	4223	Applied Entrepreneurship (45cr. hrs+)	3
AVN	3143	Fund. of Small Unmanned Aerial Sys.	3

Co-requisite:

AVN	3151	Small Unmanned Aerial Systems Lab	1
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**Required Senior Courses (3 Hours)**

IMD	4073	Innovative Media Internship	<u>3</u>
			41

Innovative Media majors also have two reviews, one at the Junior level (with 21 IM specific credit hours) and one after they have fulfilled the Innovative Media Internship requirement in their senior year.

**Minor Requirements**

The Communication and Theatre Arts Department offers minors in six areas of study. In addition to minors in Communication, Mass Media and Theatre Arts, students may minor in Dance, Writing for Media, or Innovative Media. Requirements for each of the minors are below:

**1. Communication Minor Hours**

COM	3533	Interpersonal Communication	3
COM	3813	Business and Professional Speaking	3
		6 hours of approved electives	<u>6</u>
		Total	12

**2. Mass Media Hours**

COM	1013	Media Culture	3
COM	1343	Media Writing	3
COM	2173	Broadcast Journalism	3
COM		Elective	3
COM		Practicum	<u>3</u>
		Total	15

**3. Theatre Arts Minor Hours**

THA	1303	Acting 1	3
THA	2103	Play Analysis	3
THA	2573	Principles of Stagecraft	3
THA	4183	Directing <u>OR</u>	
THA	4073	Stage Design	3
THA	1241	or 3241 Theatre Practicum	<u>2</u>
		Total hours	14

Students who plan to minor in Theatre Arts must have THA 2033 Humanities: Theatre Arts as their Fine Arts Humanities course.

**4. Dance Minor Hours**

THA	2002	Ballet I	2
THA	3232	Choreography	2
THA	1262	Dance Performance	2
THA	3252	Dance History	2
		Dance Elective hours	
		(As directed by departmental advisor)	<u>6</u>
		Total	14



**5. Writing for Media Minor Hours**

COM	1013	Media Culture	3
COM	4293	Creative Nonfiction <u>OR</u>	
COM	4063	Magazine and Feature Writing	3
COM		Practicum	2

(Minimum of two semesters in practicum credits for positions with *Oracle*, *Star*, *HTV*, or *KSWH*). Practicum credits with *Star*, *HTV* and *KSWH* must be in *writing* positions and receive prior approval from Writing for Media advisor).

Electives	Minimum of 9 credits of approved electives		<u>9</u>
	Total		17

**Approved Electives for Writing for Media Minor:**

COM	3103	Enterprise Reporting
COM	3203	Sports Reporting
COM	4493	Preproduction
COM	4063	Magazine and Feature Writing
COM	4293	Creative Nonfiction
COM	4303	Digital Journalism

Independent Study, Special Topics or related courses in Communication, Theatre or other programs may count toward the Writing for Media Minor only with *prior* approval of Writing for Media advisor for projects specifically focused on writing for the media. Maximum of three credits.

**6. Innovative Media Minor (18 hours): Hours**

Students will learn to work effectively in teams, explore technology-based projects such as virtual and augmented reality experiences, UI/UX design, app development to solve real-world challenges, by creating new media content and products.

Up to 6 credit hours can be shared with your major such as Digital Art and Design courses from Art.

**Required 9**

IMD	1143	Technical Skills for Media	3
		or	
ART	1793	Digital Skills for Artists	3
COM	2553	Production Methods I	3
IMD	2053	Innovative Media Project	3

**Electives (select 9 hours from the following courses) 9**

COM	1343	Media Writing (co-requisite: COM 1221 or 42221, News Practicum)
ART	2613	Digital Image
COM	3033	Digital Media Strategy
ART	3463	Digital Page
ART	3803	Interactive Design
ART	4823	Motion Graphics
COM	3083	Publication Editing and Design
COM	4303	Digital Journalism
ART	4583	Advanced Studio Media and Design
IMD	4033	Digital Publishing

With the approval of the Director of the BA in Innovative Media (IMD) and the course instructor, students can use the following courses as minor electives.

MKT	4131-3	Special Studies in Marketing	
COM	4293	Creative Nonfiction	
COM	4173	Nonfiction Comics	
COM	3263	Video Art	
COM	4503	Postproduction	
COM	4003	Special Topics in Communication	
IMD	4043	Independent Study in Innovative Media	
IMD	4053	Special Topics in Innovative Media	
IMD	4073	Internship in Innovative Media	
AVN	3143	Fund. of Small Unmanned Aerial Sys.	3
		Co-requisite:	
AVN	3151	Small Unmanned Aerial Systems Lab	1

#### 7. Comics Studies Minor (15 hours):

If you are a comics reader, this minor will give you greater appreciation of the complexity and diversity of the comics medium. If you are an aspiring comics creator, you can use this minor to better understand and practice your craft. If you are a visual communicator (videographer, web designer, storyboard artist, etc.), you can learn techniques applicable to your particular art form.

##### Required (six hours)

COM	2023	Introduction to Comics Studies
COM/PSY	4073	Comics Studies Project
or, ART	4583	Advanced Studio – Media & Design

##### Electives (nine hours)

ART	4583	Advanced Studio Media and Design
COM	3173	Graphic Novel Seminar
COM	4173	Nonfiction Comics
COM	4003	Special Topics [When a comics topic is taught]
ENG	4963	Special Topics [When a comics topic is taught]
PSY	4003	Special Topics [When a comics topic is taught]

With the approval of the CSM Director and course instructor the following courses can count for the minor if the majority of assignments are focused on the creation or study of comics:

ART	1793	Digital Skills
ART	3613	The Digital Image
ENG	2503	Creative Writing
ENG	4983	Advanced Creative Writing
COM	4293	Creative Nonfiction

## **Courses in Communication and Theatre Arts**

### **Communication**

**COM 1001-3. Yearbook Practicum.** Supervised work for one semester on the campus yearbook, the Star. The student must have taken or be in the process of taking COM 1343, unless waived by the instructor. The course may be repeated. A maximum of six hours may be applied toward a degree. Enrollment for more than one hour credit requires the consent of the instructor.

**COM 1013. Media Culture.** Analysis of mass media as a social and cultural force that shapes personal values and actions. Introduces the history, economics, politics, cultural diversity, laws, ethics, and technology of the media industries and theory and research in mass media studies.

**COM 1023. Oral Interpretation.** Theory and practice of oral interpretation of prose, poetry, and dramatic literature. Literacy criticism and analysis provide a basis for critiquing. The course culminates in a program of oral interpretation performance.

**COM 1111-2. Debate Practicum.** Students enrolled will compete in individual events and various forms of debate on the Henderson Forensics Team. May be repeated. A maximum of six semester hours may be applied toward a degree. Enrollment for more than one hour credit requires the consent of the instructor.

**COM 1221-3. Newspaper Practicum.** Supervised work for one semester on the campus newspaper, the Oracle. The student must have taken or be in the process of taking COM 1343, unless waived by the instructor. The course may be repeated. A maximum of six practicum hours may be applied toward a degree. Enrollment for more than one hour credit requires consent of instructor.

**COM 1343. Media Writing.** Students will learn basic reporting and writing skills for a variety of digital, print, and broadcast media. Students will gain intensive laboratory practice through gathering information, conducting interviews, and writing stories for a variety of campus media outlets. Co-requisite: COM1221 or other practicum approved by instructor.

**COM 1351. Introductory Radio Practicum.** All broadcast students without in-station KSWH experience are required to take this introductory course. Each student enrolled will attend practicum classes, train with staff personnel, and shadow on-air announcers in preparation for their own air shift. A maximum of six practicum hours may be applied toward a degree.

**COM 1351. Television Practicum.** Application of television techniques and procedures for live and taped production on Cable Channel 9 and YouTube. May be repeated. A maximum of six practicum hours may be applied toward a degree. Prerequisite: Production Methods I and permission of instructor.

**COM 1613. Introduction to Communication Studies.** This course provides exposure to a wide selection of communication theories. For students focused on Communication Studies as a discipline, the course examines theoretical groundings that will continue through the remainder of degree requirements. For non-majors, it gives a glimpse into theories commonly used within communication, mass media, and public discourse.

**COM 2013. Oral Communication.** A course designed to guide the student in examining and understanding the communication process. Experience is provided in improvements of interpersonal communication, group discussion, and public communication.

**COM 2023. Comics and Graphic Novels.** This course is designed to help the student appreciate the diversity and the potential of the comic book/graphic novel medium; understand com books/graphic novels as a unique medium of communication; discover the governing principles of comic books/graphic novels as an art form; apply knowledge of the medium to the creation of comics; analyze the role of comic books/graphic novels in American culture; evaluate works of the comic book/graphic novel art form.

**COM 2073. Broadcast Journalism.** News gathering and reporting for television and radio: Techniques of interviewing, researching, editing, and delivery; writing for the broadcast media.

**COM 2143. Photography I.** (See ART 2383.)

**COM 2153. Argumentation and Debate.** Explores the process of forming reasons, drawing conclusions, and formally applying them to a case in discussion. Students will apply critical thinking skills to write debate cases and present them in persuasive speaking, Lincoln-Douglas, and cross examination team formats. Students will develop skill in the use of logic, reasoning, evidence, rebuttal, cross examination, and the creation of written and oral discourse that uses coherent statements leading from premise to conclusion.

**COM 2163. Radio and Audio Production.** Introduction to principles and practice in radio production. Includes in-studio and on-site broadcasts. Prerequisite: Consent of the instructor.

**COM 2423. Humanities: Film**

The origin and development of film from the late 19<sup>th</sup> century to present. Emphasis on film as a distinctive art form.

**COM 2503. Nonverbal Communication.** An examination of the nature and function of how nonverbal message systems merge and contribute to human communication. A study of the full range of kinesics, proxemics, chronemics, and paralanguage as they relate to verbal messages.

**COM 2513. Leadership and Group Communication.** Integration of theory and practice of teamwork, group problem solving and decision-making, active listening and group leadership.

**COM 2553. Production Methods I.** A survey of the various aspects of TV production: Techniques of directing, floor managing, performing; hands-on experience with studio and field equipment; writing proposals, video scripts, storyboards.

**COM 2603. Voice and Diction.** A study of the processes of vocal production and recognition of the controllable elements in speech. Drill work for improvement of pronunciation and articulation control.

**COM 3033. Digital Media Strategy.** This course is designed to help students understand how persuasive communication is evolving in the digital age, and to develop the social media skills they will need to be effective influencers in the 21st Century.

**COM 3043. Directing Speech Communication Activities.** A comprehensive course covering activities of the high school classroom, debate, oral interpretation, readers theatre, radio, TV, and film. Lesson plans will be developed and shared for the purpose of actual utility in the classroom. Coaching speech and theatre events for competition will be addressed.

**COM 3083. Publication Editing and Design.** Planning, collecting, editing and publishing news stories, video, audio, photographs and graphics across multiple platforms. Principles of editing, layout, typography, headline writing, graphic creation, and applicable press law and policy will be emphasized. Prerequisite: COM 1343, Media Writing

**COM 3103. (WI) Enterprise Reporting.** Advanced research and writing in areas of public need and concern. Deals with investigative reporting techniques including topic ideation, long-form journalistic writing, data journalism, advanced interviewing and qualitative methods, and documents research. Prerequisites: Media Culture and Media Writing.

**COM 3111-2. Debate Practicum.** (See COM 1111-2.)

**COM 3153. Photography II.** (See ART 3443.)

**COM 3181-3. Television Practicum.** Advanced application of television techniques and procedures for live and taped production on Cable Channel 9 and YouTube. May be repeated. A maximum of six practicum hours may be applied toward a degree. Prerequisite: Production Methods I and permission of instructor.

**COM 3203. (WI) Sports Reporting.** Critical analysis and evaluation of newspaper, magazine and electronic sports reporting. Extensive study and practice in the writing of sports for both print and electronic media. Special emphasis on ethics as related to sports coverage.

**COM 3213. Introduction to Streaming and Digital Content.** This class provides students with the basic tools to research, plan, and build streaming or digital content channels and websites. Using skills from business communication, innovated media, marketing, and many others, this course examines the fields that comprise the industry of modern video streaming.

**COM 3233. Language Development.** Study of the normal acquisition of speech and language across the lifespan.

**COM 3243. Readers Theatre.** Theory and practice of the principles and techniques of oral interpretation and staging of literature. Emphasis on analysis and criticism of literature and program building.

**COM 3273. Organizational Communication.** Traditional and modern concepts of communication behavior in organizations. Process of communication and interaction in today's organizational climates. Small group decision-making, directions in leadership, human resources development, and motivation. Implementing organizational communication change.

**COM 3283. Documentary Filmmaking.** Students will research documentary films, including production techniques and theoretical perspectives, and write, direct and edit a documentary film for possible showcase at festivals and online.

**COM 3351-3. Broadcast Radio Practicum.** Students will be instructed in the practical application of broadcasting techniques in remote handling of special events and preparation of copy, and will assist in broadcasting programs on KSWH or in video productions. May be repeated. A maximum of six practicum hours may be applied toward a degree. Enrollment for more than one hour credit requires the consent of the instructor.

**COM 3363. Sports Broadcasting.** Instruction and practice in producing sports programming both in radio and television. Actual production of Henderson sports events.

**COM 3373. (WI) Communication Research Methods.** An introduction to qualitative and quantitative research, including historical, descriptive, and experimental methods. Media research as the basis for specific strategies and tactics.

**COM 3413. Gender Communication.** A study of the variable of gender as it influences communicative patterns and behaviors. Primarily focused on cultural, societal and familial influences on our understanding and interpretations of gender norms. An emphasis will be placed upon developing inclusive and supportive communication patterns for gendered discourse.

**COM 3443. Broadcast Announcing.** Historical overview of the communicator in modern media. Emphasis on improvement of speaking voice, copy reading, and commercial announcing. Consideration of television and radio specialties such as news, sports, weather, and narration. Preparation of broadcasters for on-air and online opportunities.

**COM 3533. Interpersonal Communication.** Includes assertiveness and shyness, transactional analysis, body communication, listening, and conflict resolution.

**COM 3563. Production Methods II.** Advanced studio and field work, with a concentration on the roles of producer and director. Prerequisite: Production Methods I and permission of instructor.

**COM 3623. Political Communication**

This course will teach students the practical applications of argumentation and persuasion in the political forum. It will analyze local, state, and national elections with emphasis depending upon the election cycle with it is being offered. It will inspire students toward civic engagement and facilitate critical thinking skills that will allow them to decode and interpret complicated multimodal political messages within campaigns. Prerequisite: COM 2153 Argumentation and Debate

**COM 3633. Intercultural Communication.** Students will study different communication styles of various cultures and learn how these styles influence interpersonal, business, and social interactions. The impact of beliefs, values, and attitudes upon communication within various cultures will also be studied.

**COM 3643. Conflict and Crisis Communication.** This class will study human crisis and conflict, identifying methods and devices that communicate crisis and conflict. Students will examine various negotiating principles as a means to resolve crisis and conflict situations both personally and professionally.

**COM 3653. Alternative Videography.** This course covers concepts, tools, and methods for producing video projects using alternative forms of videography. The class will explore tools such as drones, smartphones, 360 video cameras, and action cameras. Student projects exploring the unique qualities of these methods may be entered in film contests and submitted to festivals specializing in alternative video formats.

**COM 3813. Business and Professional Communication.** A communication course to prepare individuals in business, industry and the professions for the diverse and rapidly changing workplace of the 21<sup>st</sup> Century. Teams will plan and execute communication tasks utilizing desktop publishing, Web publishing and multimedia presentations. Students will work individually on honing job seeking and securing skills – career research, resume writing and interviewing.

**COM 4003. Special Topics in Communication.** Issues in contemporary communication will be studied as appropriate in a given semester. Freedom of speech, courtroom communication, mass media influences in communication, presidential elections, and other campaigns are examples of topics that might be addressed. May be repeated.

**COM 4043, 5043. Media Law and Ethics.** In-depth study of journalism history, law, ethics and literature and the interrelation of each with society. Special emphasis on published writing and images; the evolution of the rights, privileges and restrictions of the media; and self-imposed and public restrictions on news coverage; and the ethics of journalism.

**COM 4053, 5053. Directing Publications.** A comprehensive course covering both newspaper and yearbook editing and production. The newspaper section is aimed primarily at future sponsors of school newspapers; the yearbook section is designed for both future editors and future sponsors of school yearbooks.

**COM 4063. (WI) Magazine and Feature Writing.** A writing-intensive study of the full range of magazine journalism, as well as the application of magazine principles in contemporary newspapers and digital publications. Focus will be on analyzing, targeting and writing for select professional markets, and on defining current trends in popular nonfiction writing.

**COM 4073, 5073. Comics Studies Project.** In this course students will apply the journalistic, documentarian, analytical, and cartoonist skills developed in the Comics Studies Minor to create nonfiction comics worth of publication (in print and digital form) or scholarly presentation.

**COM 4093, 5093. Persuasion.** Theoretical bases of persuasion and argumentation. Particular emphasis on principles of logical reasoning and evidence use. Students will gain experience as producers and critical consumers of persuasive messages.

**COM 4101-3. Independent Research.**

**COM 4011-3. Yearbook Practicum.** Supervised work for one semester on the campus yearbook, the Star. The student must have taken or be in the process of taking COM 1343, unless waived by the instructor. The course may be repeated. A maximum of six practicum hours may be applied toward a degree. Enrollment for more than one-hour credit requires consent of instructor.

**COM 4123. Advertising Principles and Practices.** An overview of the broad field of advertising. Topics include history, law, ethics, social dynamics, economic implications, as well as advertising campaign process. The advertising process is examined from the perspectives of art, business, and science.

**COM 4133, 5133. Rhetorical Theory.** Investigation of the major theories of rhetoric and the evolution of rhetorical thought. Emphasis on the role of rhetoric in shaping human experience and creating individual reality.

**COM 4141-3. Independent Study.** Open to advanced undergraduates. Students must have chair's approval to register. May be repeated.

**COM 4161. (WI) Capstone I.** Preparation of a prospectus for an original research project to be conducted under the direction of student's departmental advisor. The project can include creative, non-traditional components, but must consist primarily of a written component.

**COM 4173, 5173. Nonfiction Comics.** This course is designed to help the student to combine the skills of a journalist and a memoirist or historian with those of a cartoonist to create nonfiction comics worthy of publication in both print and digital form.

**COM 4193. Public Relations Strategies and Tactics.** This course focuses on the challenges, opportunities, strategies, solutions, and outcomes organizations experience in managing their reputations. It builds on students' existing knowledge of public relations, tools and techniques used by public relations professionals. It presents public relations as a strategic management function to build and sustain positive relationships with key publics through genuine engagement.

**COM 4221-3. Newspaper Practicum.** Supervised work for one semester on the campus newspaper, the Oracle. The student must have taken COM 1343, unless waived by the instructor. The course may be repeated. A maximum of six practicum hours may be applied toward a degree. Enrollment for more than one hour credit requires consent of instructor.

**COM 4253. 4253. Broadcast Management.** Instruction in all aspects of running the broadcast station: assembling a good media team; programming effective formats; demographically identifying and reaching audiences; meeting industry codes, policies, and regulations; budgeting in various size shops and markets; demonstrating leadership in broadcast management and ownership. Extensive use of broadcast professionals to share current management techniques.

**COM 4293, 5293. (WI) Creative Nonfiction.** This reading and writing course examines the history and art of contemporary nonfiction prose, including autobiography, journalism, travel, science and natural history writing. In a workshop setting, students will write and extensively rewrite a work of creative nonfiction with the goal of professional publication.

**COM 4303, 5303. Digital Journalism.** A course designed to introduce students to reporting and creating content for current markets, including blogs, podcasts, videos, interactive journalism, and long-form multimedia features.

**COM 4313, 5313. (WI) Media Criticism.** Students will learn and apply methods for analyzing the substance and evaluating the impact of a variety of communication acts.

**COM 4331-6. Internship in Communication.** Prearranged and supervised work in public relations, journalism, television and radio production, communication consulting and training, persuasion campaigns, etc. May be repeated. Requires permission of instructor.

**COM 4403, 5403. Seminar in Communication.** Shared papers on topics relative to specific student interests; semantics, linguistics, cultural barriers to communication, etc. May be repeated.

**COM 4493, 5493. (WI) Preproduction.** Emphasis on the ability to plan a video or film shoot using industry techniques such as intellectual property creation and acquisition, copyrights, location scouting, budgeting, equipment acquisition, contracts, and scriptwriting for various formats (ex: television, film, and the web).

**COM 4503, 5503. Postproduction.** Emphasis on the necessary steps for video and film editing. Students will complete all steps necessary for editing video in a non-linear environment. This class will utilize editing software for assigned and original video projects. Students will learn the historical and current editing techniques for story construction and distribution.

**COM 4522. (WI) Capstone II.** Research project under the direction of student's departmental adviser. Students will present a paper before faculty and other majors. Prerequisite: COM 4161.

**COM 4713, 5713. Graphic Novel Seminar.** This course is designed to help the student understand how the comics art form is used to support ideological perspectives, develop particular themes, enact different genres, or how it has been uniquely utilized by notable creators. Topics may include, but are not limited to, the immigrant experience, the memoir, the works of Dan Clowes, and the American Monomyth. Because the course content will vary, students may take the course twice for six hours of credit.

**COM 4922. Special Methods: Communication.** Special methods in the teaching of communication and theatre.

**Innovative Media Course from ART (descriptions under Art courses) ART 1793. Digital Skills for Artists ART 3613. The Digital Image ART 3463. The Digital Page ART 3803. Interactive Design ART 4583. Advanced Studio Media and Design ART 4823. Motion Graphics**

**Course from Marketing (descriptions under Marketing MKT courses) MKT 4131-3. Special Studies in Marketing**

**IMD 1143. Technical Skills for Media**

Media, new media and digital communication technology are the basis for many of the courses and project within the Innovative Media program. These encompass a vast amount of technical and creative knowledge. To participate in learning advance ideas and methods, students must first have a base understanding of formats, concepts and terminology for media creation in our technologically driven world. This course is designed to give students baseline knowledge of the latest trends in media creation, as well as offer a sound foundation for working in digital publication, and media design. The course additionally gives students who might focus on media involving sound and imagery media baseline knowledge of formats, terminology, and concept related to these media. These may include video production, sound design, film production, web graphic design, game design, virtual and computer 3D graphics, mixed and augmented reality graphic formats, and baseline knowledge of formats, concepts and practices for these media. This course is project driven. Each project is designed to teach students to work in these areas by creating related work.

**IMD 2103. Innovative Media Project**

Open to all students regardless of major, but IM majors and minors must participate in several IM project courses. This entry level course engages students in team-oriented, project-driven learning experiences. Based on current trends in media, popular culture and technology, interdisciplinary entrepreneurial teams tackle the goal of creating marketable products. Recent projects have included a social app for the School of Business, drone-shot recruitment commercials, a game-like virtual reality quiz on barrier reef health and sea sponge anatomy, and the development of an online magazine.

**IMD 2061. Innovative Media Practicum**

Supervised work for one semester. This course may be repeated. A maximum of three hours may be applied toward a degree. Enrollment for more than one hour credit per semester requires the consent of your faculty advisor. The course focuses on practical work in new media design and production, and entrepreneurial development.

**IMD 3113. Intermediate Innovative Media Project**

Open to all students regardless of major, but IM majors and minors must participate in several IM project courses. This mid-level course is for students with at least one previous IM project. Based on current trends in media, popular culture and technology, interdisciplinary entrepreneurial teams tackle the goal of creating marketable products. Recent projects have included a social app for the School of Business, drone-shot recruitment commercials, a game-like virtual reality quiz on barrier reef health and sea sponge anatomy, and the development of an online magazine.

**IMD 3653. Alternative Videography.** See description for **COM 3653.**

**IMD 4123. Innovative Media Project Leadership**

Open to all students regardless of major. IM majors and minors must participate in several IM project courses. This advanced-level course is for students with at least two previous IM project courses. As with lower-level IM Project courses, interdisciplinary entrepreneurial teams tackle the task of creating marketable products. This advanced-level course gives students a leadership role on IM project teams.

**IMD 4133. Innovative Media Project Leadership II**

Open to all students regardless of major. IM majors and minors must participate in several IM project courses. This advanced-level course is for students with at least three previous IM project courses. As with lower-level IM Project courses, interdisciplinary entrepreneurial teams tackle the task of creating marketable products. This advanced-level course gives students a leadership role on IM project teams.



**IMD 4061, 4062. Innovative Media Practicum (Advanced)**

See description for IMD 2061. This upper-level of Innovative Media Practicum may be taken for one, two, or three hours to fulfill Innovative Media Foundation core credits and as an upper-level elective course in the IM major and minor.

**IMD 4033. Digital Publishing**

As the nature of books, magazines and written media changes, the need to explore future methods of delivery and publishing grows. This course examines the emergence of media such as electronic books from historical, critical and professional perspectives. Students will develop an understanding of current practices in electronic publishing, and the class will engage in projects utilizing new publishing methods.

**IMD 4043. Independent Study in Innovative Media**

Students work with projects developed by a faculty advisor or with projects proposed by the students themselves (the choice of the instructor). The emphasis is on advanced projects, some of which will be tied to actual clients. Requires the consent of the instructor.

**IMD 4053. Special Topics in Innovative Media**

Issues in contemporary digital media will be studied as appropriate in a given semester. May be repeated.

**IMD 4073. Innovative Media Internship**

Prearranged and supervised employment with local, regional or national media — newspapers, radio and television stations or with public relation, marketing, online media production firms or civic groups. The goal is to offer students experience in areas that emphasize digital delivery systems. If taken while enrolled as a regular student, no more than three hours credit may be gained in any one semester and may be repeated to a maximum of six hours credit. Requires consent of the instructor.

**Theatre**

**THA 1241-3. Theatre Practicum.** A laboratory course designed to provide practical experience in acting, construction and/or design of scenery, lighting, properties, costuming, and make-up for plays in production. May be repeated. A maximum of six semester hours may be applied toward a degree. Enrollment for more than one hour requires the consent of the instructor.

**THA 1262. Dance Performance Practicum.** Involves participation in actual performance. Study of selection of works, areas of appropriate staging, musical selections, technical aspects, auditions, rehearsals. May be repeated. A maximum of six semester hours may be applied toward a degree. Enrollment for more than one hour of credit requires the consent of the instructor.

**THA 1303. Acting I.** An introduction to the physical, intellectual, and emotional aspects of acting, including basic movement, script analysis, and characterization techniques. Emphasis is on realistic styles.

**THA 2002. Ballet I.** Introduction to the basic techniques, theories, and vocabulary of ballet.

**THA 2012. Theatre Dance I.** A beginning movement class designed for theatre students. The student will gain a greater awareness of movement and muscle control. The student will be exposed to the different styles of dance in theatre performance, including ballet, modern, jazz, and tap.

**THA 2033. Humanities: Theatre Arts.** An introductory course designed to broaden the awareness and appreciation of theater art and its place in contemporary human culture. Incorporates study of theatrical styles, history, theory, and practice using live and recorded performances. Writing component includes reviews of theatrical performances.

**THA 2103. Play Analysis.** An introductory course in the basic skills of play analysis, dramatic structure and theatrical style. This course includes an overview of the major genres of dramatic literature with an emphasis on the impact of critical analysis and evaluation on the work of the director, the actor, and the designer. Students will read and analyze plays in order to visualize their potential theatrical production. This course is a designated writing course for the theatre program. Prerequisite: THA 2033.

**THA 2273. Costuming for Stage, TV, and Film.** This course is an introduction to the fundamentals of costume production and design. It is both a theoretical and a practical laboratory course. The student will explore the process of creating costumes for theatre, dance, opera, film, and television. History and research, analysis and design, budget and management, and practical construction techniques are major units of study. Each unit is coupled with project work to give the student hands-on experience in that area.

**THA 2273L. Costuming for Stage, TV, and Film Lab.** Practical laboratory for TH 2273. Must be taken concurrently.

**THA 2293. Stage and Studio Make-Up.** A practical introductory course in make-up and wigs for theatre, dance, television and film. Make-up theory and materials, equipment, basic techniques of application, and the structure of hairpieces, modern and period wigs and their maintenance will be studied. This class will include lecture/demonstrations as well as a practical laboratory element where students execute makeup application on themselves and others.

**THA 2413. Theatre Seminar.** Changing topics with special emphasis on problems related to the production of plays.

**THA 2423. Humanities: Film**

The origin and development of film from the late 19<sup>th</sup> century to present. Emphasis on film as a distinctive art form.

**THA 2573. Principles of Stagecraft.** A lecture/laboratory course designed to teach basic theory and practice of scenery construction, lighting, properties, and sound for theatrical production.

**THA 2573L. Principles of Stagecraft Lab.** Practical laboratory for THA 2573. Must be taken concurrently.

**THA 2613. Voice and Diction.** A study of the processes of vocal production and recognition of the controllable elements in speech. Drill work for improvement of pronunciation and articulation control.

**THA 2772. Jazz Dance I.** Introduction to the techniques of jazz with emphasis upon specific teaching methods.

**THA 3083. Stage and Studio Lighting.** An introduction to theories and methods of stage and studio lighting and design. This course presents the basic theories and techniques for lighting theatrical, television and film productions with attention given to the use of light as an artistic expression. Included is basic electricity, light color theory, the design and function of the basic lighting instruments in various productions, and design procedures. Method of instruction includes lectures, laboratory demonstrations and exercises. Students will be required to complete work as members of lighting crews on various productions, and design lighting for pieces in the Henderson Dance concert and an HTV production. Prerequisite: THA 2573 or consent of the instructor.

**THA 3232. Choreography.** This course is designed for the intermediate to advanced dance student. It will introduce the student to the theory and mechanics of dance composition and improvisation. Prerequisite: consent of the instructor (based on previous work and/or dance experience).

**THA 3241-3. Theatre Practicum.** (See THA 1241-3)

**THA 3252. Dance History.** A lecture course covering the evolution of dance from ancient civilizations to the present.

**THA 3262. Dance Performance Practicum.** (See THA 1262.)

**THA 3333. Acting II.** Designed for theatre arts majors. Emphasis will be on major styles and techniques of the actor's craft from the ancient Greek plays through contemporary drama. Prerequisite: THA 2303.

**THA 3453, 5453. Stage Management.** Study of the role of the stage manager, including effective organizational and management techniques used in university, community, and professional theatres. Special emphasis on communication,

leadership styles and team building. Some attention to theatre management as it relates to policy making, audience building, play selection, staff organization, and budget preparation. Prerequisite: THA 2033.

**THA 4473, 5473. Women, Gender and Race in American Theatre.** A course designed to heighten the student's awareness of the role that women, gender, and race have played historically and play currently in the theatre arts of the United States. This course is designed to explore the wide range of theatre that is usually referred to as theatre of diversity, "theatre of the people," "fringe theatre," or even "theatre of difference."

**THA 3483. Theatre of the Non-Western World.** A course designed to heighten the student's awareness of theatre arts from non-Western cultures. Theatrical traditions from continents and countries such as Africa, India, and Asia and cultures such as Islam will be included.

**THA 3503. Acting for the Camera.** This course is designed to introduce the student to the camera acting skills (which differ in many ways from theatre acting skills) necessary for work in the film, TV, and video industries. Students will complete assigned projects in camera acting technique, auditioning, voice-over and commercial work. There will be critiques of these projects as well as in class exercises and discussions relating to issues and problems associated with acting for the camera. Prerequisite: THA 1303 or consent of the instructor.

**THA 3782. Jazz Dance II.** Intermediate techniques and combinations of stylized movement.

**THA 3822. Theatre Dance II.** Continuation of dance for the theatre. Prerequisite: THA 2012.

**THA 3922. Ballet II.** Review of fundamentals of ballet. Intermediate techniques of ballet. Prerequisite: THA 2002 or equivalent.

**THA 4453. Special Methods: Theatre.** Special instructional methods in the teaching of secondary theatre (7-12), including classroom curriculum, play direction and production, and theatre forensics. Prerequisite: THA 4183.

**THA 4073. Stage Design.** Basic theories and techniques of scenic design, including understanding the elements of design, color theory, and the design process; drafting scale and perspective drawings; and building scenic models. Emphasis on major styles in scene design in relation to the periods of dramatic literature. Prerequisite: THA 2103 and 2573.

**THA 4091-3, 5091-3. Theatre Production Techniques.** Special studies in performance or design/technical aspects of theatre. Students work closely under the supervision of faculty directors or designers.

**THA 4141-3, 5141-3. Independent Study.** Open to advanced students with intellectual curiosity regarding specific problem areas. Problems must be selected with approval of major advisor before registration.

**THA 4161. Capstone I.** Preparation of a prospectus for an original creative or research project to be conducted under the direction of student's departmental advisor.

**THA 4173, 5173. Theatre Dramaturgy.** Seminar in the cultural and aesthetic principles informing and defining the theatrical performance including the exploration of text analysis, the research process necessary for the production of a script, the multiple contexts of a script in performance, and the discovery of style as it relates to the production of a script. Includes readings in classical and contemporary dramatic literature, theory, and criticism. This course is a designated writing course for the theatre program. Prerequisite: THA 2103.

**THA 4183. Directing.** Emphasis on the director's media, use of the stage, movement, stage picture, imposed business, characterization, casting, and rehearsals. Students will be required to direct a short play. Prerequisites: THA 1303, 2103, 2573.

**THA 4373, 5373. Repertory Theatre.** Production of plays as a repertory company outside of the normal co-curricular production program. Sessions consist of laboratory work preparing scenery, lighting, costumes, makeup, properties, and rehearsal of plays in production.

**THA 4443, 5443. (WI) Theatre History I: Origins to 1800.** A course in the history of the theatre and its literature from its origins in primitive ritual to classical Greece and Rome through the medieval period, and the European Renaissance, and the 18th century. Emphasis will be on the theatre as an institution and art form. Prerequisite: THA 2103 or consent of instructor.

**THA 4453. Special Methods: Theatre.** Special instructional methods in the teaching of secondary theatre (7-12), including classroom curriculum, play direction and production, and theatre forensics. Prerequisite: THA 4183 Directing.

**THA 4463, 5463. (WI) Theatre History II: 1800 to Present.** A course in the history of the theatre and its literature covering the major developments of the 19th, 20th, and 21st centuries. Emphasis will be on the theatre as an institution and art form. Prerequisite: THA 2103 or consent of instructor.

**THA 4522. Capstone II.** Creative or research project under the direction of student's departmental advisor. Students will present the project before faculty and other majors. Prerequisite: THA 4161.

**THA 4542. Dance Company.** A performance class which requires audition for admission. Dance Company is designed for intermediate and advanced dance students. Company members will learn new styles and techniques in ballet, modern dance, jazz, and tap and will perform in a dance concert. May be repeated. A maximum of six semester hours may be applied toward a degree.

**THA 4552. Modern Dance.** Fundamentals of modern dance. Exploration of modern dance theories and techniques.