

# Communication Arts

## Communication Arts Department Mission

- To better prepare broadcast and print journalists who can think and write effectively;
- To prepare students for the field of education by keeping the Communication Arts student up-to-date with speech and theatre innovations;
- To give the B.A. student a comprehensive background in Speech, to better prepare him/her for graduate study;
- To give the B.A. student a comprehensive background in Theatre, to better prepare him/her for graduate study.

## Communication Arts Department Goals and Outcomes

Goal	Outcome
The MSU Communication Arts Department subscribes to the behavioral goals established for speech communication by the joint task force created by the American Theatre Association and the Speech Communication Association. Briefly, those goals are:	Ability to communicate effectively in a variety of contexts.
	Ability to predict with accuracy the consequences of communication decisions and behaviors.
	Ability to manage the following factors in communication situations: selection, development and presentation of ideas, strategies and media to influence human behavior.
	Ability to evaluate messages on the basis of functional, ethical, and aesthetic considerations.
	Ability to develop a personal communication style which can be adapted to a variety of communication contexts.
	Ability to develop skills and attitudes which promote free inquiry, critical listening, receptiveness toward divergent viewpoints, and willingness to support unpopular ideas.

The goals established by the ATA/SCA govern a basic approach to teaching speech, theatre, and broadcasting and depend on the basic principles of our theme—select, arrange, perform.

Communication Arts/Broadcasting majors are required to attend all student and faculty recitals, attend all mainstage productions, and participate in the faculty-student evaluation sessions designated by the faculty. Communication Arts/Broadcasting majors are required to complete COMM 492 Senior Portfolio.

## Broadcasting Program Goals and Outcomes

Students earning a BA in Broadcasting are evaluated in four areas of knowledge/skills. These areas are:

Goal	Outcome
Basic knowledge of historical, theoretical, critical areas of broadcasting, public relations and advertising, or journalism.	Identify, analyze, and explain concepts of historical, theoretical, and critical nature appropriate to their respective study of broadcasting, public relations and advertising, or journalism.
Basic knowledge and skills associated with production elements of broadcasting, public relations and advertising, or journalism.	Select applicable communication components, arrange them in an effective organizational pattern, and perform in appropriate venues.
Basic knowledge and skills associated with leadership/advocacy and behavior.	Utilize leadership/advocacy, knowledge, skills, and behavior in service and professional contexts.
Submission of research and creative work to applicable scholarly and interest groups on local, regional, and national levels.	Write and submit scholarly and creative work to appropriate outlets.

## Bachelor of Arts with a Major in Broadcasting

The Media Service Concentration is Required of all BA in Broadcasting majors.

### General Education

General Education Courses 38-40

### Required Core

COMM 099 Recitals 0

## 099 Required Every Semester

COMM 120	Introduction to Broadcasting	3
COMM 210	Advanced Public Speaking	3
COMM 218	Public Relations Principles	3
COMM 225	Audio Production I	3
COMM 244	Reporting and Feature Writing	3
COMM 354	Special Events Planning	3
COMM 360	Video Production I	3
COMM 412	Communication Law and Ethics	3
COMM 492	Senior Portfolio	1

**Options:**

Select one of the following options: 18

**Public Relations Option**

COMM 221	PR & Media Writing
COMM 324	Community Relations
COMM 325	Campaigns and Strategies
COMM 425	Crisis Communication

Select two of the following:

COMM 219	Mass Media and Society
COMM 220	Broadcast Advertising & Applications
COMM 322	Media Sales and Analysis

**Journalism Option**

ART 112	Print, Web, and Social Media Graphics
COMM 219	Mass Media and Society
COMM 224	Social Media, Writing, and Design
COMM 315	Persuasion & Argumentation
COMM 344	Investigative Reporting

Select one of the following:

ART 213	Graphic Design I
ART 280	Traditional Photography
ART 323	Illustration Techniques

**Production Option**

COMM 326	Media Announcing
COMM 361	Broadcast News Writing
COMM 362	Broadcast News Gathering
COMM 460	Advanced TV and Social Media Production

Select two of the following:

COMM 212	Interpersonal Communication
COMM 219	Mass Media and Society
COMM 220	Broadcast Advertising & Applications
COMM 322	Media Sales and Analysis
COMM 344	Investigative Reporting
THEA 161	Acting I

**Communication Option**

COMM 212	Interpersonal Communication
COMM 315	Persuasion & Argumentation
COMM 316	Group Dynamics
COMM 324	Community Relations
COMM 413	Gender Communication
COMM 425	Crisis Communication

Second Major or Minor/Concentration(s)	37
Total Hours	118-120

## Theatre Arts Program Goals and Outcomes

Goal	Outcome
Basic knowledge of historical, theoretical, critical areas of theatre.	Identify, analyze, and explain concepts of historical, theoretical, and critical nature appropriate to their respective study of theatre.
Basic knowledge and skills associated with production elements of theoretical performance.	Select applicable communication components, arrange them in an effective organizational pattern, and perform in appropriate venues.
Basic knowledge and skills associated with leadership/advocacy and behavior.	Utilize leadership/advocacy, knowledge, skills and behavior in service and professional contexts.
Submission of research and creative work to applicable scholarly and interest groups on local, regional and national levels.	Write and submit scholarly and creative work to appropriate outlets.

## Bachelor of Arts with a Major in Theatre Arts

### General Education

General Education Course Requirements <sup>1</sup>	38-40
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<b>Required Core</b>	<b>44</b>
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THEA 110	Introduction to Theatre Arts
THEA 161	Acting I
THEA 201	Theatre Practicum <small>Must be taken 6 times</small>
THEA 275	Production Design
THEA 297	Internship <small>Must be taken twice</small>
THEA 301 or THEA 302	Movement I Movement II
THEA 303	Musical Theatre Dance
THEA 350 or THEA 351	Theatre History, Criticism & Literature I Theatre History Criticism,& Literature II
THEA 361	Acting II
THEA 385	Directing
THEA 386	Playwriting
THEA 450	Contemporary Drama
THEA 480	Advanced Theatre Performance
THEA 492	Capstone Experience

Total Hours	82-84
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<sup>1</sup> Students must use THEA 110 Introduction to Theatre Arts to fulfill one of their Humanities General Education requirements.

## Communication Minor (Non-Major)

COMM 099	Recitals	0
COMM 210	Advanced Public Speaking	3
COMM 212	Interpersonal Communication	3
COMM 315	Persuasion & Argumentation	3
COMM 316	Group Dynamics	3
COMM 324	Community Relations	3
COMM 413	Gender Communication	3
COMM 425	Crisis Communication	3
COMM 218 or COMM 219	Public Relations Principles Mass Media and Society	3

Total Hours	24
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**Theatre Arts Minor**

THEA 110	Introduction to Theatre Arts	3
THEA 120	Intro to Drama Lit & Analysis	3
THEA 161	Acting I	3
THEA 270	Stagecraft	3
THEA 275	Production Design	3
THEA 301	Movement I	3
THEA 361	Acting II	3
THEA 201	Theatre Practicum <sup>1 credit taken twice</sup>	2
Total Hours		23

**Broadcasting Concentration**

COMM 120	Introduction to Broadcasting	3
COMM 225	Audio Production I	3
COMM 360	Video Production I	3
Select two of the following:		2
COMM 283	TV Activities	
COMM 284	Radio Activities	
COMM 286	Promotions Activities	
Total Hours		11

**Dance and Creative Movement**

THEA 161	Acting I	3
THEA 301	Movement I	3
THEA 302	Movement II	3
THEA 303	Musical Theatre Dance	3
Total Hours		12

**Print Communications Concentration**

COMM 244	Reporting and Feature Writing	3
COMM 224	Publication Makeup & Design	3
COMM 344	Investigative Reporting	3
Select three of the following:		3
COMM 281	Reporting & Editing	
COMM 286	Promotions Activities	
Total Hours		12

**Public Relations Concentration**

COMM 218	Public Relations Principles	3
COMM 221	PR & Media Writing	3
COMM 325	Campaigns and Strategies	3
Select three credits of the following:		3
COMM 219	Mass Media and Society	
COMM 220	Broadcast Advertising & Applications	
COMM 425	Crisis Communication	
COMM 286	Promotions Activities	
Total Hours		12

**Media Service Concentration**

This Concentration is required of all Broadcasting Majors

Elect 6 Credits from the following		6
COMM 475	Broadcast Production	
COMM 497	Broadcast Practicum	
Elect 4 Credits from the following		4
COMM 281	Reporting & Editing	
COMM 283	TV Activities	
COMM 284	Radio Activities	
COMM 286	Promotions Activities	
2nd Time Taking the Class		
COMM 354	Special Events Planning	3
Total Hours		13

### Social Media Concentration

COMM 120	Introduction to Broadcasting	3
COMM 224	Social Media, Writing, and Design	3
COMM 460	Advanced TV and Social Media Production	3
ART 112	Print, Web, and Social Media Graphics	3
Social Media Activities		3
COMM 281	Reporting & Editing	
COMM 283	TV Activities	
COMM 284	Radio Activities	
Total Hours		15

### Sportscasting Concentration

COMM 283	TV Activities	1
COMM 326	Media Announcing	3
COMM 328	Play by Play Communication	3
COMM 329	Sports Television Production	3
COMM 397	Communication Arts Practicum	2
Total Hours		12

### Theatre Concentration

THEA 110	Introduction to Theatre Arts	3
Select from the following:		9
THEA 120	Intro to Drama Lit & Analysis	
THEA 161	Acting I	
THEA 301	Movement I	
THEA 302	Movement II	
THEA 350	Theatre History, Criticism & Literature I	
THEA 351	Theatre History Criticism,& Literature II	
THEA 361	Acting II	
THEA 385	Directing	
THEA 386	Playwriting	
THEA 450	Contemporary Drama	
Total Hours		12

### Communication Arts (Speech) Concentration

Select from the following		12
COMM 210	Advanced Public Speaking	
COMM 212	Interpersonal Communication	
COMM 315	Persuasion & Argumentation	
COMM 316	Group Dynamics	

COMM 413	Gender Communication
Total Hours	12