

# 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 392 Junior Project before presenting their senior project, and COMM 492 Senior Project. Communication Arts minors are required to present a junior recital, COMM 392 Junior Project.

## 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 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 392	Junior Project	1
COMM 412	Communication Law	3
COMM 492	Senior Project	3

**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

**News Writing Option**

ART 112	Computer Graphics
ART 280	Traditional Photography
COMM 224	Publication Makeup & Design
COMM 344	Investigative Reporting
Select two of the following:	
ART 213	Graphic Design I
ART 323	Illustration Techniques
COMM 219	Mass Media and Society

**Production Option**

COMM 326	Media Announcing
COMM 361	Broadcast News Writing
COMM 362	Broadcast News Gathering
COMM 460	Video Production II
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

Second Major or Minor/Concentration(s) 37

**Total Hours****118-120****Communication Program Goals and Outcomes**

Goal	Outcome
Basic knowledge of historical, theoretical, critical areas of communication.	Identify, analyze and explain concepts of historical, theoretical, and critical nature appropriate to their respective study of communication.
Basic knowledge and skills associated with production elements of communication events.	Select applicable communication components, arrange them in a 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 Communication

### General Education

General Education Course Requirements 38-40

**Required Core** 43

COMM 099	Recitals
COMM 212	Interpersonal Communication
COMM 218	Public Relations Principles
COMM 392	Junior Project
COMM 492	Senior Project
COMM 210	Advanced Public Speaking
COMM 311	Oral Interpretation
COMM 315	Persuasion & Argumentation
COMM 316	Group Dynamics
COMM 324	Community Relations
COMM 413	Gender Communication
COMM 425	Crisis Communication

Select six credits from the following:

COMM 281	Reporting & Editing
COMM 283	TV Activities
COMM 284	Radio Activities
COMM 285	Communication Arts Activities
COMM 286	Promotions Activities

Second Major/Minor/Concentration(s) and remaining electives 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

**Required Core** 44

COMM 099	Recitals
099 Required Every Semester	
COMM 392	Junior Project
COMM 492	Senior Project
THEA 120	Intro to Drama Lit & Analysis
THEA 161	Acting I

THEA 201	Theatre Practicum <small>Must be taken 6 times</small>	
THEA 270	Stagecraft	
THEA 275	Production Design	
THEA 297	Internship	
THEA 301	Movement I	
THEA 350	Theatre History, Criticism & Literature I	
THEA 361	Acting II	
THEA 385	Directing	
Select 9 credits from the following:		
THEA 302	Movement II	
THEA 351	Theatre History Criticism,& Literature II	
THEA 386	Playwriting	
THEA 450	Contemporary Drama	
THEA 480	Advanced Theatre Performance	
Second Major/Minor/Concentration(s) and remaining electives		38
<b>Total Hours</b>		<b>120-122</b>

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

## Communication Arts Minor (Teaching)

COMM 099	Recitals	0
Select from the following:		3
COMM 285	Communication Arts Activities	
THEA 201	Theatre Practicum	
COMM 311	Oral Interpretation	3
COMM 315	Persuasion & Argumentation	3
COMM 390	Communication Arts Methods	4
COMM 392	Junior Project	1
THEA 161	Acting I	3
THEA 270	Stagecraft	3
THEA 385	Directing	3
Select one from the following:		3
THEA 350	Theatre History, Criticism & Literature I	
THEA 351	Theatre History Criticism,& Literature II	
THEA 450	Contemporary Drama	
<b>Total Hours</b>		<b>26</b>

## Communication Arts Minor (Non-Teaching)

COMM 099	Recitals	0
Select from the following:		3
COMM 285	Communication Arts Activities	
THEA 201	Theatre Practicum	
COMM 392	Junior Project	1
Select one of the following:		3
COMM 210	Advanced Public Speaking	
COMM 311	Oral Interpretation	
THEA 110	Introduction to Theatre Arts	
COMM/THEA Electives		17
<b>Total Hours</b>		<b>24</b>

### 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
<b>Total Hours</b>		<b>23</b>

### 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	
<b>Total Hours</b>		<b>11</b>

### Dance and Creative Movement Concentration

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

### 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	
<b>Total Hours</b>		<b>12</b>

### 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 120	Introduction to Broadcasting	
COMM 210	Advanced Public Speaking	
COMM 219	Mass Media and Society	
COMM 220	Broadcast Advertising & Applications	
COMM 286	Promotions Activities	
<b>Total Hours</b>		<b>12</b>

### 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	
2nd Time Taking the Class		
COMM 354	Special Events Planning	3
<b>Total Hours</b>		<b>13</b>

### 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
<b>Total Hours</b>		<b>12</b>

### Communication Arts (Theatre) Concentration

THEA 110	Introduction to Theatre Arts	3
Select from the following:		9
THEA 161	Acting I	
THEA 222	Make-Up	
THEA 270	Stagecraft	
THEA 350	Theatre History, Criticism & Literature I	
THEA 351	Theatre History Criticism, & Literature II	
THEA 385	Directing	
THEA 450	Contemporary Drama	
<b>Total Hours</b>		<b>12</b>

### Communication Arts (Speech) Concentration

Select from the following		12
COMM 210	Advanced Public Speaking	
COMM 212	Interpersonal Communication	
COMM 311	Oral Interpretation	
COMM 315	Persuasion & Argumentation	
COMM 316	Group Dynamics	
<b>Total Hours</b>		<b>12</b>