

Communication

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The Communication Department of Saint Vincent College is situated within an educational community rooted in the tradition of the Catholic faith, the heritage of Benedictine monasticism, and the love of values inherent in the liberal approach to life and learning. Our mission is to provide a quality undergraduate education for those who seek entrance into graduate school or a career in the field of communication. The courses and internships required for all communication majors provide for the development of intellectual gifts, professional aptitudes, and personal aspirations.

Communication majors first develop a foundation set of communication theory and skills designed to foster ethical communication in a wide variety of contexts. Majors must demonstrate in writing and in oral form an ability to monitor, assess, and practice effective communication within the self, in a dyad, within a small group, in public situations, and for a mass audience. On the basis of these intra-personal, interpersonal, small groups, large group, and multimedia communication skills, the two concentrations offered within the communication major then channel and shape the necessary professional aptitudes.

The two concentrations offered within the communication major include Media Studies, and Public Relations and Advertising. In the Media Studies concentration, students apply effective communication skills to the development of a portfolio that demonstrates the ability to create, record, and edit digital media productions. These student projects will demonstrate the kind of professional aptitude necessary for graduate work or for a position in the multi-media field. The Public Relations and Advertising concentration at Saint Vincent College enables the communication major to learn about the rich theoretical history in these fields and apply effective communication and to develop a portfolio that demonstrates the ability to design, produce, and evaluate a professional publication, a public relations campaign, or an advertising campaign. These student projects will indicate the necessary professional aptitude for acceptance into a masters program or employment with an advertising or public relations agency or department, for instance, in a public or non-profit setting.

Requirements for a Bachelor of Arts Degree in Communication

(See Core Curriculum requirements.)

Major Requirements (39 credits):

Communication Core (24 credits)

CA 100	Introduction to Information Arts	3
CA 110	Introduction to Public Relations and Advertising	3
CA 120	Public Presentation	3
CA 130	Introduction to Media Production	3
CA 140	Interpersonal & Organizational Communication	3
CA 235	Introduction to Web Design	3
CA 440	Criticism: Media and Society	3
(select one)		
CA 510	Practicum	
CA 550	Cooperative Education	
CA 550	Internship	

Media Studies Concentration (15 credits)

CA 200	Film Studies: History & Language	3
CA 255	Television Field Production	3
CA 265	Creative Post Production	3
CA 310	HDTV Production	3
CA 435	Advanced Multimedia Production	3

Public Relations and Advertising Concentration (15 credits)

CA 230	Writing for Media	3
CA 240	Public Relations	3
CA 250	Advertising	3
CA 285	Electronic Media	3
CA 415	Public Relations and Advertising Campaigns	3

Minor Requirements (18 credits):

CA 100	Introduction to Information Arts	3
CA 110	Introduction to Public Relations and Advertising	3
CA 120	Public Presentation	3
CA 130	Introduction to Media Production	3
Two of the following courses:		
CA 240	Public Relations	3
CA 250	Advertising	3
CA 255	Television Field Production	3
CA 265	Creative Post Production	3

Typical Freshman Year Schedule

Fall

CA 100	Introduction to Information Arts	3
CA 110	Intro to PR and Advertising	3
or		
CA 130	Intro to Media Production	3
EL 102	Language and Rhetoric	3
PL 101	First Philosophy	3
	Elementary (or Intermediate) Foreign Language	3

Total 15

All students will take one three (3) credit course designated as a First-Year Seminar which will satisfy a Core Curriculum requirement.

Spring

CA120	Public Presentation	3
CA 110	Intro to PR and Advertising	3
or		
CA130	Intro to Media Production	3
RS 119	Exploring Religious Meaning	3
MA 104	Elementary Functions	3/4
	Elementary (or Intermediate) Foreign Language	3

Total 15/16

Course Descriptions

CA 100 Introduction to Information Arts

This course introduces students to communication theory and practice through critical analysis of mass communication including the ethical consequences that adhere to mass media's pervasive and influential role within American culture and the global marketplace. A combination of readings, written assignments, exams, and oral presentations will allow students the opportunity to develop knowledge and skills in areas of communication, criticism, and argumentation. Offered every semester. Three credits.

CA 110 Introduction to Public Relations and Advertising

An introduction to the theory and process of public relations and advertising allows for the appreciation of the history as well as the current state of both industries. Students study such topics as audience analysis, media formats, persuasion, marketing, strategy and creative development. Components of PR and Advertising campaigns are discussed along with the strategy necessary to begin the research and creative components of campaigns taught in upper level communication courses. The process of portfolio development is explained so students may begin to add to this intellectual, professional, and personal development tool. Offered every semester. Three credits.

CA 120 Public Presentation

The ability to present one's thoughts, feelings, and research in a rhetorical situation is developed in this course. Students demonstrate the skills of research, writing and organization, via extemporaneous delivery of informative, persuasive and ceremonial speeches within a classroom setting. Students analyze and constructively critique famous historical speeches, and the speeches of their peers, for their rhetorical importance, and discuss the art of persuasion within these rhetorical situations. Use of presentation aids is explained and best practices are taught for MS PowerPoint software. Offered every semester. Three credits.

CA 130 Introduction to Media Production

This course is an introduction to the digital technology and communication art of video production. Technology will include simple video cameras and non-linear editing techniques on Final Cut Pro editing software. Students plan and complete a set of short-format video productions that can be used as part of their personal portfolio. The introductory skills learned in this class provide a foundation for use in more advanced production classes. Offered every semester. Three credits.

CA 140 Interpersonal and Organizational Communication

Students learn the theory and practice of interpersonal communication among family, friends and peer groups as well as within business situations. Students will come to appreciate and recognize the use of nonverbal and verbal communication found within familial, peer, and organizational settings. The use of individual journal writing, combined with formal class lecture, group discussions, and short student presentations, assist students in analyzing various situations, observations, and personal feelings. The ethics and civility of dyadic and mass communication is central to the understanding of communication theory while students learn about conflict management, decision-making, and group skills. Offered every semester. Three credits.

CA 200 Film Studies: The History and Language of Film

This course teaches both the history of and the visual language used by the creators of significant films that include dramatic, entertainment, and documentary genres. Selected examples of films are shown and analyzed. The course requires students to write critiques and take regular quizzes and mid-term and final exams. Prerequisite: CA 100. Offered every semester. Three credits.

CA 210 Documentary Video

This course offers a review of the history and theory of documentary film production. The course focuses on various documentarians' production styles produced within various genres. Offered Fall and Spring for CA majors entering Fall 2006 or later. Three credits.

CA 230 Writing for Media

Students learn a variety of writing techniques for different media applications. After a refresher in grammar and spelling, students utilize the Associated Press Style Journal throughout all assignments. The course focuses on current media outlets and students have the opportunity for extensive practice writing news reports, public service announcements, press releases, advertising copy, radio scripts, newspaper articles and feature stories. Prerequisites: CA 100 and CA 110. Offered Spring semester. Three credits.

CA 235 Introduction to Web Design

This course enables students to utilize current industry software to develop and design web sites that thoughtfully engage audiences through their aesthetic and technological approach, inviting and encouraging users to interact with the sites and their content. By

the end of the semester, students should be able to combine communicative, rhetorical, and visual knowledge with an understanding of navigation, content organization, and the common conventions of the web. Cross-listed as AR 235. Offered every semester. Three credits.

CA 240 Public Relations

Students build on the intellectual awareness, professional attitudes and personal aspirations developed in lower-level communication courses and during internships. Case studies of real business, non-profit and governmental PR campaigns are reviewed for an understanding of the decision-making process within these entities. Research, writing, and presentation of a PR campaign in community, media, and government settings will be discussed. A final PR case study is prepared by students to add to their portfolio documentation. Prerequisites: CA 100 and 110. Offered Spring semester. Three credits.

CA 250 Advertising

Building on the basics of theory and practice learned in CA 110, students continue to discuss the intricacies of advertising strategy, including research of demographic variables and company and product analysis, and examine the importance of brand development and maintenance. As the final project, students learn how to compose an advertising campaign plans book and present their research during a creative concept pitch. Students discuss contemporary work within group situations and present their research in both informal and formal classroom settings. Prerequisites: CA 100 and 110. Offered Fall semester. Three credits.

CA 255 Television Field Production

This course introduces students to the equipment and processes of video field production. Students learn intermediate video camera functions, camera placement, field lighting techniques, shot terminology and meaning, audio recording techniques, interview methods, script writing, planning remote shoots, and teamwork. Students are introduced to creative short-format assignments and a variety of video genre like the TV news story, music videos, public service announcements, promos, and commercials. Video shot in this course can be used in CA 265. Prerequisites: CA 100, CA 130 and CA 200. Offered Fall semester. Three credits.

CA 265 Creative Post Production

In this course, students experience the processes and the art of communicating with the elements and syntax of video editing using non-linear digital editing systems and software. Students have the opportunity to create short-format projects that can be used for broadcast dissemination or a portfolio that can be seen by potential employers or internship directors. Students will create short-format assignments like the TV news story, music videos, public service announcements, promos, and commercials. Prerequisites: CA 100, CA 130, CA 200, and CA 255. Offered Spring semester. Three credits.

CA/AR 285 Electronic Media

Using the current technology available in the field of public relations and advertising, students develop skills for the production of a variety of print and electronic publications. In addition to understanding current software programs in the field, students learn the fundamentals of layout and design. This course aids students in the development of computer graphics, image enhancement and manipulation. CA major prerequisites: CA 100 and CA 110. Offered every semester. Three credits.

CA 295 Children and the Media

This course enables students to understand the thinking, issues and research regarding children and television, film, print media, various advertising media and other traditional media. The course

also focuses on practical and theoretical questions, issues and research about how children use and are influenced by the Internet, video games, cell phones, and many other newer or changing media content. A portion of the course focuses on ethics, policy, and law associated with the creation of children's media. Offered each semester except Fall 2007. Three credits.

CA 310 HDTV Production

This course provides students with information and experience in HDTV field production and editing which can qualify them for positions in professional HDTV media production organizations. Students learn how to use a state-of-the-art HDTV camera and advanced HDTV production techniques. Students review and organize camera footage, interpret and write scripts, create storyboards, and mix audio and video on the non-linear *Final Cut Express HD* editing system. Students choose from a variety of short-format video production assignments and may choose to work with and produce a short-format video for a real client. Prerequisites: CA 100, CA 130, CA 200, CA 255, and CA 265. Offered Fall semester. Three credits.

CA 315 Advanced HDTV Production

This course provides students with the opportunity to build on and refine the same skills learned in CA 310. This elective course will provide the time, critical analysis, and equipment to enable students to produce their finest high-resolution video products. Students are required to assemble a polished video portfolio, critique the work of their peers, have their work critiqued by peers and professionals, and participate in mock-job interviews with media professionals. Students can specialize in creating any short-format video genre they choose. Prerequisites: CA 100, CA 130, CA 200, CA 255, CA 265, and CA 310. Offered Spring semester. Three credits.

CA 350 Independent Study

Students engage in a research project of particular interest to the student. Advisor and faculty approval is necessary. Juniors and seniors only. Variable credit.

CA 360 Special Topics in Communication

This course explores specific problems, issues, and developments in communication in a professor's field of scholarly expertise, and may include such topics as communication ethics, creativity & visual communication or intermediate web design, for example. Prerequisites: junior or senior standing or permission from the instructor. Offered at various times, not every semester. Three credits.

CA 415 Public Relations and Advertising Campaigns

In this final course in the Public Relations and Advertising track, students have the opportunity to utilize theory and concepts learned in previous courses to produce a complete Integrated Marketing Communication campaign. Students develop tools for performing primary and secondary research, as well as market, product, and company analyses. Individual and teamwork are both explored in this course to prepare students for industry. Prerequisites: CA 100, CA 120, CA 230, CA 240, CA 250 and CA 285. Seniors only or Juniors with permission of instructor. Offered Spring semester. Three credits.

CA 435 Advanced Multimedia Production

This final course for the Media Track utilizes skills already learned in previous classes to create an interactive multimedia project. Using a variety of software programs, students will develop a portfolio that they will use to promote their skills to potential employers. Students will also gain a working knowledge of the concepts and techniques of interactive multimedia design. Seniors only. Prerequisites: CA 100, CA 130, and CA 235. Offered Fall semester. Three credits.

CA 440 Criticism of Media and Society

This capstone seminar for all communication majors serves to enhance students' critical, ethical, and communicative response to the maelstrom of media images and content that continuously confront us throughout our daily lives. Students employ prominent contemporary rhetorical perspectives to evaluate a variety of mass media (including television, film, novels, advertising, Internet, etc.) through in-class presentations, discussions, written assignments, final examination, and a series of critical essays. These activities enrich students' abilities to understand the form, content, and context(s) of any communication, and subsequently, to become more effective and ethical communication professionals. CA juniors and seniors only. Prerequisites: CA 100 and CA 110. Offered every semester. Three credits.

CA 510 Practicum

Depending on the student's area of concentration, a communication major may be part of an experiential learning environment or team, working to produce a product, such as SVC-TV productions, brochure/PR creative work or internet websites for on campus entities. The student may also seek other work in the Communication Department by approval of the student's academic advisor. Junior or Senior only or by approval of academic advisor. Variable credit.

CA 550 Cooperative Education — Communication Internship

Students work in a supervised and evaluated internship enabling communication majors to enrich their academic experience with involvement in an appropriate career organization or facility. Variable credit.