

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 are 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 multimedia 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.

Communication Learning Objectives:

- Communication students will use communication technology effectively.
- Communication majors will have the ability to compile a creative portfolio using their own creative work, within their declared concentration of the communication major.
- Communication students will demonstrate effective public speaking skills.
- Communication majors will understand issues of creating ethical verbal and nonverbal messages for specific audiences.
- Communication majors will demonstrate knowledge of communication theory by defining the communication process.

Requirements for a Bachelor of Arts Degree in Communication

(See Core Curriculum requirements.)

Major Requirements (42 credits):

Communication Core (30 credits)

CA 100	Introduction to Mass Media	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 200	Film Studies: Communicating with Images and Sound	3
CA 230	Writing for Media	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 (12 credits)

CA 245	Creative Post Production	3
CA 255	Field Production	3
CA 310	HD Video Production	3
CA 435	Advanced Multimedia Production	3

Public Relations and Advertising Concentration (12 credits)

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 Mass Media	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 245	Creative Post Production	3
CA 255	Field Production	3

Typical First-Year Schedule

Fall

CA 100	Introduction to Mass Media	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	1st Philosophy	3
Elementary (or Intermediate) Foreign Language		3
Total		16

All students will take one 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
TH 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 Mass Media

This course introduces students to the theory, practice, analysis, and ethics of mass communication. Students learn about and discuss the influences and effects of mass media within American culture and the global marketplace. A combination of readings, written assignments, exams, and oral presentations provides 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

Students learn to research, organize, and deliver public presentations with extemporaneous speaking technique. Students present informative, persuasive, group-persuasive, and impromptu speeches within a classroom setting. Students receive written and oral constructive critiques of their speeches based on clear evaluation criteria from their teacher and actively analyze and critique the speeches of their peers. Students learn how to amplify their speech with effective use of a variety of presentational aids. 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. Students learn and use variations in shot size, camera position, lighting, movement, and editing style to create short-format video productions. Students learn documentary scene dissection, how to collect natural sound, TV interviewing and reporting techniques, and how to write a news script. Students use video cameras and non-linear digital editing equipment and software. The introductory skills learned in this class provide a foundation for use in more advanced production classes. Students use these productions as part of their personal portfolio. 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, will 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 also learn about conflict management, decision-making, and group skills. Offered every semester. Three credits.

CA 200 Film Studies: Communicating with Images and Sound

This course teaches the history, method, and art of the visual/aural language used by the creators of significant films that

include dramatic, entertainment, and documentary genres. Selected examples of films are shown and analyzed based on criteria established in the textbook. The course requires students to write critiques and take regular quizzes and mid-term and final exams. Offered spring semester. 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 every semester. Three credits.

CA 235 Introduction to Web Design

This course will enable the student to utilize current industry software to develop and design websites that thoughtfully engage the web user. Students will learn the basic principles of design and will apply this knowledge when building their own websites. By the end of the semester, the 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. Prerequisites: Instructor permission. 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 every semester. Three credits.

CA 245 Creative Post Production

In this course, students can expect to enhance their video communication skills. Students will gain technical knowledge as it relates to video equipment, software, and hardware in order to express their creative talents. The course will also study the modern approaches and practices used in the field of post-production to communicate the messages within commercials, advertisements, and promotional pieces. Additionally, the course will introduce the concept of professional sound-design in order to combine the artistic power of sight and sound. Throughout each project, the course will focus on various compression methods required to properly share and distribute their digital media. Students will conclude the course with a video portfolio highlighting their talents and abilities that is ready to share with potential employers. Formerly CA 265. Prerequisites: CA 130. Offered fall 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, 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 every semester. Three credits.

CA 255 Field Production

In this course, students will expand their experience in the processes and equipment of video field production. Students gain a greater understanding of video camera functions, camera placement and framing, lighting techniques, audio recording techniques, interview methods and project management. Students will create short-format assignments that will build on skills learned in prerequisite courses. These projects include, but are not limited to, news packages, commercials, public service announcements, and music videos. Formerly titled Television Production. Prerequisites: CA 130 and CA 255. Offered spring semester. Three credits.

CA 285 Electronic Media

In this course, students will learn the fundamentals of computer graphics, image correction and enhancement, and electronic print publication. In addition to understanding current software programs within the field, students will be taught the basics of layout and design. This course will also include elements of marketing and advertising. Prerequisites: Sophomore standing or above; Communication majors should complete CA 110 prior to CA 285. Instructor permission required. Offered every semester. Three credits.

CA 310 HD Video Production

This course provides students with information and experience in HD field production and editing which can qualify them for positions in professional HD media production organizations. Students learn how to use a state-of-the-art HD camera and advanced HD production techniques. Students review and organize camera footage, interpret and write scripts, create storyboards, and mix audio and video on an advanced non-linear editing system. Students choose from a variety of short-format video production assignments and are required to work with and produce a short-format video for a real client. Formerly titled HDTV Production. Prerequisites: CA 265. Offered fall 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 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 confronts 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. 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.