

Communication Studies



The Whitworth Communication Studies Department provides students with the theories and skills necessary for effective communication in diverse contexts. Working within the tradition of the liberal arts, the department introduces students to theoretical, historical and philosophical assumptions fundamental to communication scholarship and practice.

The learning outcomes of this major prepare the student to...

- be aware of the **relationships** between the theory and practice of journalism or speech communication and the student's **faith or worldview**.
- demonstrate **writing skills** required to excel in an entry-level communications-related job and/or graduate school.
- demonstrate **public-speaking and presentation skills** required to excel in an entry-level communications-related job and/or graduate school.
- demonstrate **interpersonal skills** required to excel in relational, cultural, and technological contexts.
- demonstrate **critical-thinking skills** required to excel in the intellectual, professional, and personal dimensions of life.
- understand the fundamental **historical, theoretical, sociological, and legal concepts** underlying communication.

The Whitworth Communication Studies Department offers a major and a minor in each of three areas: communication, journalism and mass communication, and speech communication.

Requirements for a Communication Major, B.A. (42-44)

JMC 125 or JMC 126H	Writing for Mass Media Writing for Digital Media	3
JMC 209 or SP 209	Introduction to Communication Research Introduction to Communication Research	3
JMC 212 or SP 212	Theories of Human Communication Theories of Human Communication	3
SP 113	Interpersonal Communication	3
SP 210	Introduction to Public Speaking	3
One writing course:		3
JMC 325W	Reporting for Mass Media	
JMC 362W	Article and Feature Writing	
One professional skills course:		3-4
JMC 244	Publicity and Public Relations	
JMC 335	Interactive Journalism	
JMC 336	Introduction to Video and Audio Journalism	

JMC 343	Editing, Layout and Design	
One speech course:		3-4
SP 223	Small Group Communication	
SP 323	Organizational Communication	
SP 362	Argumentation and Debate	
SP 398	Intercultural Communication	
SP 410	Advanced Public Speaking	
SP 415	Persuasion	
One history course:		3
JMC 347	Mass Media History	
SP 347W	History and Theory of Rhetoric	
One freedoms course:		3
JMC 402	Mass Media Law	
SP 402	Freedom and Responsibility of Speech	
One ethics course:		3
JMC 493	Communication Ethics	
SP 493	Communication Ethics	
One of the following		3
JMC 490	Internship	
SP 490	Internship	
Six semester credits of departmental electives (excluding JMC 245, 246, 247, 248, 445, 446, 447)		6

Requirements for a Journalism and Mass Communication Major, B.A. (39-40)

JMC 125 or JMC 126H	Writing for Mass Media Writing for Digital Media	3
JMC 209	Introduction to Communication Research	3
JMC 212	Theories of Human Communication	3
JMC 347	Mass Media History	3
JMC 402	Mass Media Law	3
JMC 493	Communication Ethics	3
SP 113	Interpersonal Communication	3
Complete one internship:		3
JMC 490	Internship	
One professional skills course:		3-4
JMC 244	Publicity and Public Relations	
JMC 335	Interactive Journalism	
JMC 336	Introduction to Video and Audio Journalism	
JMC 343	Editing, Layout and Design	
One writing course:		3
JMC 325W	Reporting for Mass Media	
JMC 362W	Article and Feature Writing	
Upper-division journalism elective (excluding JMC 445, 446, 447)		3
Two departmental electives (excluding JMC 245, 246, 247, 248, 445, 446, 447)		6

Requirements for a Speech Communication Major, B.A. (43)

SP 113	Interpersonal Communication	3
SP 209	Introduction to Communication Research	3
SP 210	Introduction to Public Speaking	3

SP 212	Theories of Human Communication	3
SP 223	Small Group Communication	4
SP 347W	History and Theory of Rhetoric	3
SP 402	Freedom and Responsibility of Speech	3
SP 493	Communication Ethics	3
JMC 125	Writing for Mass Media	3
or JMC 126H	Writing for Digital Media	
Complete one internship:		3
SP 490	Internship	
Upper-division speech electives		6
Two departmental electives (excluding JMC 245, 246, 247, 248, 445, 446, 447)		6

Requirements for a Communication Minor (15)

JMC 125	Writing for Mass Media	3
or JMC 126H	Writing for Digital Media	
SP 113	Interpersonal Communication	3
JMC 212	Theories of Human Communication	3
or SP 212	Theories of Human Communication	
Two approved upper-division courses		6

Requirements for a Journalism and Mass Communication Minor (15)

JMC 125	Writing for Mass Media	3
or JMC 126H	Writing for Digital Media	
One upper-division skills course (from JMC 325W, 335, 336, 343, 362W)		3
One upper-division theories course (from JMC 315, 347, 402, 493)		3
Two journalism electives (any level, excluding JMC 245, 246, 247, 248, 445, 446, 447)		6

Requirements for a Speech Communication Minor (15)

SP 113	Interpersonal Communication	3
SP 210	Introduction to Public Speaking	3
SP 212	Theories of Human Communication	3
Two approved upper-division speech communication courses		6

Visual Communication (19 Credits)

Requirements for the Visual Communication minor are listed at the Visual Communication page. (http://catalog.whitworth.edu/undergraduate/interdisciplinarystudies/visual_communication)

Journalism and Mass Communication Courses

JMC 125 Writing for Mass Media 3

News values; creativity and structure in news writing; journalistic style and format; accuracy, clarity and conciseness in writing; basic reporting and research skills, interviewing, listening, and observing. Also listed as EP 125. Also listed as VC 125. Fall and spring semesters.

JMC 126H Writing for Digital Media 3

Students will explore the research and media theory that covers writing for digital media, then apply those concepts to a weekly online multimedia publication. Jan Term.

JMC 209 Introduction to Communication Research 3

Introduction to communication studies research methods and tools, including traditional and electronic resources. Students will develop scholarly writing and argumentation skills. SP 113 or JMC/SP 212 highly recommended. Spring semester.

- JMC 212 Theories of Human Communication** 3
A comprehensive treatment of major theoretical approaches toward understanding the production and interpretation of human communication. Also listed as EP 212. Fall and spring semesters.
- JMC 231 Photojournalism** 3
Introduction to photojournalism and the photographic and visual skills needed to create a compelling news image. Students shoot and critique documentary-style photographs and begin to develop a professional portfolio that includes news, feature, sports, portrait and picture stories. Spring semester, even years.
- JMC 244 Publicity and Public Relations** 3
Role and effect of publicity and public relations in the United States. Public relations process, public-opinion polling, development, evaluation of public relations programs. Prerequisite: JMC 125. Also listed as EP/LS 244. Fall semester.
- JMC 245 Applied Journalism: Newspaper** 1
Staff work on university newspaper. May be repeated for credit. Fall and spring semesters.
- JMC 246 Applied Journalism: Radio** 1
Staff work on university radio station. May be repeated for credit. Fall and spring semesters.
- JMC 247 Applied Journalism: Yearbook** 1
Staff work on university yearbook. May be repeated for credit. Fall and spring semesters.
- JMC 248 Applied Journalism: Public Relations Agency** 1
Whitworth's student-run public relations agency, Beyond the Pines, is designed to give students of all majors who are interested in public relations an opportunity to practice their skills in a real-world environment. Students work in client-based teams to provide a broad array of public relations services to area nonprofit organizations. May be repeated for credit. Fall and spring semester.
- JMC 302 Public Relations & Digital Communication** 3
This course covers the paradigm shift that social media is creating at the juncture of communication and technology. Students learn how to utilize online channels such as Twitter, Facebook, blogs, online ads, geo-based location and rating services, and other e-marketing tactics to engage your audience. Explores multiple platforms for monitoring, managing and tracking campaigns. Offered through Continuing Studies. Periodic Offering.
- JMC 310W Professional Communication: Writing** 3
Against the backdrop of general communication theory, enhance your writing skills and apply them to documents and projects common in the world of work - news releases, brochures, reports, newsletters, correspondence, and others. Offered through Continuing Studies. Periodic offering.
- JMC 311 Public Relations and Communication** 3
Students examine the role of managed communication in public relations problems unique to health, education, and human and public service organizations. This study includes the theory and practice of public speaking with a focus on civic persuasion. Students will strengthen written communication skills critical for effectiveness in professional environments. Offered through Continuing Studies. Periodic offering.
- JMC 315 Media Criticism** 3
Analysis of messages from primary mass media sources including print and broadcast news, Internet, entertainment and advertising. Course uses various tools to examine how messages are used by media producers and audiences to create meaning. Also listed as EP/JMC 315. Spring semester.
- JMC 325W Reporting for Mass Media** 3
News-gathering techniques and strategies, including direct observation, participant observation and interviewing; using public records and documents, libraries and statistics; dealing with sources; polls and surveys. Prerequisite: JMC 125. Fall semester, even years.

- JMC 335 Interactive Journalism** 3
Students will gain skills in multi-media journalism, combining experiences in audio, video, and Internet reporting and storytelling. Students will produce multi-media story packages and gain a grounding in new media theory. Prerequisite: JMC-125. Also listed as FVNS 335. Spring semester.
- JMC 336 Introduction to Video and Audio Journalism** 3
Development of writing, reporting, editing and production skills for video and audio storytelling. Introduction to using field video and audio equipment. Broadcast news writing and production. Prerequisite: JMC 125. Also listed as FVNS 336. Fall semester.
- JMC 337 Advanced Video and Audio Journalism** 3
Planning, researching and gathering of material and producing long-form journalistic audio and video pieces. Theories, concepts and ethical considerations related to documentary journalism. Prerequisite: JMC 336 or equivalent. Periodic offering.
- JMC 339 Digital Storytelling** 3
Explores theory and practice of digital, multi-modal writing and storytelling. Students will analyze and create digital stories using freely available tools for capturing, editing, and presenting audio, video, and text. Cross-listed with EL/FVNS 339. Prerequisites: EL 210, EL 245, JMC 125, or permission of instructor. Periodic offering.
- JMC 340 Photo Essay** 3
This course will introduce advanced photography students to the production of Flash-based audio slideshows. Besides the photographic skills needed to produce a photo essay, students will also learn how to record and edit interviews and sound clips into their presentations. Prerequisite: JMC 231. Also listed as FVNS 340. Periodic offering.
- JMC 343 Editing, Layout and Design** 4
Introduction to principles of page layout and design, with emphasis on preparing text and visual elements for a mass media audience by using desktop publishing techniques. Prerequisite: JMC 125. Also listed as EP/VC 343. Spring semester.
- JMC 345 Media and Society in Germany** 3
Off-campus program in Germany. Students gain basic understanding of contemporary German society and current issues such as European unity, changing demographics, the Christian church and the media in Germany. Students have an opportunity to acquire/solidify digital storytelling and media production skills in a cross-cultural and transnational setting. German language skills not required. May Term, even years.
- JMC 346 Media Impact in Contemporary U.S.** 3
Students taking this study program visit New York and Washington, D.C. to learn from media executives and scholars what they believe are the main issues currently facing the media; course also explores impact of media on contemporary U.S. society. Media industries visited will include newspapers, television, radio, magazine and book publishing, and advertising. Jan Term, odd years.
- JMC 347 Mass Media History** 3
Origins and development of print and broadcast mass media in the United States. Prerequisite: JMC 212 or SP 212 recommended, junior standing, or by permission of instructor. Also listed as EP 347. Fall semester.
- JMC 362W Article and Feature Writing** 3
Editorial writing, interpretive and critical writing, and magazine writing for publication. Prerequisite: JMC 125. Fall semester, odd years.
- JMC 370 Action Heroes to Zany Moms: Representations of Women in Popular Culture** 3

This course approaches recent popular culture in the US as more than simply entertainment. Particular attention is paid to representations of gender, sexuality, race, and class as intersecting, dynamic social categories embedded in narratives about women and feminism. Different media effects theories are explored and discussed. Cultural theory is used to learn how social anxieties, problems, and desires are constructed, managed, and challenged through cultural texts, critically analyzing how popular culture shapes who we are. Focus is on primarily visual culture, and a variety of genres and mediums.

JMC 402 Mass Media Law 3

The First Amendment and court-protected freedom of expression, libel, right of privacy, copyright, covering government and the courts, broadcast regulation. Prerequisite: JMC 212 or SP 212. Spring semester.

JMC 445 Editorial Practicum: Newspaper 1

Editorial work on the university newspaper. Prerequisite: JMC 245 and appointment to editorial position. May be repeated for credit. Fall and spring semesters.

JMC 446 Broadcast Management Practicum: Radio 1

Management work on the university radio station. Prerequisite: JMC 246 and appointment to management position. May be repeated for credit. Fall and spring semesters.

JMC 447 Editorial Practicum: Yearbook 1

Editorial work on the university yearbook. Prerequisites: JMC 247 and appointment to editorial position. May be repeated for credit. Fall and spring semesters.

JMC 490 Internship 1-4

JMC 493 Communication Ethics 3

Nature and criteria of ethical behavior; personal and organizational ethical issues facing the mass media, including the power of the media, news gathering and reporting techniques, media source relations, privacy, freedom of the press, taste, conflicting interests, fairness and objectivity. Senior standing. Fall semester.

Speech Courses

SP 113 Interpersonal Communication 3

Introductory course to communication studies that surveys perception, self-concept, feedback, listening, disclosure, conflict management, language and nonverbal communication. Fall and spring semesters.

SP 209 Introduction to Communication Research 3

An introduction to communication studies research methods and tools, including traditional and electronic resources. Students will develop skills in scholarly writing and argumentation. Prerequisite: SP 113 or JMC/SP 212 highly recommended. Spring semester.

SP 210 Introduction to Public Speaking 3

Introduction to speech construction and delivery. Speech skills are surveyed, including research, listening and nonverbal communication. Fall and spring semesters and periodic Jan Terms.

SP 212 Theories of Human Communication 3

A comprehensive treatment of major theoretical approaches toward understanding the production and interpretation of human communication. Also listed as VC 212. Fall and spring semesters.

SP 223 Small Group Communication 4

A theoretical and practical look at group communication processes such as conflict management, decision-making, group dynamics, leadership, and problem-solving. Fall semester.

SP 245H Applied Speech: Forensics 1

A practicum course for students involved in the intercollegiate forensics program. An in-depth course in advanced public speaking and debating that may be repeated for credit. Prerequisite: by permission. Fall and spring semesters.

- SP 313 Advanced Interpersonal Communication** 3
Explores communication issues in the development of personal relationships, specifically friendships, romantic, family, and work relationships. Topics include the processes of establishing relationships, maintaining relationships, and coping with relational challenges. Fall semester, odd years. For Communication majors only.
- SP 315 Philanthropy and Communication** 3
A survey of the concepts and practices of philanthropy and stewardship as applied to the not-for-profit industry in the U.S. Students will examine the philosophical tenets of philanthropy and the biblical imperatives of stewardship to understand how and why people give. Periodic Offering.
- SP 323 Organizational Communication** 3
Structure, process and function of communication in organizations, including diagnosing communication problems, analyzing communication networks, and managing communication. Prerequisite: Students must have met the oral communication requirement. Spring semester.
- SP 347W History and Theory of Rhetoric** 3
The origin and development of speech communication from its earliest conceptions in ancient Greece through the present, with particular emphasis on the theories of rhetoric. Prerequisite: JMC 212 or SP 212. Offered annually.
- SP 351 Group Dynamics** 3
A focus on group behavior, including work teams and how their functioning affects organizational effectiveness. Emphasis on effective group processes for role clarification, decision-making, problem-solving, conflict resolution and group communications. Students develop communication strategies and application of concepts through completion of a small-group project. Offered through Continuing Studies.
- SP 352 Conflict Management** 3
Investigates how individuals can manage relational conflict more effectively, with an emphasis on the language and structure of conflict. Students will develop skills in managing social and task conflict in both professional and personal contexts. Periodic offering. Offered through Continuing Studies.
- SP 362 Argumentation and Debate** 4
An in-depth course on the construction and delivery of valid arguments, logical and emotional appeals, attitude change, fundamentals of academic debate, and practical application of persuasive methods. Course surveys American presidential debates and models of argument. Prerequisite: SP 210. Also listed as LS 362. Periodic offering.
- SP 398 Intercultural Communication** 3
Study of how elements such as ritual, status, symbolism, concepts of time and use of space create our worldview. Class promotes cross-cultural understanding using interactive and visual communication to communicate effectively across cultures. Intent is to broaden cultural awareness and enhance multicultural literacy. Also listed as LS 398. Jan Term.
- SP 402 Freedom and Responsibility of Speech** 3
An in-depth examination of the First Amendment and court-protected freedom of expression including sedition and political speech, religious speech, protest speech, academic freedom, and symbolic expression. Prerequisite: JMC 212 or SP 212. Fall semester.
- SP 410 Advanced Public Speaking** 4
An in-depth course on speech construction in different contexts. Students deliver a variety of persuasive speeches. Emphasis on reasoning, delivery skills, and speech criticism. Prerequisite: SP 210. Fall semester, odd years.
- SP 415 Persuasion** 3

Study and application of persuasion theories and research as they relate within interpersonal, media, ministry, and other contexts. The course will consider, primarily from a social science perspective, how speakers, messages and various persuasive appeals can modify attitudes and behaviors. Fall semester, even years.

SP 436 African-American Preaching 3

An introduction to the preaching in African-American traditions as a distinctive communication event. Emphasis is given to historical, cultural, theological, and rhetorical dimensions of preaching in African-American traditions. Periodic offering.

SP 445H Applied Speech: Forensics 1

A practicum course for students involved in the intercollegiate forensics program. An in-depth course in advanced public speaking and debating that may be repeated for credit. Prerequisite: by permission. Fall and spring semesters.

SP 461 Applied Cross-Cultural Communication 3

Explores the importance of competent communication in the international arena. Study of how elements such as ritual, status, symbolism, concepts of time and use of space create our world view. This course will provide opportunities for students to enhance both professional and interpersonal skills in the area of communicating effectively across cultures. The intent is to broaden cultural awareness and enhance multicultural literacy as applied in nonacademic settings. For continuing studies students only.

SP 490 Internship 1-4

SP 493 Communication Ethics 3

An in-depth examination of the nature and criteria of ethical oral communication behavior in interpersonal, public speaking, group and intercultural settings. Examines ethical theories and their application to credibility, lying and persuasion in social, political, and religious contexts. Senior standing. Also listed as LS 493. Spring semester.

Font Notice

This document should contain certain fonts with restrictive licenses. For this draft, substitutions were made using less legally restrictive fonts. Specifically:

Times was used instead of Adobe Garamond Pro.

The editor may contact Leepfrog for a draft with the correct fonts in place.