

# 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:

- Identify the **relationships** between the theory and practice of 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, professional and technological contexts
- Demonstrate **critical-thinking skills** required to excel in the intellectual, professional and personal dimensions of life

The Whitworth Communication Studies Department offers a major with four tracks: communication, journalism & media studies, speech communication and strategic communication.

The communication major consists of a common foundation (21 credits) and one of four different tracks (24-25 credits). The foundation is as follows:

## Requirements for Communication Major-Foundation Courses (21)

COM 113	Interpersonal Communication	3
or COM 113H	Honors Interpersonal Communication	
COM 120	Media and Society	3
COM 212	Theories of Human Communication	3
COM 309W	Introduction to Communication Research	3
COM 402	Mass Media Law	3
or COM 403	Freedom and Responsibility of Speech, Freedom & Responsibility of Speech	
COM 490	Internship	3
COM 493	Media Ethics	3
or COM 494	Communication Ethics	

The communication track is for students who wish to pursue a generalist approach to the broad field of communication. Students completing the communication track must complete the foundation (21 credits) plus:

## Requirements for Communication Track (39-40)

Communication Foundation Courses (21)		21
Two of the following skills courses:		6
COM 125	Writing for Mass Media	
or COM 126H	Writing for Digital Media	
COM 210	Introduction to Public Speaking	
COM 231	Photojournalism	
COM 237	Introduction to Video & Audio Production	
COM 244	Publicity and Public Relations	
COM 325	Topics in In-Depth Reporting	
COM 337	Video and Audio Journalism	
COM 343	Editing for Multimedia	
Three of the following concepts courses:		9-10
COM 223	Small Group Communication	

COM 270	Mediated Communication &, Relationships
COM 313	Advanced Interpersonal Communication
COM 315	Critical Media Analysis
COM 316	International Mass Media
COM 323	Organizational Communication
COM 348	Mass Media History
COM 347W	History and Theory of Rhetoric
COM 353	Communication in Leadership
COM 370	Action Heroes to Zany Moms: Representations of Women in Popular Culture
COM 371	Stereotypes in the Media
COM 398	Intercultural Communication
COM 415	Persuasion
COM 482	Media Innovation

Three credits of department electives, not counting IS or TA 3

The journalism & media studies track is for students who wish to pursue either an academic or professional exploration of mass media. Students completing the journalism & media studies track must complete the foundation (21 credits) plus:

## Requirements for Journalism & Media Studies Track (39)

Communication Foundation Courses (21) 21

One of the following: 3

COM 125	Writing for Mass Media
or COM 126H	Writing for Digital Media

One of the following: 3

COM 325	Topics in In-Depth Reporting
COM 326	Advanced Reporting for Digital Media
COM 337	Video and Audio Journalism
COM 482	Media Innovation

One of the following skills courses: 3

COM 210	Introduction to Public Speaking
COM 231	Photojournalism
COM 237	Introduction to Video & Audio Production
COM 244	Publicity and Public Relations
COM 343	Editing for Multimedia

Two of the following concept courses: 6

COM 315	Critical Media Analysis
COM 316	International Mass Media
COM 348	Mass Media History
COM 370	Action Heroes to Zany Moms: Representations of Women in Popular Culture
COM 371	Stereotypes in the Media

Three credits of COM electives, not counting IS or TA 3

The strategic communication track is for students who are interested in the persuasive side of mass media, with an emphasis on public relations. Students completing the strategic communication track must complete the foundation (21 credits) plus:

## Requirements for Strategic Communication Track (39)

Communication Foundation Courses (21) 21

COM 244 Publicity and Public Relations 3

COM 323	Organizational Communication	3
One of the following skills courses:		3
COM 125	Writing for Mass Media	
or COM 126H	Writing for Digital Media	
COM 210	Introduction to Public Speaking	
COM 237	Introduction to Video & Audio Production	
COM 337	Video and Audio Journalism	
COM 343	Editing for Multimedia	
COM 344	Strategic Event Planning	
Two of the following concepts courses:		6
COM 223	Small Group Communication	
COM 270	Mediated Communication &, Relationships	
COM 316	International Mass Media	
COM 348	Mass Media History	
COM 353	Communication in Leadership	
COM 398	Intercultural Communication	
COM 415	Persuasion	
COM 482	Media Innovation	
Three credits of department electives, not counting IS or TA		3

The speech communication track is for students who are interested in exploring interpersonal, group and organizational speech dynamics. Students completing the speech communication track must complete the foundation (21 credits) plus:

## Requirements for Speech Communication Track (40)

Communication Foundation Courses (21)		21
COM 210	Introduction to Public Speaking	3
COM 223	Small Group Communication	4
Three of the following:		9
COM 270	Mediated Communication &, Relationships	
COM 313	Advanced Interpersonal Communication	
COM 323	Organizational Communication	
COM 353	Communication in Leadership	
COM 398	Intercultural Communication	
COM 415	Persuasion	
Three credits of department electives, not counting IS or TA		3

## Requirements for a Communication Minor (15)

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

## Requirements for a Communication & Technology Minor (21)

Foundation: Take both courses		6
COM 125	Writing for Mass Media	
or COM 126H	Writing for Digital Media	
CS 171	Computer Science I	
Electives:		12
Six credits of Computer Science courses, 200 level or higher		
Six credits of Communication Studies courses, 200 level or higher		

Capstone: Choose one of the following	3
COM 482	Media Innovation
CS 250	Digital Humanities

## Requirements for a Communication & Culture Minor (18)

Select one:	3
COM 113	Interpersonal Communication
COM 120	Media and Society
Select one: Lower division US Cultural Studies (USCS) or Women's & Gender Studies (WGS) course or pre-approved course dealing with culture, from an outside dept.	3
Select two: Upper division US Cultural Studies (USCS) or Women's & Gender Studies (WGS) course or pre-approved courses dealing with culture, from an outside dept.	6
Select two:	6
COM 315	Critical Media Analysis
COM 323	Organizational Communication
COM 345	Media and Society in Germany
COM 370	Action Heroes to Zany Moms: Representations of Women in Popular Culture
COM 371	Stereotypes in the Media
COM 398	Intercultural Communication

## Visual Communication (18 Credits)

Requirements for the visual communication minor are listed on the visual communication page. ([http://catalog.whitworth.edu/undergraduate/interdisciplinarystudies/visual\\_communication/](http://catalog.whitworth.edu/undergraduate/interdisciplinarystudies/visual_communication/))

## Courses

### COM 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.

### COM 113H Honors Interpersonal Communication 3

This course introduces principles of, interpersonal relationships in a communal living, and learning context off-campus. As an honors course, this class will emphasize experiential, learning outcomes. Topics we will examine, include: perception, self-concept, feedback, listening, disclosure, conflict management, verbal and nonverbal communication, relationship, development, intercultural communication, and, relational contexts. Jan term, even years.

### COM 120 Media and Society 3

This course looks at the history, culture, impact, and future of media in the U.S. and abroad, with an emphasis on media literacy skills for the global citizen. Fall and spring semesters.

### COM 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.

### COM 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. Spring semester.

### COM 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.

<b>COM 212 Theories of Human Communication</b>	<b>3</b>
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.	
<b>COM 223 Small Group Communication</b>	<b>4</b>
A theoretical and practical look at group, communication processes such as conflict, management, decision-making, group dynamics, leadership, and problem-solving. Fall semester.	
<b>COM 231 Photojournalism</b>	<b>3</b>
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. Personal camera - preferably a DSLR or, advanced point-n-shoot - strongly recommended, Limited equipment available for short-term use, Spring semester. Periodic.	
<b>COM 237 Introduction to Video &amp; Audio Production</b>	<b>3</b>
Course introduces students to fundamental concepts, and techniques in the production of video and, audio content. Skills are relevant to a range of, media contexts, from journalism to PR to, advertising. The emphasis in this course is on, "hands-on" learning of basic video and audio, recording, editing and non-fiction storytelling, skills. Fall semester.	
<b>COM 244 Publicity and Public Relations</b>	<b>3</b>
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: COM, 125. Also listed as EP 244. Spring semester.	
<b>COM 245H Applied Speech: Forensics</b>	<b>1</b>
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.	
<b>COM 246 Applied Journalism: Radio</b>	<b>1</b>
Staff work on university radio station. May be, repeated for credit. Fall and spring semesters.	
<b>COM 247 Applied Journalism: Yearbook</b>	<b>1</b>
Staff work on university yearbook. May be repeated, for credit. Fall and spring semesters.	
<b>COM 248 Applied Journalism: Public Relations, Agency</b>	<b>1</b>
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.	
<b>COM 249 Applied Journalism: Whitworth Student, Publications</b>	<b>1</b>
Write and produce content for Whitworth student, publications, including The Whitworthian and, Canopy. Available for all majors, this class, allows you to develop skills in information, gathering, writing and editing while you cover a, range of topics affecting the campus community, Students will get feedback from their peers and, build a strong portfolio of professional work. No, experience necessary. May be repeated for credit, Fall and spring semesters.	
<b>COM 250 Applied Photography and Photojournalism</b>	<b>1</b>
Photo staff for the university yearbook and, newspaper. Students shoot and edit photo packages, for both publications throughout the academic, year.	

**COM 270 Mediated Communication & Relationships** 3

Communication and relational connections are fundamental to the human experience, and within the last several decades, both realities have been influenced by the increased personal use of electronic mediated devices and communication technologies. This course will explore the individual and collective consequences of mediated communication, and consider the influence of mediated communication on relational development. Fall semester, even years.

**COM 302 Digital Strategic 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.

**COM 309W 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: COM 113 or COM 212. Spring semester.

**COM 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.

**COM 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.

**COM 315 Critical Media Analysis** 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/COM 315. Spring semester.

**COM 316 International Mass Media** 3

Development and operations of global mass communication channels and organizations. Comparative analysis of media, media practices, and flow of media content throughout the world. Fall semester. Even years.

**COM 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.

**COM 325 Topics in In-Depth Reporting** 3

Newsgathering techniques and strategies, including direct observation, participant observation and interviewing; using public records and documents, libraries and statistics; dealing with sources; polls and surveys. Course explores a different news content approach each semester, including sports, arts, politics, science or education. Prerequisite: COM 125.

**COM 326 Advanced Reporting for Digital Media** 3

Students will gain reporting and publishing experience in digital journalism, developing skills in text, image, audio, video, interactive, and social. Students will produce digital story packages and discuss new media theory. Prerequisite: COM 125 or COM 126H.

<b>COM 337 Video and Audio Journalism</b>	<b>3</b>
Development of writing, reporting, editing and production skills for video and audio journalism. Introduction to using field video and audio equipment. Broadcast news writing and production. Includes planning, researching and gathering of material and producing long-form journalistic, audio and video pieces. Prerequisite: COM 125 or equivalent. Periodic offering.	
<b>COM 339 Digital Storytelling</b>	<b>3</b>
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, COM 125, or permission of instructor. Periodic offering.	
<b>COM 339H Digital Storytelling</b>	<b>3</b>
Study of digital, multimodal, writing/storytelling. Students create a variety of digital texts using freely available audio, video, and text editing tools. Two evening screenings in addition to regular class meetings. Prerequisites: EL 210, EL 245, COM 125, or instructor permission. Also listed as COM/FVNS 339. Jan term.	
<b>COM 343 Editing for Multimedia</b>	<b>3</b>
Introduction to principles of editing and design for communication on multiple platforms. Students will explore editing for content and mechanics as well as the important role of design in conveying an effective informational or persuasive message. Jan Term. Even years.	
<b>COM 344 Strategic Event Planning</b>	<b>3</b>
In this course, students are introduced to special events as an important area of strategic communication and how events can benefit an organization in various ways, from fundraising, to public relations, to education, to employee engagement. Topics include researching, planning, coordinating, marketing, managing, and evaluating events. Students will both observe events and facilitate the planning and implementation of at least one on-campus event.	
<b>COM 345 Media and Society in Germany</b>	<b>3</b>
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.	
<b>COM 346 Media Impact in Contemporary U.S.</b>	<b>3</b>
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. Periodic.	
<b>COM 347W History and Theory of Rhetoric</b>	<b>3</b>
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: COM 212. Offered annually.	
<b>COM 348 Mass Media History</b>	<b>3</b>
Origins and development of print and broadcast mass media in the United States. Prerequisite: COM 212 recommended, junior standing, or by permission of instructor. Also listed as EP 347. Fall semester. Odd years.	
<b>COM 351 Group Dynamics</b>	<b>3</b>
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.	

**COM 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.

**COM 353 Communication in Leadership** 3

This course will explore how the practice of leadership is guided by the processes of communication through examining the theories and practice of both leadership and communication. It examines the role that communication plays in the leading of organizations, in navigating change in organizations, and in cultivating and maintaining the leader-follower relationship.

**COM 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.

**COM 371 Stereotypes in the Media** 3

This course will explore how stereotypes are used to communicate understandings and misunderstandings about people through mass-mediated communication. An emphasis will be placed on how and why people stereotype and on how those stereotypes are distributed to the mass public through various media, including film, television, print, and advertising. Various stereotypes regarding ethnic and racial minorities, women, the LGBT community, class, age, religious affiliation, and ability will be identified and discussed. Critical analysis and discussion will be used to probe media, gender, racial, class, etc. issues and their intersections.

**COM 375 Hollywood: Spotlight on Gender, Representation** 3

This Jan Term program approaches recent film and television products 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 gender and feminism. Different media effects theories will be explored and discussed in a hands-on environment. Students will have the opportunity to engage with "media makers" in the heart of the entertainment industry to discuss and explore how intersectional representation is approached.

**COM 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. Jan Term.

**COM 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. Fall semester. Even years.

**COM 403 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. Fall semester. Odd years.

**COM 405 Literary Journalism** 3

Exploration of the literary journalism movement from the early 20th century through the "New Journalism" of the 1960s and 70s to modern work. Students will read and discuss literary, journalistic works from a range of authors while developing a proposal for an original piece of their own.



<b>COM 415 Persuasion</b>	<b>3</b>
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.	
<b>COM 445H Applied Speech: Forensics</b>	<b>1</b>
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.	
<b>COM 446 Broadcast Management Practicum: Radio</b>	<b>1</b>
Management work on the university radio station., Prerequisite: COM 246 and appointment to, management position. May be repeated for credit., Fall and spring semesters.	
<b>COM 447 Editorial Practicum: Yearbook</b>	<b>1</b>
Editorial work on the university yearbook., Prerequisites: COM 247 and appointment to, editorial position. May be repeated for credit., Fall and spring semesters.	
<b>COM 448 Applied Journalism: PR Leadership</b>	<b>1</b>
Leadership of the Whitworth student-run public, relations agency. Instructor consent required., May be repeated for credit. Fall and spring, semesters.	
<b>COM 449 Editorial Practicum: Whitworth Student, Publications</b>	<b>1</b>
Editorial work on university student publications., Prerequisite: Appointment to editorial/ leadership, position. May be repeated for credit. Fall and, spring semesters.	
<b>COM 461 Applied Cross-Cultural Communication</b>	<b>3</b>
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.	
<b>COM 482 Media Innovation</b>	<b>3</b>
Advanced issues-related topics in journalism and, mass communication. Combines theoretical,, historical and practical knowledge to provide an, in-depth examination of new and traditional models, of journalism and media with a focus on media, innovation and development.	
<b>COM 490 Internship</b>	<b>1-4</b>
Internship in communication studies is a required, course that combines an internship fieldwork, experience with the academic study of, communication for the purpose of applying, communication theories, concepts and skills in a, professional work environment. COM 490 internships, require approval and registration by the, communication studies internship faculty adviser, before students start work at internship to be, eligible for credit. Students are able to take COM, 490 after they have completed 18 credits in, communication courses (12 of these 18 credits must, be completed at Whitworth University). COM 490 is, offered during the Fall, Spring and Summer Terms.	
<b>COM 493 Media Ethics</b>	<b>3</b>
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. Spring semester.	

**COM 494 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. Spring semester.