INTRODUCTION
This handbook is your guide to the Department of Communication. We hope the information provided here will help make the 2010-2011 academic year easier, more enjoyable, and more rewarding. If you have any questions about the material in this handbook or about anything not covered by this guide, please ask any of your department faculty or stop by the department office.

COMMUNICATION DEPARTMENT STAFF

Department Office  CAS 402  737-0460
Mrs. Eileen Ruf
Ms. Margarett Walrond

Administrative Assistant  CAS 402  737-0461
Fax Machine  737-0465
FACULTY

CHAIRPERSON:
LYNCH, DR. CHRISTOPHER CAS 402A 908-737-0464

BAKER, DR. BAILEY CAS 427 908-737-0462
Teaches: Public Speaking, Persuasive Communication, Communicating across Cultures, Communication Theory & Research.

FITCH, DR. FRED CAS 433 908-737-0463
Teaches: Communication as Critical Citizenship, Communication and Media Theory, Public Speaking.

LAURO, PROF. PATRICIA CAS 428 908-737-0468
Teaches: Intro to Journalism, Advanced Journalism, Feature Writing, Specialty Writing in Journalism; Editing Skills in Journalism. Advises The Tower

LONDINO, DR. CATHLEEN CAS 423 908-737-0452
Teaches: Media and Film - production, history, and theory.

McHUGH, DR. SCOTT CAS 420 908-737-0458
Teaches: Media and Film - production, history, and theory.

MIRRER, DR. KRISTINE CAS 419 908-737-0456
Teaches: Media and Film - production, history, and theory.

OAKES, PROF. BRIAN CAS 422 908-737-0459
Teaches: Media and Film - production, history, and theory.
Advises University Film Club

SARGENT, DR. JACK CAS 431 908-737-0467
Teaches: Organizational Communication, Public Speaking, Communication Theory & Research, Persuasive Communication, Nonverbal Communication, Communication and Technology.

TUNG, PROF. LARRY CAS 421 908-737-0457
Teaches: Media and Film - production, history, and theory.
Media and Film Coordinator

YEDES, DR. JANET CAS 425 908-737-0469
Teaches: Gender, Language and Communication, Communication Theory & Research, Group Communication, Communication across Cultures, Cinema as Cross-Cultural Communication.
Advises Lambda Pi Eta.

YUAN, DR. WENLI CAS 426 908-737-0471
Teaches: Negotiation, Communication Theory, Organizational Theory, Communication Research Seminar.
**Faculty Mailboxes**--You may leave messages for resident faculty in their mailboxes, located in the department office in CAS 402. If you leave class papers, projects, or assignments in faculty mailboxes, please take extra caution in making sure you've put your work in the correct mailbox.

**Adjunct Faculty**--In addition to the resident faculty listed above, the department employs adjunct faculty to teach one or two courses a semester. You may leave a message for adjunct faculty by calling the department office. Adjunct faculty mailboxes are located in .

**Speech Lab**
*The Speech Presentation Lab* provides both undergraduate and graduate students with one-on-one assistance in preparing, practicing and perfecting presentations. The lab is available for students in all majors and provides flexible hours that work around the students’ schedules. The lab is located in CAS 414. For more information, please contact the lab at (908) 737-0472.

**The Tower**
*The Tower*, the school’s independent laboratory newspaper gives students the opportunity to gain real-life experience and establish an excellent writing portfolio. The Tower is published twice a month during the regular academic year and copies are distributed at more than 15 campus locations. For more information contact Professor Patricia Winters-Lauro, faculty advisor 908-737-0470.

**WKNJ**
*WKNJ* is Kean University’s official radio station. The purpose and objective of non-profit, educational radio station is to offer the Kean community cultural, informative and entertaining radio programming. As the only University radio station in Union County, we offer a variety of alternative music and programming that is just not available from any other radio station in our area. We also serve as a training facility for any and all interested Kean University students to learn the art and science of radio broadcasting.
ADVISEMENT

Each Communication major is assigned a specific faculty advisor (although any faculty member will be happy to assist you in any way possible). If you haven't been assigned an advisor, please stop by the department office in CAS 402 or email Mrs. Ruf at eruf@kean.edu. We will assign an advisor and make sure we have you in our files as a major so you'll receive all department mailings. While you may seek help or advice from your advisor at any time, it is particularly important that you meet with your advisor each semester to plan your schedule for the coming semester.

Advance Registration—Prior to advance registration, you will receive a letter from the department providing you with important information you need to know about course offerings, new policies, and upcoming events and reminding you to make an appointment with your advisor. This meeting with your advisor is critical—we want to make sure you're progressing toward graduation in an organized fashion, taking the correct courses in the correct sequence and choosing the best electives to prepare you for your career.

Faculty Office Hours—Each resident faculty member has at least five office hours each week. Office hours change each semester as the faculty's schedules change. Office hours are posted on each faculty member's office door and can also be obtained by calling the department office. If you're not free during your advisor's office hours, an appointment can be arranged at some other mutually convenient time. Just call or email your advisor and ask for a special appointment. During advance registration, faculty extend their office hours to try to accommodate all their advisees.

ATTENDANCE COMMUNICATION CLASSES

All courses in this department require in-class participation by all students. Attendance is expected at every class session. Absences severely affect the grades you earn in these courses. Remember being excessively late for a class also counts as an absence. Many instructors will allow one absence if the class meets once a week. Any other absences and you will be graded down. Your individual written and oral work in classes will be evaluated using the Grading Standards and Expectations of the department. You will find these standards detailed in this handbook.

Communication Department Technology Statement

Cell Phones and Laptops
Cell phones are used in the classroom for security purposes only. One student will be designated to keep her or his cell phone on during the class period in order to receive emergency messages from campus security. The instructor will also keep her/his cell phone on for the same reason. ALL OTHER CELL PHONES ARE TO BE TURNED OFF. Violations such as receiving phone calls or text messaging will result in a loss of participation points and/or points deducted from the final grade.

Use of personal laptops is up to the discretion of the instructor. Laptops are permitted in the
classroom only for instructional purposes (accessing Blackboard and research data bases,.). Web-surfing for entertainment, game playing, e-mail checking is not permitted as it discourages interaction with others in the classroom. Violation of the policy will result in a loss of participation points and the forfeiture of the privilege to use your laptop in the future.

DEPARTMENT OF COMMUNICATION POLICY ON ACADEMIC DISHONESTY

Plagiarism is the act of using another writer's material or ideas without giving proper credit, whether the other writer is a standard authority or a friend at college. In either case, whether intentional or not, it is a serious offense. (Even if the material or idea is only used for your own analysis or ideas, credit must be given.) Remember plagiarism also involves improper quoting in some situations. Be sure to follow the rules for citations and direct quotes.

Academic integrity is expected of all students in the Department of Communication. Plagiarism, cheating, and other forms of academic dishonesty can result in a grade of "F" in the course.

In the case of students handing in work that is identical or too similar to be coincidental, all students involved will fail the course. It does not matter who did the original work and who copied it.

CHOOSING A TRACK

The Communication major is split into three separate tracks—Communication Studies, Journalism, Public Relations, Media, Film and BA/MA in Occupational Therapy. Students must choose one of the tracks. The Journalism track prepares students for careers in those fields. The Occupational Therapy track prepares students to complete an Occupational Therapy master’s degree in their fifth year. Communication Studies majors may choose a concentration from the list below. We suggest that you talk with your advisor before making any decision.

CONCENTRATIONS FOR COMMUNICATION STUDIES MAJORS

These are possible areas of specialization or options as a generalist in communication.

Management, Team, and Leadership Communication
(Comm 3590) Business and Technical Presentations
(Comm 3520) Organizational Communication
(Comm 3660) Public Relations
(Comm 3690) Health Communication
(Comm 4625) Communication and Negotiation

Relational Communication
(Comm 3430) Family Communication
(Comm 3630) Gender, Language and Communication
(Comm 3425) Nonverbal Communication
(Comm 4520) Communication and Technology
(Comm 3525) Communication and Conflict Resolution
Like accounting, nursing or teaching disciplines communication does not come with a ready made job title. This is an advantage because it means you have diverse career opportunities and through your major will be able to switch careers easier than persons in other disciplines. You have presentation, persuasion, listening, critical thinking, group and team building, oral, and written skills that can be adapted from one job or career to the next. However, to find that job you will need to put your own networking and creativity skills that you learned in communication to work for you. Do not wait until graduation to look for a job. One of Kean's student services is its Career Services Center. Your student fee pays for this service. The Center staff will do testing for you that can identify career paths. You would pay hundreds of dollars to have this done off campus. They run workshops on creating and evaluating resumes. They have workshops on interviewing, a skill any communication major should learn about. They have data bases with job lists. They sometimes even have part-time jobs. Don't wait until your senior year to get to know these people. You will visit them in ID 1001 in your first semester. You should take advantage of their services. Work with them and your communication advisor to plan for an eventual internship and career but do not wait until your senior year.

**MINOR IN COMMUNICATION**
Comm 1402 Speech Communication as Critical Citizenship or Honors
Comm 1403 (3 credits)
(General Education Requirement for all Kean Students)

**Required**
ID 2415 Group Communication (3)
Comm 3720 Communication and Media Theories (3)
Comm 3510  Persuasion (3)

**Required Electives**
- Comm 2920 Introduction to Journalism (3)
- Or
- Comm 2405 Public Speaking (3)

**Electives**
- Two elective courses at the 3000 level or above after consultation with advisor

**Total within the Minor 18 Credits and 3 GE Credits**
(C grade or better required in each course)

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**Graduation Map for Communication Studies (124 credits)**

### First Year

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<tr>
<th>Fall</th>
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<tr>
<td>ID 1000 T to K</td>
<td>ID 2415 Group Communication</td>
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<td>Comm 1402 Speech Communication</td>
<td>HIST 100</td>
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<tr>
<td>ENG 1030 Composition*</td>
<td>GE Humanities</td>
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<tr>
<td>ID 1225 or ID 1010 Health Education</td>
<td>Free Elective</td>
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During this year students should visit career services for personal interest profile

**Summer**

Free Elective

Free Elective

### Second Year

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<th>Fall</th>
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<tr>
<td>ENG 2403 World Literature</td>
<td>Comm 3720  Comm and Media Theory</td>
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<td>GE 2023 Research and Technology</td>
<td>GE Humanities</td>
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<td>Comm 2405 Public Speaking</td>
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<td>Comm 2425 Interpersonal Comm</td>
<td>GE Science</td>
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Join Communication Club

### Third Year

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<td>Students with a 3.0 and permission can apply for Internship</td>
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**Summer**

Free Elective

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<th>Fourth Year</th>
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*Students taking a two semester Math or Composition class or Communication Science should take the required class in place of a free elective

**Graduation Map for Public Relations (124 credits)**

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<td>ENG 1030 Composition*</td>
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<td>ID 1225 or ID 1010 Health Education</td>
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<td>During this year students should visit career services for personal interest profile</td>
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<td>ENG 2403 World Literature</td>
<td>Comm 3720 Comm and Media Theory</td>
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<td>Join Communication Club</td>
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Math or Computer Science  
Comm 2920 Intro to Journalism  
Comm Major Elective  
Comm Major Elective  
Humanities and Social Science  
Free Elective

Students should put a resume together at Career Services  
Students with a 3.0 and permission can apply for Internship

Summer
Free Elective  
Free Elective

Fourth Year

Fall  
Comm 4962 Comm Research Seminar  
Comm 4640 PR Cases  
Comm Elective  
Free Elective  
Free Elective

Spring
Comm Elective  
Comm Elective  
Free Elective  
Free Elective  
Free Elective

Apply for graduation first semester

*Students taking a two semester Math or Composition class or Communication Science should take the required class in place of a free elective

Graduation Map for Journalism (124 credits)

First Year

Fall  
ID 1000 T to K  
Comm 1402 Speech Communication  
Math 1010*  
ENG 1030 Composition*  
ID 1225 or ID 1010Health Education  
During this year students should visit career services for personal interest profile

Spring
Comm 2920 Intro to Journalism  
HIST 1000  
GE Science  
GE Humanities  
FA 2275 Digital Photography

Summer
Free Elective  
Free Elective

Second Year

Fall  
ENG 2403 World Literature  
ID 2023 Research and Technology  
Comm 2405 Public Speaking  
ID 2415 Group Comm  
GE Social Science  
Join Communication Club  
Write for Tower - Comm 3780 (1 credit)

Spring
Comm 3720  
Comm and Media Theory  
GE Humanities  
Comm 2403 (MED 2400) Prod Foundation  
GE Science  
GE Social Science

Third Year

Fall

Spring
Math or Computer Science
Comm 3915 Feature Writing
Comm 3925 Editing Skills
Humanities and Social Science 3000
Free Elective

Students should put a resume together at Career Services
Students a 3.0 and permission can apply for Internship / Write for Tower (Comm 3780)

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<td>Comm 3910 Advanced Journalism</td>
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Apply for graduation first semester/ Write for the Tower (Comm 3780)  
*Students taking a two semester Math or Composition class or Communication Science should take the required class in place of a free elective

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<th>Graduation Map for Film (124 credits)</th>
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| Free Elective |

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<tr>
<td>ENG 2403 World Literature</td>
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<tr>
<td>GE 2023 Research and Technology</td>
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<tr>
<td>COMM 2502(FILM 2500) Mass Sight Sound</td>
</tr>
<tr>
<td>COMM 2403(MED 2400) Production Foundations</td>
</tr>
<tr>
<td>GE Social Science</td>
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</tbody>
</table>

Join Film Club
### Third Year

#### Fall
- Math/Computer Science
- COMM 3102 (FILM 3100) Film Production Editing
- COMM 3602 (FILM 3600) Scriptwriting
- COMM 3720 Comm and Media Theory
- PS 2300 or PS 2400

#### Spring
- COMM 3510 Persuasion
- COMM (FILM 4100) Digital Film
- COMM 3202 (FILM 3200) International Film
- Free Elective

**Students should put a resume together at Career Services**

**Students with a 3.0 and permission can apply for Internship**

#### Summer
- Free Elective
- Free Elective

### Fourth Year

#### Fall
- COMM 4962 Comm Research Seminar
- COMM Elective
- Free Elective
- Free Elective

#### Spring
- COMM Elective
- Free Elective
- Free Elective

**Apply for graduation first semester**

*Students taking a two semester Math or Composition class or Communication Science should take the required class in place of a free elective*

### Graduation Map for Media (124 credits)

#### First Year

##### Fall
- ID 1000 T to K
- Comm 1402 Speech Communication
- Math 1010*
- ENG 1030 Composition*
- ID 1225 or ID 1010 Health Education

##### Spring
- ID 2415 Group Communication
- HIST 1000
- GE Science
- GE Humanities
- Free Elective

**During this year students should visit career services for personal interest profile**

#### Summer
- Free Elective
- Free Elective

#### Second Year

##### Fall
- ENG 2403 World Literature
- GE 2023 Research and Technology
- COMM 2502 (MED 2500) Mass Media
- COMM 2403 (MED 2400) Production Foundations
- GE Social Science

##### Spring
- COMM 2603 (MED 2600) Audio Production
- COMM 2602 (FILM 2600) Film History
- GE Humanities
- GE Science
- GE Social Science
Join National Broadcasting Society

### Third Year

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<tr>
<td>Math/ Computer Science</td>
<td>COMM 3510 Persuasion</td>
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<tr>
<td>COMM 2803 (MED 2800) Field Production</td>
<td>COMM 3003(MED 3000) Broadcast Journalism</td>
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<tr>
<td>COMM Intro to Journalism</td>
<td>COMM 2703 (MED 2700) Media Performance</td>
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<tr>
<td>COMM 3720 Comm and Media Theory</td>
<td>Free Elective</td>
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**Summer**

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*Students taking a two semester Math or Composition class or Communication Science should take the required class in place of a free elective*

### Course Numbers For Former Media and Film classes

- **COMM 2403 Production Foundations** formerly MED 2400
- **COMM 2503 Mass Media** formerly MED 2500
- **COMM 2603 Audio Production** formerly MED 2600
  Prereq COMM 2403(MED 2400)
- **COMM 2703 Media Performance** formerly MED 2700
  Prereq COMM 2403(MED 2403), COMM 2603 (MED 2600)
- **COMM 2803 Video Field Production** formerly MED 2800
  Prereq COMM 2403( MED 2400)
- **COMM 2903 TV Studio Production** formerly MED 2900
  Prereq COMM 2403(MED 2400)
COMM 3003 Media Journalism formerly MED 3000
Prereq COMM 2403(MED 2400), COMM 2920, COMM 2603( MED 2600),
COMM 2803( MED 2800)

COMM 3053 News Directing and Editing formerly MED 3052
Prereq COMM 3003(MED 3000) and COMM 2903(MED 2900)

COMM 3103 Media Advertising and Sales formerly MED 3100
Prereq COMM 2503(MED 2500)

COMM 3503 Media Criticism formerly MED 3500
Prereq COMM 2503( MED 2500)

COMM 3603 Topics in Media formerly MED 3600
Prereq COMM 2503( MED 2500)

COMM 3613 International Comparative Media formerly MED 3610
Prereq COMM 2503( MED 2500)

COMM 3623 International News formerly MED 3620
Prereq COMM 3003 (MED 3000)

COMM 3703 Broadcast Feature formerly MED 3700
Prereq COMM 3003( MED 3000)

COMM 3903 Feature Production Company formerly MED 3902
Prereq COMM 2803(MED 2800) or COMM 2903( MED 2900)

COMM 4003 Advanced Broadcast Writing formerly MED 4000
Prereq COMM 3003 (MED 3000)

COMM 4503 Media Management formerly MED 4500
Prereq COMM 2503 (MED 2500)

COMM 4813 Advanced Digital Media MED 4810
Prereq COMM 2803(MED 2800) or COMM 2903 (MED 2900)

COMM 4903 Production Company II formerly MED 4902
Prereq COMM 2903 (MED 3902 or MED 3900) or COMM 2403 (MED 2400)

COMM 2502 Sight, Sound and Motion formerly FILM 2500

COMM 2602 Film History I formerly FILM 2600
Prereq COMM 2502(FILM 2500)

COMM 3002 Film Theory formerly FILM 3000
Prereq COMM 2502 (FILM 2500)

COMM 3102 **Film Production I** formerly FILM 3100  
Prereq COMM 2502 (FILM 2500) or COMM 2403 (MED 2400)

COMM 3202 **International Film** formerly FILM 3200  
Prereq COMM 2602 (FILM 2600)

COMM 3302 **Documentary Film** formerly FILM 3300  
Prereq: COMM 2403 (MEDIA 2400), COMM 2502 (FILM 2500)

COMM 3402 **Film History II** formerly FILM 3400  
Prereq COMM 2602 (FILM 2600)

COMM 3502 **Film Production II** formerly FILM 3500  
Prereq COMM 3102 (FILM 3100), COMM 2403 (MED 2400), COMM 2502 (FILM 2500)

COMM 3602 **Scriptwriting** formerly FILM 3600  
Prereq COMM 2502 (FILM 2500)

COMM 3902 **Animation I** formerly FILM 3900  
Prereq COMM 2403 (MED 2400), COMM 2502 (MED 2500)

COMM 4002 **Topics in Film** formerly FILM 4000  
Prereq COMM 2502 (FILM 2500) or permission of instructor

COMM 4102 **Film Editing** formerly FILM 4100  
Prereq COMM 3102 (FILM 3100)

COMM 4902 **Animation II** formerly FILM 4900  
Prereq COMM 3902 (FILM 3900)

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**Communication Department Internship or Practicum Process**

Students with an overall GPA of 3.0 can complete up to two internships or practicums (a practicum is sometimes called an independent study) for a total of 6 credits in the College of Humanities and Social Sciences.

Eligible students should locate a resident faculty member who will advise and supervise the project. The student will work with the faculty member to locate an internship site. This site should not include the student’s current job. The Communication Department has manuals that
can help students locate an internship site.

Students can register only after the Dean’s approval. Internship and practicum approval depend on faculty availability.

The student is expected to work a total of 120 hours at the site and should complete a minimum of 3 academic projects since this also functions as a class. Practicum students should put in the same amount of work as they are expected in a class.

Together the student will fill out a form located in CAS 402. Students need to be accepted at the site before submitting a form. The completed form should be given to the Department chair. Student and faculty should keep a copy of the form. This is a contract.

Faculty eligible to supervise an internship or a practicum can only supervise 4 students or 12 credit hours a semester.

If approved the Department chair will sign the form and submit it to the Dean

The student will receive a call from the Dean’s office to pick up the completed form only after the Dean has approved the form.

The student takes the form to ONE STOP and registers for the course.

Faculty will keep track of their students and rosters will be noted by the Registrar and assigned section numbers on Keanwise.

Faculty member and student should meet on a regular basis.

Students can always consider taking an internship for no-credit. Consult with your advisor. In some cases a reference can be written to the company.

ACTIVITIES FOR MAJORS

*Lambda Pi Eta*

This communication honor society is sponsored by the National Communication Association. Its name represents the Greek letters of Aristotle's three persuasive modes: ethos, pathos, logos. Students with 3.3 GPAs can be nominated by the faculty after completing 60 credits (with 12 credits in communication). Students with less than a 3.3 GPA may be nominated if they have a 3.5 GPA in communication courses. Students are nominated for academic scholarship,
leadership, and service to the department. Members are inducted in the fall and are expected to perform three hours of service to the department each semester and attend at least two meetings a year. The society sponsors academic seminars, forums, and guest speakers. Members are entitled to wear a special gold cord at graduation. For information contact Dr. Janet Yedes, 908-737-0469.

COMMUNICATION CLUB

The communication club aims to promote communication studies and provide networking opportunities for students. The club brings in guest speakers several times a semester to discuss communication related practices and career opportunities. The club also sponsors various activities throughout the year. Club events are open to all communication majors, minors and others who are interested in communication. Students in COMM 3720 (Communication and Media Theory) and COMM 4962 (Communication Research Seminar) are required to attend the speaker series. For more information about the club activities and leadership opportunities, please contact Dr. Jack Sargent, 908-737-0471 or jsargent@kean.edu

FILM CLUB

The Film Club aims to promote film study and production while also providing networking opportunities for students. The club also sponsors various activities throughout the year. For more information about the club activities and leadership opportunities, please contact Professor Brian Oakes, 908-737-0467 or boakes@kean.edu

JOBS ON CAMPUS

Student Ambassador Job Description

COMMUNITY RELATIONS (External and Internal):
Give tours as needed during scheduled hours of work.
Assist in the creation and editing of copy for the Undergraduate Admissions Web site.
Provide assistance in monitoring incoming and outgoing voicemail messages.
Provide major assistance in response to the Office e-mail incoming inquiries.
Encourage prospective students to visit campus for tours, complete admissions application, attend open house program and other university based events.
Aid and assist in the recruitment efforts of the Office of Admissions.
Aid in the facilitation of Kean Information Days.
Assist in on-campus recruitment programs and other Admissions-sponsored events.
Dress in a neat and professional manner and display exemplary conduct.
Represent the University with the highest level of visibility, professionalism and pride.

OFFICE:
Assist in the daily reception responsibilities at the reception desks if needed.
Meet with prospective students and their families to discuss their experience as Kean University
students.
Aid in the correspondence to prospective and future Kean students through answering written correspondence by mail, email, or by telephone.
Assist Admissions Staff with special projects as needed.

ELIGIBILITY FOR THE AMBASSADOR PROGRAM:
Full-time student in good academic standing (a minimum 2.5 GPA)
Complete Student Ambassador application
Emerge as a successful candidate of the interview process.
Must possess the ability to effectively communicate to audiences via public speaking and conducting group presentations.
Must understand, appreciate and adhere to the importance of confidentiality, customer service, accuracy of information provided and the personal commitment associated with the position.
Must be able to express a genuine sense of pride and enthusiasm for Kean University and communicate effectively to various audiences.
Attend mandatory training sessions as required.

Academic and Instructional Mentors
A key component of CAS is the large, professional, friendly, and competent student staff known as Academic Instructional Mentors (AIMs). They are carefully selected, upper class students who are representative of the student population they serve. AIMs receive extensive training to meet the needs of first year students. Each AIM is assigned to a Transition to Kean class as a co-instructor for the course, and work closely with the instructors to plan and deliver lessons. Additionally, they help mentor new students and introduce them to the University’s academic and student support services.

Good standing and responsible students with a GPA of 2.5 interested in becoming an AIM should contact Jackie Langley at 908-737-0312 jlangleyn@kean.edu or inquire within the Main Office CAS 124 908-737-0300.

KEY COMMUNICATION CONCEPTS
Inductive
Deductive
Cause-Effect
Analogue
Multi-Sided Approach
Inoculation Effect
Fear Appeal
Attribution
Fundamental Attribution Error
Plain Folk
Hasty Generalization
Halo Effect
Straw Man
Red Herring

Slippery Slope
Ad Hominem
Bandwagon Effect
Social Desirability
Dialectical Perspective
Groupthink
Systems
Monroe Motivated Sequence
Shannon & Weaver’s Theory
Mean/Mode/Median
Reification
APA Style
Ethos
Pathos
Logos
Paradigm
Narrative
Muted Group
Rational
World
Paradigm
Rhetoric
Symbolic Convergence Theory
Identification
Primary vs. Secondary
Testimony
Charisma
Ethnography
Self-fulfilling Prophecy
Narrative World Paradigm
Ethics
Leadership
Problem Solving
Interpersonal Skills
Creative Thinking
Community Service
Lifelong Learning
Metacommunication
Communication
Culture
Hegemony
Schismogenesis
Anecdotal Evidence
Win Win Solution
Fallacy
Transition
Mediation
Proxemics
Transition
Arbitration
Argument
Evidence
Credibility
Fact/Inference
Kinesics
Resources of Ambiguity
Power
Quantitative
Negotiation
Gatekeepers
Critical Theory
Empiricism
Social Desirability
Detractors
Focus Groups
Democratic Leader
Laissez Faire Leader
Affect Display
Mixed Message
Autocratic Leader
Haptics/Tacessis
Qualitative Method
Text
Interpretive Research
Discourse Analysis
Multicultural
Ideology
Scholarship

KEY FILM/VIDEO CONCEPTS

Continuity
3-Point Lighting
Aperture
F-Stop
CCD
ADR
FPS
Alpha Channel
Proxemics
Chroma Key
Codecs
Color Bars
Color Balance
Color Temperature
Shot Composition
Compositing
Inter-cutting/Parallel Editing
Copyright
Dailies/Rushes
Decibels (DB)
Depth of Field
Depth of Focus
Diffusion of Light
Non-Linear Editing
Montage Theory
Exposure
Light Filters
Sound Filters
Image Filters
Gray Card
Aspect Ratio
Vector Image
Raster Image
Lighting Techniques
Audio Compression
Timbre
Foley
Microphone Patterns
Audio Recording Techniques
SMPTE Time-code
NTSC
Shutter Speed
Scratch Disk
RAM/ROM
Steadicam
Zeppelin Windscreen
RECOMMENDED FREE ELECTIVES

ANTHROPOLOGY
ANTH 1800  Cultural Anthropology
ANTH 2805  Films of the African World Experience

ART HISTORY
AH 3748  History of Visual Communications

BROADCAST
MED 2600  Audio Production
MED 2700  Media Performance
MED 2900  TV Studio Production
MED 4810  Electronic Media Workshop

COMPUTER SCIENCE
CPS 1248  Microcomputer Based Business Systems

ECONOMICS
ECO 1000  Economics
ECO 1020  Principles of Economics I
ECO 1021  Principles of Economics II
ECO 2920  Consumer Economics
ECO 3320  Public Finance
ECO 3400  International Economics
ECO 3600  Government and Business

ENGLISH
ENG 2000  Writing about Literature
ENG 2005  Advanced Composition
ENG 2010  Creative Writing
ENG 3017  Writing Creative Nonfiction
ENG 3080  Writing for Cyberspace
ENG 3090  Business and Professional Writing
ENG 4120  Language Variation in Society

FINE ARTS
FA 1000  Introduction to Art
FA 1020  Visual Awareness Workshop
FA 2300  Visual Thinking
FA 3270  Photography
FA 3273  Photojournalism & Documentary Photography
FA 3670  Television Production/Studio
FA 3671  Single-Camera Video Production
GRAPHIC COMMUNICATIONS
GCOM 3603  Black & White Photography I
GCOM 3609  Digital Photography
GCOM 3612  Desktop Publishing in Business & Education
GCOM 3620  Internet Publishing & Applications in Graphic Communications
VC 2240  Computers in Graphic Design I
VC 3202  Corporate & Institutional Uses of Graphic Design
VC 3220  Advertising I
VC 4220  Advertising II

HEALTH INFORMATION MANAGEMENT
HIM 2013 Medical Terminology

HISTORY
HIST 3340  20th Century America
HIST 3360  History of Business in America
HIST 4875  The Emergence of Law in Society

INTERDISCIPLINARY
ID 4201  Group Dynamics
ID 4808  Group Dynamics II
ID 4900  Adventures in Ideas

MANAGEMENT SCIENCE
MGS 2030  Business Organization and Management
MGS 3030  Human Resources Management
MGS 3051  Business Law I

MARKETING
MKT 3410  Basic Marketing
MKT 3430  Essentials of Advertising
MKT 3431  Advertising Campaigns
MKT 3435  Sales Management
MKT 3451  Consumer Marketing
MKT 3455  Services Marketing
MKT 3460  Marketing Management
MKT 4410  Intro. To Marketing Research
PHILOSOPHY AND RELIGION
PHIL 2300 Introduction to Ethics
PHIL 2505 Critical Thinking
PHIL 2510 Understanding Arguments
PHIL 3300 Social & Political Philosophy
PHIL 3305 Aesthetics
PHIL 3307 Philosophy of Law
PHIL 3308 Values in Conflict
PHIL 3310 Business Ethics
PHIL 3311 Values and Society
PHIL 3312 Contemporary Ethical Theory
PHIL 3313 Justice & Human Rights

POLITICAL SCIENCE
PS 1010 Introduction to Politics: Elements of Politics
PS 2100 American Government and Politics
PS 2110 American State and Local Political Systems
PS 2400 Introduction to International Relations
PS 3100 The Legislative Process
PS 3151 Constitutional Law: Civil Liberties
PS 3170 NJ: State Government & Politics
PS 3410 International Organizations
PS 3500 Political Behavior
PS 3510 Conflict Resolution & the Polity

PSYCHOLOGY
PSY 1000 General Psychology
PSY 3360 Theories of Motivation
PSY 3400 Organizational Behavior
PSY 3630 Social Psychology
PSY 3650 Understanding Self and Others
PSY 4380 Psychology of Perception
PSY 4420 Industrial/Organizational Psychology

PUBLIC ADMINISTRATION
PA 2000 Intro. to Public Administration
PA 3380 Grantsmanship
PA 3700 The Manager as Negotiator

RECREATION ADMINISTRATION
REC 3640 Fundraising in Recreation Agencies
REC 3900 Planning and Organizing Activities
SOCIOLOGY
SOC 1000 Introduction to Sociology
SOC 2300 American Ethnic & Racial Groups
SOC 2350 Sociology of Dress and Adornment
SOC 3060 Society and Self
SOC 3151 The Community
SOC 3400 Collective Behavior
SOC 4060 Personal and Social Interaction
SOC 4200 The Sociology of Organizational Life

TECHNOLOGY
TECH 2925 Internet/Intranet Technology

THEATRE
THE 1100 Acting I
THE 2300 Technical Theatre Production
DEPARTMENT OF COMMUNICATION GRADING STANDARDS AND EXPECTATIONS

A

The grade of "A" is earned for work that is distinguished by superior thinking, analysis, and writing or speaking abilities.

Specifically, an "A" represents work that meets the requirements for a "B" and achieves all of the following:
   a. Demonstrates exceptional insight, analysis and understanding of the concepts and issues involved in the assignment.
   b. Uses elevated written or oral style appropriate to the task.
   c. Reflects research that draws on outstanding resources material.
   d. Reflects excellent preparation including editing and proofreading or extensive rehearsal time.

B

The grade of "B" is earned for work that shows above-average thinking, analysis, and writing or speaking abilities.

Specifically, a "B" represents work that meets the requirements for a "C" and achieves all of the following:
   a. Reflects thinking and analysis beyond the obvious responses.
   b. Draws on research that reflects extensive depth.
   c. Uses writing or speaking style that expresses ideas clearly, concisely, and vividly.

C

The grade of "C" is earned for work that meets all of the assignment requirements with appropriate college-level thinking, analysis, and writing or speaking abilities.
Specifically, a "C" represents work that achieves all of the following:
   a. Fulfills all the specific work assignment.
   b. Demonstrates research appropriate to the assignment.
   c. Develops ideas with appropriate supporting material to clarify, prove and vivify.
   d. Cites sources for all materials used that are not original.
   e. Uses correct grammar, spelling, punctuation, etc.
   f. Is submitted on or before the due date.
D

The grade of "D" reflects work that falls below minimum standards.

Specifically, a "D" represents work that may include one or more of the following:
   a. Does not respond fully to the assigned work.
   b. Applies superficial thinking and analysis to the issues.
      c. Shows writing or speaking skills somewhat below college level standards.
   d. Shows minimal research effort.

F

The grade of "F" is assigned to work that fails to meet minimum standards.

Specifically, an "F" is assigned to work that includes one or more of the following:
   a. Is not submitted in a timely manner.
   b. Does not respond to the assigned tasks.
   c. Is plagiarized.
   d. Fails to support and develop ideas.
   e. Uses writing and speaking skills considerably below college-level standards.
   f. Demonstrates little preparation and research.
DEPARTMENT STYLEBOOK

The Communication Department requires the use of *When Words Collide*, available at the bookstore, for all writing assignments. You are responsible for all material in the stylebook. The stylebook will help you improve your writing, but it won’t work if you don’t use it. Listed below are some of the most common writing errors we find in student work. If you have these writing errors in your work, we take that as an indication that you have not used the list and the stylebook, and we will fail your written assignments.

LANGUAGE ERRORS
1. affect/effect
2. its/it’s
3. there/their/they’re
4. which/that/who
5. fewer/less
6. than/then
7. who’s/whose
8. your/you’re
9. to/too/two
10. dangling modifiers
11. foreign plurals, e.g., media, data
12. sexist language/gender

SENTENCE STRUCTURE ERRORS
1. sentence fragments
2. run-on sentences
3. subject-verb agreement
4. tense shifts
5. voice shifts
6. clutter

PUNCTUATION
1. punctuation with appositives
2. comma misuse
3. commas & periods with quotation marks
4. apostrophes (possessive case)
5. semi-colons
6. colons
7. hyphens
COMMUNICATION GUIDE TO PROFESSIONAL PAPER

FUNDAMENTALS
1. Keep a copy of all papers when you hand one in.
2. Be sure to staple or clip papers together.
3. Be sure library citations are contemporary and know the type of sources your professor allows.
4. Double Spacing is the norm unless specified.
5. Avoid margins more than one and a half inches.
6. Make sure the font is no larger than 12 point.
7. Indent five spaces for a new paragraph.
8. Use Department Style Manual for grammar and spelling.
9. Be sure to proof read the paper.
10. Number all pages.

REFERENCE CITATIONS IN THE TEXT
(Cite an author within the text if it is an original idea discussed only by that writer.)

1. APA journals (American Psychological Association) uses the author/ date method of citation, not footnotes; the surname of the author and the year of publication are inserted in the text at the appropriate point.

   Smith (1970) compared the reaction times...... OR

   In a recent study of reaction times (Smith, 1970)...........

This method gives readers useful information in-text and enables them to locate the citation easily in the alphabetical reference list.

2. If a direct quote include the proper page.

   Smith (1970) discussing cognitive dissonance says “we have a need for consistency in our lives” (p. 90). OR

   “We have a need for consistency in our lives” (Smith, 1970, p. 90).

(Note place of period and quotations)
3. If the quote is four or more lines:
   indent five spaces,
   single space the quote,
   no quotation marks,
   no period after citation.

4. (Et al.) May be used if more than two authors only after the entire citation has been used once in the text).

REFERENCE LISTS AT CONCLUSION OF PAPER

1. Be sure to record all relevant information as you use a library source (author, title, journal name, article name, publisher, year, volume, pages used).

2. All sources referred to in text need to be listed in reference list.

3. Order references by authors’ last names.

4. If no author for a book order by title. Do not start with “a” or “the.”

5. If no author for an article alphabetize by first word in article title. Do not start with “a” or “the.”

6. Only use first initial for first names of authors.

7. All authors names need to be listed if more than one for a particular book or article.

8. Single space between a particular reference.

9. Double space between references.

APA STYLE REFERENCES
All references should be prepared in the style below and on the following pages. Follow the style religiously; it is a good way to catch omissions and oversights. Arrange the elements in a reference entry in the following order:

1. **SEQUENCE:**
   a. **Author:** all authors of the work, with surnames and initials in inverted order: Smith, J.P.
   b. **Year:** year of publication enclosed in parentheses 2 spaces after author’s name
   c. **Title:** article, chapter, or book
   d. **Facts of publication:**
for journals--journal name in full, volume number, and inclusive pages

for books--city of publication, publisher’s name

2. **PUNCTUATION**: Use periods to separate the four major subdivisions of a reference citation: author, date, title, and publication data. Use commas within the subdivisions (e.g., between title and volume number and page numbers) in a journal entry. Use a colon between the place of publication and the book publisher. Use parentheses for extensions, qualifications, or interpretations of each subdivision or the entire entry. Punctuate accurately and uniformly.

   a. Periods separate the subdivisions:
      

   b. Commas separate within subdivisions:
      

   c. A colon separates place of publication from publisher:
      
      New York: Academic Press. (Note: use city and state if not well known: e.g., Dubuque, Iowa: Little and Brown Publishers.

   d. Parentheses extend, qualify, or interpret:
      
      Title entry: *Style manual* (2nd ed.).

      Entire entry: . . . 276-277. (Abstract)

3. **CAPITALIZATION**: Capitalize or use italics accordingly:

   **Journal titles**: Capitalize the initial letter of all major words: *Communication Monographs*.

   **Article, chapter, or book titles**: Capitalize the initial letter of the first word only.

   *Communication moves the world: It’s anti-entropic!*

4. **ORDERING REFERENCES IN THE REFERENCE LIST**:

   Ordering several works by the same first author: When ordering several works by the same first author, repeat the author’s name and use the following rules to arrange the entries:

   (1) Single-author entries precede multiple-author entries beginning with the same name:
Brown, J. R.
Brown, J. R., & Smith, D. F.

(2) References with the same first author and different second or third authors are arranged alphabetically by the surname of the second author, etc.:

Brown, J. R., Jones, K., & Smith D. F.
Brown, J. R., & Smith, D. F.

(3) Several references to the same author are arranged by year of publication, the earliest first:


(4) References to the same author published in the same year are arranged alphabetically by title (excluding a or the). Lowercase letters in parentheses—(a), (b), etc.—are placed after the final period of each:

Brown, J. R. (1970). Roles of., 96, 45-78. (b)

For entries found only in “secondary” sources: Upon occasion a study cannot easily be traced to its original source of print (such as out-of-print journals, foreign language journals or journals not found in or readily available to your library) but is cited in detail in another source (such as Communication abstracts, etc.). If the primary/original source cannot be located, cite the original author and title of the study and then state the full publication data of the secondary source where you found it. For example:

See the Janowitz entry in the References on page 9.

For entries found in other sources:

Magazine article:


Newsletter article, corporate author:


Alphabetize corporate authors by the first significant word of the same (i.e., disregard words such as A and The)
Newspaper article, so author:

Alphabetize works with no author by the first significant word in the title.


** In Text: use a short title for the parenthetical citation: (“Study Finds, 1982).

Newspaper article, discontinuous pages:

If an article appears on discontinuous pages, give all page numbers and separate the numbers with a comma.


(Sample Reference page)

REFERENCES


Kane, F. T. (1961). The meaning of the form of clothing. Psychiatric Communications, 4, 11-16. (b)

(note: double-space between entries)

The above material reflects the rules given in the Publication Manual of the American Psychological Association (3rd edition).
INCLUSIVE LANGUAGE
by Gay Lumsden, Ph.D.

But "He" Means "She," too, right? Wrong. For centuries people have used the masculine pronoun and other masculine terms as if they were generic. Are they?

Suppose you asked a lot of people to read this statement: "When man set foot upon the earth, he became the master of its fate; his mission, he thought, was to make the earth serve mankind." Then suppose you asked those people to tell you who was meant by "man," and if they, as individuals, could relate to the statement. Similar, but more complicated, research has been done in recent years, and the researchers have found that, in fact, women do not see themselves included in this statement nor can they relate to it like men can. Some people respond to this information with, "So what? That's their problem," or "That's just feminist garbage." Unfortunately, lots of folks who should know better-some broadcasters, writers and even teachers-take this attitude.

Look at it this way. If you really want to communicate with people, you need to connect with them as directly and equally as you can. If your language choice is inclusive, that is, if it includes your listener just as much as it does you or someone else, then you have a better chance of being understood and of being credible. If your language choice is exclusive, that is, if it assumes one group of people is less important than others, then it separates you and your message from the listener. What is called "sexist" language, language that seems to have a masculine view, really is exclusive language; it excludes over fifty percent of the population.

Why do that? Why not use language that includes everyone? It just takes motivation and a little bit of attention. We hear people say, "Oh, but it's so boring and awkward to always say, 'he or she.'" Yes, but that's only one way to correct the problem. There are many other methods. In fact, it's downright arrogant and lazy not to make the effort!

Here are some good approaches to making language inclusive.

1. Make examples plural. Instead of "The student ... he . . .," say, "Students ... they" See? It's easy.
2. Make hypothetical examples specific. Say, "For example, Mary ... she . . .," and balance it with "When Sam ... he . . ."
3. Use the first or third person. You might say, "When I experienced . . .," or you might say,
"When you experienced…

4. Balance references, so that if you talk about a hypothetical individual as male in one instance, be sure you make the next one female.

5. Reverse stereotyped role expectations. If you talk about a hypothetical firefighter (not “fireman”) you might say, "She has to be in incredibly good shape to carry that gear."

6. Similarly you might talk about a teacher, and say, "He must be dedicated and caring to get those kids to learn."

7. Replace man-centered nouns with more truly generic ones whenever you can. Instead of "mankind" say "humankind"; instead of "manpower" say "person power." It's a little classier and a lot more inclusive.

8. If you learn to use inclusive instead of exclusive language, you will find that other people tune in to your ideas more easily. You will find that you are writing, as well as talking, more clearly and originally, using fewer clichés and more creative examples than when you used exclusive language.

Here's the basic question: Do you want to communicate so everyone can understand and relate to you? Or do you want to communicate so you seem not to care? Inclusive language is more thoughtful, more aware, and more credible than exclusive language. It's simple.

**MASTER OF ARTS IN COMMUNICATION STUDIES**

The Master of Arts in Communication Studies with a concentration in Organizational Communication prepares students to focus on a wide variety of paradigms that link the process of human communication with organizational behavior, interpersonal relationships, leadership, culture, and management practices within a diverse and changing society. Students are provided the opportunity to engage in a multifaceted course of study that is grounded in a strong theoretical base, with an emphasis on communication and culture framed within the study of organizations. Within the concentration, students can focus their studies toward the more traditional approach to Organizational Communication or they can take an applied approach in choosing their coursework. At the end of their studies, students are provided the option of either writing a thesis or taking a comprehensive examination.

**Department of Communication**

**Mission Statement**

The Department of Communication encourages students to engage in all forms of critical dialogue to succeed in a globalized society. Students are taught to
use theory, research, praxis, and ethics in order to problem-solve in a media-rich and diverse world. The Department of Communication believes that students should value critical listening and viewing, public speaking, community building, and intellectual curiosity as necessary components of effective communication.

Approved February 22, 2011