

COMMUNICATION ARTS

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The Department of Communication Arts has as its purview the study of media and speech communication within the context of liberal arts at Framingham State College. The goal of the department is to provide students with a balanced perspective from which they may explore the nature of human communication. To that end, the Communication Arts Department offers a wide variety of courses in the areas of media and speech. These studies are designed to promote both a mastery of communication theory and a facility in the execution and performance of that theory.

Department requirements for matriculated students wishing to declare the Communication Arts major are: a cumulative QPA of 2.70 or above; at least two semesters at the college for non-transfer students; no more than 18 course credits earned. Transfer students and students whose QPA falls between 2.50 and 2.69 should meet with the department chair to discuss additional requirements. Applications are available in the department office and must be submitted no later than two weeks after the start of fall or spring classes.

COMMUNICATION ARTS MAJOR

The General Education Requirement

All students must satisfy the general education requirement consisting of twelve (12) courses. See page 58 in this catalog.

Course Prerequisites

Courses may have specified conditions for enrollment, such as prior completion of less advanced courses, permission of the instructor, or appropriate placement test scores. Students should refer to course descriptions in the department listings for prerequisite requirements.

Core Requirements (4 courses)

- 71.115 Introduction to Speech Communication
- 71.110 Introduction to Visual Communication
- 71.250 Media/Society/Self
- 71.450 Seminar in Communication Arts

Note: Students who have taken 71.105 Foundations of Communication and 71.107 Effective Speaking have fulfilled the requirement of 71.115 Introduction to Speech Communication.

Majors must select a concentration with the approval of their advisor. Any change in the student's concentration must be approved by the department chair.

COMMUNICATION ARTS CONCENTRATIONS**COMMUNICATION STUDIES (CMG)**

Communication Studies (Choose 2):

- 71.220 Principles of Mass Communication
- 71.245 Cultural Aspects of Media Representation
- 71.305 Broadcast Studies
- 71.308 Media Criticism

Acting, Directing, and Speech Communication
(Choose 2):

- 71.201 Oral Interpretation of Literature
- 71.205 Small Group Communication
- 71.212 Drama Workshop
- 71.260 Voice and Articulation
- 71.314 Actor's Resources
- 71.322 Persuasion and Social Influence

Visual Studies (Choose 2):

- 11.160 Introduction to the World of Art
- 11.200 Art and Social Values
- 11.273 20th Century Art
- 21.207 Language of Film
- 71.210 History of Photography
- 71.280 Introduction to Film Production

Visual Production (Choose 2):

- 11.202 Two-Dimensional Design
- 71.200 Introduction to Computer Graphics
- 71.208 Basic Photography
- 71.262 Studio Production I
- 71.266 Field Production I

Writing (Choose 2):

- 21.225 Introduction to Journalism
- 21.282 Creative Writing
- 21.284 Prose Writing
- 21.286 Professional Writing **or**
- 21.472 Technical Writing
- 21.333 Critical Writing
- 71.226 Writing for Visual Media
- 71.312 Screen and Teleplay Writing

Two (2) additional Communication Arts performance or production Courses.

ACTING AND DIRECTING (CMA)

- 71.201 Oral Interpretation of Literature
- 71.212 Drama Workshop
- 71.260 Voice and Articulation
- 71.314 Actor's Resources
- 71.318 Directing for the Stage

Two (2) of the following:

- 21.271 Development of the Drama
- 21.313 English Drama from the Middle Ages to the Eighteenth Century
- 21.220 Shakespeare
- 21.317 Studies in Shakespeare
- 21.342 Modern Drama

One (1) of the following:

- 21.205 Film History and Criticism
- 21.206 Film and Literature
- 21.207 The Language of Film
- 21.208 Film Genres

Two (2) additional electives to be chosen from the above list **or** other electives approved by the advisor.

CORPORATE COMMUNICATION (CMC)

- 71.205 Small Group Communication **or**
71.322 Persuasion and Social Influence
- 71.495 Internship in Communication Arts

Three (3) production and/or performance courses approved by the advisor.

Two (2) of the following:

- 12.120 Introduction to Financial Accounting
- 12.215 Legal Environment of Business
- 12.271 Marketing Principles
- 12.272 Management Principles

Two (2) of the following:

- 21.286 Professional Writing
- 21.335 Feature Writing
- 21.471 Business Writing
- 21.472 Technical Writing

One (1) of the following:

- 42.224 Social Psychology
- 42.258 Human Relations
- 42.277 Psychology of Work Behavior
- 52.340 Sociology of Work - Occupations and Professions
- 52.342 Sociology of Organizations

SPEECH COMMUNICATION (CMS)

- 71.213 Advanced Public Speaking
- 71.370 The Rhetorical Tradition

Choose one (1):

- 71.207 Interpersonal Dialogue
- 71.205 Small Group Communication

Choose one (1):

- 71.328 Argumentation and Advocacy
- 71.322 Persuasion and Social Influence

Choose one (1):

- 71.201 Oral Interpretation of Literature
- 71.260 Voice and Articulation

Choose one (1):

- 71.210 History of Photography
- 11.160 Introduction to the World of Art
- 11.272 History of Art II
- 11.273 Twentieth Century Art
- 11.282 American Art

Choose one (1):

- 71.220 Principles of Mass Communication
- 71.245 Cultural Aspects of Media Representation
- 71.305 Broadcast Studies
- 71.308 Media Criticism

Choose two (2)

- 71.226 Writing for Visual Media
- 21.225 Introduction to Journalism
- 21.282 Creative Writing
- 21.284 Prose Writing
- 21.286 Professional Writing

Two (2) politics courses chosen with the approval of the advisor:

- 62.110 Introduction to American Politics
- 62.120 Introduction to World Politics
- 62.211 Political Theory: Justice, Law and Order
- 62.212 Political Theory: Age of Ideology
- 62.223 Bureaucratic Politics and Power
- 62.315 Judicial Politics and Policy

VISUAL MEDIA PRODUCTION (CME)

- 71.208 Basic Photography
- 71.226 Writing for Visual Media
- 71.262 Studio Production I
- 71.266 Field Production I
- 71.280 Introduction to Film Production
- 71.312 Screen & Teleplay Writing
- 71.362 Studio Production II
- 71.366 Field Production II
- 71.495 Internship in Communication Arts

Two (2) film studies courses

Two (2) of the following:

- 71.200 Introduction to Computer Graphic Design
- 21.225 Introduction to Journalism
- 71.212 Drama Workshop
- 71.220 Principles of Mass Communication

VISUAL COMMUNICATIONS (CMV)

- 71.200 Introduction to Computer Graphic Design
- 71.208 Basic Photography
- 71.210 History of Photography
- 71.225 Multimedia Design
- 71.315 Color Slide Imagery
- 71.405 Senior Portfolio in Visual Communications
- 11.110 Introduction to Drawing **or** 11.211 Drawing I
- 11.202 Two-Dimensional Design
- 11.273 Twentieth Century Art
- 11.361 Graphic Design I
- 11.404 Graphic Design II

One (1) art history or film course chosen with the approval of the advisor.

One (1) advanced studio/production elective or 71.495 Internship in Communication Arts with the approval of the advisor.

One (1) of the following:

- 11.301 Color Theory
- 71.316 Advanced Multimedia Design
- 71.330 Advanced Photography

PRODUCTION AND PERFORMANCE COURSES

The following are production and performance courses, as specified in several of the above communication arts concentrations:

Production courses

- 71.200 Introduction to Computer Graphics Design
- 71.208 Basic Photography
- 71.225 Multimedia Design
- 71.226 Writing for Visual Media
- 71.262 Studio Production I
- 71.266 Field Production I
- 71.280 Introduction to Film Production
- 71.312 Screen and Teleplay Writing
- 71.315 Color Slide Imagery
- 71.316 Advanced MultiMedia Design
- 71.330 Advanced Photography
- 71.362 Studio Production II
- 71.366 Field Production II

Performance courses

- 71.201 Oral Interpretation of Literature
- 71.212 Drama Workshop
- 71.260 Voice and Articulation
- 71.314 The Actor's Resources

MINOR IN COMMUNICATION ARTS (5 COURSES)

Students who minor in communication arts must take 71.115 Introduction to Speech Communication and four (4) other courses in the Communication Arts curriculum, or 71.105 Foundations of Communication and 71.107 Effective Speaking and three (3) other courses in the Communication Arts curriculum, with the advice of a member of the Communication Arts Department.

MINOR IN INFORMATION TECHNOLOGY (SEE PAGE 53)

COMMUNICATION ARTS COURSES APPROPRIATE FOR GENERAL EDUCATION (GEN. ED.)

Courses	Goal
71.107 Effective Speaking	5
71.201 Oral Interpretation of Literature	5
71.208 Basic Photography	5
71.210 History of Photography	5
71.212 Drama Workshop	5
71.245 Cultural Aspects of Media Representation	12

COURSE DESCRIPTIONS

71.105 Foundations of Communication

An introduction to the theories of communication as they apply to speech and media. This course explores various communication models and their applications to communication interactions. Intended and interpreted meanings in speech and media are studied from different perspectives, including semiotics, aesthetics, ethics, and persuasion.

71.107 Effective Speaking (Gen. Ed. Goal 5)

An application of principles of speech and language in oral communication. Students practice different types of speech-communication situations and analyze their speaking and language skills. The course incorporates written critiques and may include video-taping of oral presentations and panel discussions. This course is required of English majors minoring in Secondary Education. **Note:** Credit will not be given for both 71.107 Effective Speaking and 71.111 Speech and Language Communication (offered prior to Fall 1992).

71.110 Introduction to Visual Communication

An introduction to ways visual media are used as communication tools in contemporary society. Students are introduced to design fundamentals, graphic illustrations, photography, typography, political cartoons, advertisements, and multimedia both in print and on screen. Daily newspapers, weekly magazines, museum collections, and the Internet are used as the primary text.

71.115 Introduction to Speech Communication

An introduction to the theories and practice of human communication in interpersonal, small group, and public communication situations. Students apply principles of communication to the content and delivery of messages in a variety of speaking and listening situations. **Note:** Students may not receive credit for both 71.115 Introduction to Speech Communication and either 71.105 Foundations of Communication **or** 71.107 Effective Speaking.

71.200 Introduction to Computer Graphic Design

An introduction to the computer as a tool for creating graphic design. This class focuses on developing students' computer skills, including basic design issues. Computer terminology is covered in detail; afterwards students are introduced to a variety of software programs currently used by

professionals in the graphic design and advertising industry.

Prerequisite: Permission of the instructor.

71.201 Oral Interpretation of Literature (Gen. Ed. Goal 5)

A study of literature as a speech art emphasizing the reader's response to the meaning of the spoken word within different literary works, practice in and evaluation of reading aloud, storytelling, and choral speaking. Selections from prose, fiction, and drama are studied.

71.205 Small Group Communication

An exploration of the theories, concepts and skills that improve speech communication in group contexts. Leadership and group skills are developed through practical application (group work) aimed at accomplishing shared tasks and facilitating positive interaction. Students study the principles of group dynamics, decision-making, problem solving, interpersonal conflict, consensus, leadership and team building. The course incorporates elements of conflict management and also emphasizes issues relevant to membership diversity. Students have the opportunity to evaluate group members' interactions critically and constructively.

Prerequisite: 71.115 Introduction to Speech Communication **or** 71.105 Foundations of Communication **or** 71.107 Effective Speaking, **or** permission of the instructor.

71.207 Interpersonal Dialogue

A course that fosters a broad level of awareness in regard to interpersonal communication. While it does not offer a formula for interpersonal success, it invites the student to ask questions about the primary issue of the "other" and how the "other" necessarily affects the "self." In so doing, the course centers on issues such as self-awareness, self-disclosure, nonverbal communication, listening, authenticity, power, and conflict. Students become aware of the speech communication processes that both disintegrate and nurture the dyadic human relationship.

Prerequisite: 71.115 Introduction to Speech Communication **or** 71.105 Foundations of Communication, **or** permission of instructor.

71.208 Basic Photography (Gen. Ed. Goal 5)

The exploration of the discipline as an aesthetic medium, a documentary mode of communication, and a vehicle for personal expression. Students are expected to achieve basic technical competence in the practice of black and white photography, while also increasing their aesthetic expertise. At the end of the semester each student submits a portfolio of photographs. Students are

also introduced to historical traditions of the medium through slide lectures, films, and gallery/museum visits.

Prerequisite: 71.105 Foundations of Communications **or** 71.115 Introduction to Speech Communication **or** permission of the instructor.

71.210 History of Photography (Gen. Ed Goal 5)

A course which traces the development of the medium from its inception in 1839 to the present. The growth of photography is related to the other major visual arts and communication movements of the nineteenth and twentieth century. Form, content, philosophy, and technique are discussed and analyzed in slide lectures and reading assignments. Each student completes a major independent research project on a particular photographer, group of photographers, or style of work.

Prerequisite: 71.105 Foundations of Communications **or** 71.115 Introduction to Speech Communication **or** permission of the instructor.

71.212 Drama Workshop (Gen. Ed. Goal 5)

A study of playmaking and production. Special attention is given to spoken drama and translation of the play into performance. This course provides students with the criteria for the selection of a play to be performed. Each student participates in acting, directing, and production-related experiences. There may be opportunity for trips to theaters and for private and/or public presentations.

71.213 Advanced Public Speaking

An application of the principles of speech and language in the delivery of speeches to larger audiences. The class emphasizes organizational techniques, language adaptation, audience analysis and clarity of expression. Students learn the distinctions between preparation and practice of the four major categories of public discourse: informative, deliberative, forensic and epideictic. Oratory skill, confidence, and fluency in speech are primary focal points of this course.

Prerequisite: 71.115 Introduction to Speech Communication **or** 71.107 Effective Speaking, **or** permission of instructor.

71.218 Sound Design for Visual Media

An exploration of the relationship between sound and image, with an emphasis on both the theoretical and practical approaches to creating sound design. Working in relation to an overview of the history of sound recording and arranging, the course examines the aesthetic and technical issues of incorporating the elements of sound design into all phases of moving image production. Students

listen to, think about, and discuss a variety of sound recordings, films, television and radio programs. These approaches are reinforced in a series of exercises in which students record, edit, and mix sound for moving images.

Prerequisite: 71.105 Foundations of Communications **or** 71.115 Introduction to Speech Communication **or** permission of the instructor.

71.220 Principles of Mass Communication

A study of the various infrastructures of mass media systems from national and global perspectives. Current trends and philosophies are discussed from the perspectives of history, culture, and social responsibility. Each student researches and discusses major problems and issues in mass communication.

71.225 Multimedia Design

The study and use of a variety of software programs in the creation of animation and multimedia. Projects include traditional and digital animation and the development of interactive multimedia on the computer. Students develop skills with manipulating still and moving images, flowcharting, storyboarding, and scripting. **Note:** Credit will not be given for both this course and 71.225 Digital Design.

Prerequisite: 71.200 Introduction to Computer Graphic Design, **or** 11.404 Graphic Design II, **or** permission of the instructor.

71.226 Writing for Visual Media

A study and practice of writing for all forms of digital and electronic mass communication. Students study various approaches to, and formats and techniques for, writing for the Internet, broadcast news, public and media relations, commercials, comedy, and drama. Using theoretical models and case studies, students develop unique and creative solutions for a variety of "real-world" writing and communication problems.

Prerequisites: 71.105 Foundations of Communication **or** permission of instructor, **and** 21.110 Expository Writing.

71.245 Cultural Aspects of Media Representation (Gen. Ed. Goal 12)

An investigation of media-constructed images of race, ethnicity, gender, and sexual orientation in the United States. After an initial background study of constitutional guarantees of free speech, students articulate responses to a variety of contemporary issues relating to the role and responsibility of media in representing society's diverse voices and in shaping an American cultural identity.

ty. Credit will not be given for this course and 71.133 Media and Multiculturalism.

Prerequisite: 71.105 Foundations of Communication.

71.250 Media/Society/Self

A study of the impact of popular culture upon contemporary society. Students examine the historical interplay of influences between the mass media and society. The effects of the mass media are critically evaluated within the context of media arts, advertising, politics, public relations, and news.

Prerequisite: 71.115 Introduction to Speech Communication or 71.105 Foundations of Communication, or permission of instructor.

71.255 Special Topics in Communication Arts

An in-depth examination of a current communication issue with particular emphasis on the contributions of recent research. Each student completes an assigned research project. Topic and instructor are announced each year.

Prerequisite: 71.250 Media/Society/Self and permission of the chair.

71.260 Voice and Articulation

A study of vocal sound including the clarity and accuracy of articulation in the normal speaking voice. Students perform exercises to improve breath control, projection, and the variables of volume, pitch, quality, and pacing. Phonetic transcription and aspects of dialect and accent are explored.

71.262 Studio Production I

An introduction to the basic theoretical and experimental components of visual media production using video and audio technology in a studio setting. Through creative exercises and in-depth critiques, students develop fundamental skills in pre-production, production, and post-production studio recording. The aesthetics, methodology, and operational techniques of video and audio production are examined through lectures, demonstrations, field trips, and critical study.

Prerequisite: 71.226 Writing for Visual Media or permission of instructor.

71.266 Field Production I

An introduction to the basic theoretical and experimental components of digital video pre-production, production, and post-production using images and sounds gathered in the field. Through creative exercises and in-depth critiques, students develop fundamental skills in planning, scripting, directing, shooting, and editing digital video productions for a variety of audiences. Emphasis is on acquiring a balanced understanding of aesthetics

and critical thinking skills, alongside operational techniques and discipline. Guest lecturers, demonstrations, and field trips supplement the critical study of the area of the discipline.

Prerequisite: 71.226 Writing for Visual Media or permission of instructor.

71.270 Advertising Techniques

An examination of the fundamental concepts and techniques of the advertising industry. Emphasis is placed on the study of the history, aesthetics, and practice of advertising, as well as its social aspects. Students create and develop their own advertising presentations.

Prerequisite: 71.105 Foundations of Communication or 71.115 Introduction to Speech Communication, or permission of the instructor.

71.275 Public Relations

A survey of the function and practice of public relations. The course considers the history, concepts, research methods, and production processes of the industry. Specific examples and cases are studied in detail, and students create and develop their own public relations presentations. Credit will not be given for both this course and 71.241 Public Relations.

Prerequisite: 71.105 Foundations of Communication or 71.115 Introduction to Speech Communication, or permission of the instructor.

71.280 Introduction to Film Production

A study of the techniques used in visualizing thought and emotion in the medium of film using the "film short" approach. Students write scripts, direct actors, and learn lighting, set design, and location directing, using Black & White 16mm film cameras and portable equipment. Students are introduced to a wide variety of different visual styles and creative approaches while developing confidence and competence in the execution of each phase of production. Students edit their projects on videotape, using the Department's non-linear editing systems. Class critiques of student work, screenings, and optional field trips provide students with a comprehensive and practical understanding of the conventions of motion picture production. Students should expect to pay approximately \$150 for film stock and lab costs (including shipping).

Prerequisite: 71.262 Writing for Visual Media.

71.305 Broadcast Studies

A study of the history and social impact of the broadcast media. Emphasis is on federal regulations, management issues, and structural design. Each stu-

dent completes an assigned research project.

Prerequisite: 71.250 Media/Society/Self.

71.308 Media Criticism: Principles and Practice

An advanced course which explores in social, ethical, and aesthetic terms what it means to take a critical stance toward a variety of media texts. While a number of critical perspectives and schools of thought are examined and compared, the course's ultimate objective is the development and articulation of each student's personal standards concerning quality and value. Careful reading, watching, and writing is required, along with active classroom participation.

Prerequisite: 71.250 Media/Society/Self **or** permission of instructor.

71.312 Screen and Teleplay Writing

An advanced course that examines the craft and the business of screen and teleplay writing. The course explores both the theoretical and the practical perspectives involved in creating, developing, and marketing scripts based on original ideas or those adapted from existing stories. Students study classic as well as modern approaches to the process of writing for film and long-form television. Guest lecturers, screenings, group discussions and critiques, along with selected readings supplement the learning process as students progress toward completion of a semester-long writing project.

Prerequisite: 71.226 Writing for Visual Media **or** permission of instructor.

71.314 The Actor's Resources

An exploration of the physical and emotional resources that must be developed by the actor for any medium or style of dramatic expression. Workshops focus on exercises to develop the student's range of physical and vocal expression, creative imagination, and ability to respond to and communicate emotions freely. Readings from the work of outstanding modern actors and directors, together with class discussions, provide an intellectual and theoretical framework.

Prerequisite: 71.212 Drama Workshop **or** permission of the instructor.

71.315 Color Slide Imagery

A course in the creation and production of photographic images using color slide film. The focus of this course is on the control of color design, technical parameters, personal vision, documentary requirements, and special effects as applied to color slide film. Each student acquires the ability to select and to critique work based upon a developed aesthetic of color slide imagery through photography.

Prerequisite: 71.208 Basic Photography **and** permission of the instructor.

71.316 Advanced Multimedia Design

An advanced study of interactive digital media. Students evaluate contemporary trends and production techniques while creating professional projects on the computer. Students build skills using the latest technologies and develop stronger aesthetic sensibilities. Discussion and production of multimedia structural elements, user-interfaces, scripting, 2-D animation, and digital audio and video are an integral part of the course. **Note:** Credit will not be given for both this course and 71.316 Interactive Digital Media

Prerequisite: 71.225 Multimedia Design.

71.318 Directing for the Stage

An exploration of the principles and practices of stage direction. Focus is placed on the evolution of the modern stage director and on current theories of stage direction. Play scripts are analyzed to identify theme, spine, and style. Classroom exercises provide opportunities to apply theories of staging to selected scenes from drama.

Prerequisite: 71.212 Drama Workshop **or** permission of the instructor.

71.322 Persuasion and Social Influence

An advanced study of how people influence each other through speech and symbolic gestures. Students evaluate the strategies used to change others' beliefs, attitudes, values and actions. The course prepares students to set persuasive goals for a variety of situations and audiences, generate motivational and logical appeals, and evaluate persuasive messages in the broader culture. Themes include democratic persuasion, the challenge of diversity, and social hierarchy. Controversial topics are selected to reflect persuasive discourses in a pluralistic society. Other issues investigated include methods through which one resists another's attempts to persuade, the distinctions between choice and coercion, and the ways verbal aggression may facilitate or disable persuasion. Fear appeals, propaganda, and compliance-gaining techniques are other areas critically assessed.

Prerequisite: 71.115 Introduction to Speech Communication, or both 71.105 Foundations of Communication and 71.107 Effective Speaking, **or** permission of the instructor.

71.328 Argumentation and Advocacy

An introduction to the nature of argument and critical thinking introduction to the nature of argument and critical thinking, including methods of analysis, research, critical evaluation of reasoning and evidence, refutation, debate and advocacy. Students learn how to think about their positions critically, plan their communicative strategies effectively and argue their cases forcefully. The

course surveys the study of reasoning, evidence, case construction and effective presentation in bringing about belief and conviction. These concepts are explored in detail, often by applying them to various elements of the public sphere and considering various social and political questions. Prerequisite: 71.115 Introduction to Speech Communication, or 71.105 Foundations of Communication and 71.107 Effective Speaking, **or** permission of instructor.

71.330 Advanced Photography

A study of the philosophies of past and contemporary photographs as points of reference. Emphasis is on the development of students' personal styles and on the refinement of their technical abilities. Studio lighting and large camera formats are introduced, as well as other advanced photographic techniques. A portfolio of photographs demonstrating growth and creative and technical competence are required at the end of the semester. Prerequisite: 71.208 Basic Photography **or** permission of the instructor.

71.335 Advanced Audio Production

An examination of advanced theories and applications of sound with emphasis on the utilization of digital production methodologies. The course surveys a variety of theoretical and conceptual approaches to the complex interrelationships of sound, as well as its manipulation in digital media. Students complete a series of successive exercises as well as a semester-long comprehensive project.

71.338 Advanced Visual Communications

A comprehensive survey in which students examine the relationships of visual communications to the fine arts and mass communication. Through a series of thematic projects, students explore in depth how twentieth century artists, graphic designers, photographers, and filmmakers appropriate classical motifs and famous images from the past to visually communicate and comment upon current issues and controversies. Prerequisite: 71.110 Introduction to Visual Communication, **or** any course in the history of art, film or photography at the 200-level or above.

71.362 Studio Production II

A course in which students develop advanced skills and explore the techniques, methods, and aesthetics of producing, directing, and writing for mass audiences using video and audio production technology in a studio setting. Students are introduced to the process of developing and executing weekly programming for distribution over campus or community cable access. Issues involving fairness, ethics, Federal Communications Commission reg-

ulations and community standards are studied and incorporated into course projects.

Prerequisite: 71.262 Studio Production I **or** permission of instructor.

71.366 Field Production II

An advanced course that explores the numerous facets of writing, directing, and producing non-fiction or fiction videos. Students conceive an original idea and examine their objectives, conceptual development, and available resources. Working in teams, they demonstrate competence in organizing and carrying through the creative and technical process of non-fiction or fiction video production. Guest lecturers, demonstrations, and field trips supplement the study of this area of the discipline.

Prerequisite: 71.266 Field Production I **or** permission of instructor.

71.370 The Rhetorical Tradition

An advanced study of the art of speech communication from the oratory of ancient Greece and Rome to the discursive studies of postmodern culture. Emphasis is placed on the ways in which beliefs about language correspond to a culture's prevailing ideology. Students begin their study with the teachings of the Greek Sophists in ancient Athens and the works on rhetoric written by Plato, Aristotle and Isocrates. After surveying the rhetorical theories of Roman orators such as Cicero and Quintillian, students explore the trends of rhetorical discourse through the Middle Ages, the Renaissance, and the Enlightenment. In the latter section of the course, attention is directed to contemporary authors such as I.A. Richards, Chaim Perelman, Wayne Booth, Stephen Toulmin, Kenneth Burke, Michel Foucault and Jacques Derrida. By the end of the course students have a more sophisticated sense of the significance of rhetoric in addressing the relationship between speech communication and culture.

Prerequisite: 71.115 Introduction to Speech Communication or 71.105 Foundations of Communication, **or** permission of the instructor.

71.405 Senior Portfolio in Visual Communications

A study of all aspects of portfolio development, including interactive media, photography, and graphic design. Projects are based on self-promotion and professional design goals. It is also an opportunity for students to further develop their conceptual and pragmatic skills in both visual design and advanced multimedia. Students exhibit a portfolio in a graphics show.

Prerequisite: For Communication Arts Seniors in the Visual Communication only; permission of instructor required.

71.450 Seminar in Communication Arts

Designed specifically to allow students to gain further knowledge in their area of specialization as practiced in business, industry, and other organizations. Readings raise issues of moral and social implications of contemporary communication practices. Students complete a research project within their area of specialization.

Prerequisite: 71.250 Media/Society/Self **or** permission of instructor. **Open to Majors only.**

71.480 Senior Performance Seminar

A course that focuses on a research or creative project. After students develop a proposal including bibliography and objectives, they research historical and contemporary works related to their project. The course culminates in either a research paper, an exhibition or a performance piece.

Prerequisite: Senior status **and** permission of the chair.

71.490 Independent Study in Communication Arts

An independent study for Communication Arts majors with a 3.0 average in departmental courses. A written proposal must be submitted to the faculty member who has agreed to be the supervising instructor. The student must investigate current research and participate in weekly conferences. A final written report is reviewed by the entire department. Majors only.

Prerequisite: Junior standing **and** permission of the supervising instructor and the chair.

71.495 Internship in Communication Arts

An internship (minimum 160 hours) in a local business, industry, or organization. Students are expected to be involved in the organization, administration, and production requirements pertinent to their area of specialization. Students may earn two (2) course credits, either in succession, or simultaneously, by arrangement with instructor and chair. **Note:** Credit is not given for both this course and 71.496 Practicum Cooperative in Communication Arts. **Majors only.**

Prerequisite: 71.450 Seminar in Communication Arts **and** permission of the chair.