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## COMMUNICATION ARTS

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Professor: John Davis

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Donna E. WalcovyAssistant Professors: Robert Alter, Jennifer C. Dowling  
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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.

### COMMUNICATION ARTS MAJOR

**The General Education Requirement**

All students must satisfy the general education requirement consisting of twelve (12) courses. See page 32 in this catalog.

**Core Requirements (4 courses)**

- 71.105 Communication I
- 71.107 Effective Speaking
- 71.250 Communication II
- 71.450 Field Preparation and Seminar in  
Communication Arts **or** 71.480 Senior  
Performance Seminar, depending on  
concentration selected.

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 (CMX)**

**Note:** Students may choose 71.450 Field Preparation and Seminar in Communication Arts **or** 71.480 Senior Performance Seminar from the core requirements.

71.210 History of Photography

One (1) of the following media studies courses:

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

One (1) of the following professional courses:

- 71.270 Introduction to Advertising Techniques
- 71.275 Introduction to Public Relations
- 71.305 Broadcast Studies

One (1) of the following speech or drama courses:

- 71.201 Oral Interpretation of Literature
- 71.240 Leadership in Meetings
- 71.260 Voice and Articulation
- 71.306 Discussion and Persuasion
- 71.314 The Actor's Resources

One (1) of the following introductory performance or production courses:

- 11.202 Two-Dimensional Design
- 71.208 Basic Photography
- 71.212 Drama Workshop
- 71.215 Audio Production

Plus two (2) communication arts performance or production courses with approval of student's advisor

One (1) of the following advanced writing courses:

- 21.225 Introduction to Journalism
- 21.281 Critical Writing
- 21.282 Creative Writing
- 21.284 Prose Writing
- 21.286 Professional Writing
- 21.472 Technical Writing
- 71.310 Broadcast Writing

**Acting and Directing (CMA)**

**Note:** Students must choose 71.480 Senior Performance Seminar from the core requirements.

- 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)**

**Note:** Students must choose 71.450 Field Preparation and Seminar in Communication Arts from the core requirements.

- 71.240 Leadership in Meetings or
- 71.306 Discussion and Persuasion
- 71.495 Internship in Communication Arts

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

Two (2) of the following:

- 12.215 Legal Environment of Business
- 12.220 Introduction to Financial Accounting
- 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
- 42.277 Psychology of Work Behavior
- 42.305 Human Relations

- 52.340 Sociology of Work - Occupations and Professions

- 52.342 Sociology of Organizations

**Speech Communication (CMS)**

**Note:** Students must choose 71.480 Senior Performance Seminar from the core requirements.

- 42.207 Psychology of Communication
- 71.201 Oral Interpretation of Literature
- 71.212 Drama Workshop
- 71.240 Leadership in Meetings
- 71.260 Voice and Articulation
- 71.301 Communication Disorders
- 71.306 Discussion and Persuasion

Choose one (1):

- 61.110 Languages of the World
- 71.245 Cultural Aspects of Media Representation

Choose two (2):

- 21.291 English Grammar: A Structural Analysis
- 21.471 Business Writing
- 34.111 Human Development
- 41.103 Introduction to Logic
- 42.305 Human Relations
- 42.241 Group Dynamics
- 71.314 The Actor's Resources

**Television Production (CMT)**

**Note:** Students must choose 71.450 Field Preparation and Seminar in Communication Arts from the core requirements.

- 71.208 Basic Photography
- 71.215 Audio Production
- 71.221 Television Theory and Production
- 71.310 Broadcast Writing
- 71.321 Advanced Television Theory and Production
- 71.325 Television Documentary
- 71.495 Internship in Communication Arts

Two (2) film courses.

Two (2) of the following:

- 21.225 Introduction to Journalism
- 21.281 Critical Writing
- 21.282 Creative Writing
- 52.161 Introduction to Cultural Anthropology
- \*71.210 History of Photography
- 71.212 Drama Workshop
- 71.220 Principles of Mass Communication
- 71.305 Broadcast Studies

**Visual Communications (CMV)**

**Note:** Students must choose 71.450 Field Preparation and Seminar in Communication Arts from the core requirements.

- 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
- 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
- 11.405 Advanced Graphic Design and Senior Portfolio

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 I with the approval of the advisor.

One (1) of the following:

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

**MINOR IN COMMUNICATION ARTS (5 courses)**

Students who minor in communication arts must take 71.105 Communication I, 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.

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

**Production courses:** 71.215 Audio Production, 71.335 Advanced Audio Production, 71.221 Television Theory and Production, 71.321 Advanced Television Theory and Production, 71.325 Television Documentary, 71.208 Basic Photography, 71.330 Advanced Photography, 71.315 Color Slide Imagery, 71.200 Introduction to Computer Graphic Design, 71.225 Multimedia Design, 71.316 Advanced Multimedia Design, 71.310 Broadcast Writing, and 71.350 Multi-Image Production.

**Performance courses:** 71.201 Oral Interpretation of Literature, 71.212 Drama Workshop, 71.260 Voice and Articulation, and 71.314 The Actor's Resources.

**Courses Appropriate for General Education (Gen.Ed.)**

Courses	Goal
71.105 Communication I	14
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
71.220 Principles of Mass Communication	14
71.245 Cultural Aspects of Media Representation	12
* 71.314 The Actor's Resources	5

\* Indicates that course has prerequisite

**COURSE DESCRIPTIONS**

**71.105 Communication I (Gen.Ed. Goal 14)**

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.

Credit will not be given for both 71.107 Effective Speaking and 71.111 Speech and Language Communication (offered prior to Fall 1992).

**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: 11.202 Two-Dimensional Design **or** 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.

### **71.208 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 Communication I **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 Communication I **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.

### **71.215 Audio Production**

An introduction to the theory of sound and audio. Emphasis is on production techniques and operations through readings and production exercises. Students are required to take an audio production from concept through final realization.

Prerequisite: 71.105 Communication I and permission of instructor.

### **71.220 Principles of Mass Communication (Gen.Ed. Goal 14)**

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.

### **71.221 Television Theory and Production**

An introduction to the theoretical and experiential components of television production. Through creative and practical experiences, the student researches, writes, directs and produces videotaped productions. The methodology and techniques of television and its position within the visual arts are examined.

Prerequisite: 71.215 Audio Production and permission of the instructor.

### **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.

### **71.240 Leadership in Meetings**

An analysis of the principles of parliamentary law and procedures. Each student studies the accepted methods of conducting meetings according to respected parliamentary scholars and practices writing minutes and by-laws. Opportunities for debating, presiding, and participating as a voting member are provided.

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

Prerequisite: 71.105 Communication I.

### **71.250 Communication II**

A course on 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: 71.105 Communication I **or** permission of the 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 Communication II 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.

**71.270 Introduction to Advertising Techniques**

An introduction which examines 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 Communication I.

**71.275 Introduction to 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 Communication I.

**71.301 Communication Disorders**

An examination of speech, language, and hearing disorders as they compare to conventional communication patterns. Disorders studied include articulation, voice, fluency, language, and hearing impairments.

Prerequisite: 71.260 Voice and Articulation.

**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 student completes an assigned research project.

Prerequisite: 71.250 Communication II.

**71.306 Discussion and Persuasion**

A study of discussion and the principles and processes of persuasion as unique aspects of human communication. This course includes discussion and persuasion models on tape, film, and print. Practice is provided in roundtable, panel, forum, and symposium formats of discussion. Opportunities are provided for students to prepare debates and deliver their own persuasive speeches for discussion and evaluation.

Prerequisite: 71.107 Effective Speaking.

**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 Communication II **or** permission of instructor.

**71.310 Broadcast Writing**

The study and practice of writing various formats of television and radio, including news, commercials, documentaries, and drama. The course emphasizes the theory of broadcasting and its application to production techniques. Students research, write, and produce a broadcast program.

Prerequisite: 71.221 Television Theory and Production and permission of the instructor.

**71.314 The Actor's Resources (Gen.Ed. Goal 5)**

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.

**71.321 Advanced Television Theory and Production**

An advanced course which develops aesthetic principles, critical thinking, and production disciplines in electronic news gathering. The student demonstrates and carries out the production process which entails planning, scripting, directing, editing, and producing television

programs. Production styles are explored as they pertain to various production formats.

Prerequisite: 71.221 Television Theory and Production and permission of the instructor.

#### **71.325 Television Documentary**

An advanced course which explores the numerous facets of writing, directing, and producing a video documentary. Students take an original idea from inception and examine their objectives, conceptual development, and available resources. They demonstrate competence in organizing and carrying through the creative and technical process, and assume responsibility for all phases of the production.

Prerequisite: 71.321 Advanced Television Theory and Production and permission of the 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.

Prerequisite: 71.215 Audio Production.

#### **71.340 Mediated Programmed Instruction**

A study of systematic instructional planning. Emphasis is on practical planning methods and other essential matters for implementing the instructional design process. Students develop three major projects pertaining to programmed media materials that could be used in technical skills, sales information, or training programs.

Prerequisite: 71.208 Basic Photography, 71.221 Television Theory and Production, and permission of the chair.

#### **71.350 Multi-Image Production**

A study of the theoretical foundation, production, and evaluation of multi-image presentations. Emphasis is on advanced skills in visual interpretation, slide production, audio techniques, and scripting. Each student defines a specific program goal to be mediated and carried to completion.

Prerequisite: 71.208 Basic Photography, 71.215 Audio Production, and 71.310 Broadcast Writing.

#### **71.450 Field Preparation and Seminar in Communication Arts**

Designed specifically to allow students to develop their area of specialization as practiced in business, industry, and other organizations. Readings raise issues of moral and social implications of the Information Age. The course involves field trips to model facilities. Students complete a research project within their area of specialization. Majors only.

Prerequisite: 71.250 Communication II and permission of the chair.

#### **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 Field Preparation and Seminar in Communication Arts and permission of the chair.