



The Department of
Communication Studies
Undergraduate Handbook

TABLE OF CONTENTS

MISSION STATEMENT	4
INTRODUCTION	4
FACULTY AND STAFF	5
UNDERGRADUATE DEGREE PROGRAM	7
THE B.A. IN COMMUNICATION STUDIES	7
THE COMMUNICATION STUDIES INTERNSHIP PROGRAM	9
DEPARTMENTAL COURSE OFFERINGS IN COMMUNICATION STUDIES	9
LOWER DIVISION COURSES	9
UPPER LEVEL COURSE OPTIONS FOR COMMUNICATION SPECIALIZATIONS	13
RHETORIC & PUBLIC COMMUNICATION	13
MEDIA & PUBLIC RELATIONS	14
INTERCULTURAL & INTERPERSONAL COMMUNICATION	18
ALL OTHER UPPER DIVISION COURSES	21
UNIVERSITY AND DEPARTMENTAL REQUIREMENTS	22
English Composition Requirement	22
Policy for Placement in Mathematics	22
University GPA Requirements	22
Departmental GPA Requirements for Graduation	22
Foreign Language Requirement for the B.A. Degree	23
OF SPECIAL NOTE	23
Departmental Advisement	23
Departmental Student Groups	23
Policy on Academic Integrity	23
Department Policy on Plagiarism	24
Policy on Disruptive Classroom Behavior	25
Department Recommendations for Email Etiquette	25
B.A. COM. STUDIES DEGREE REQUIREMENTS (120 Credits) –see p. 19	26
ADDITIONAL NOTES	26
Transferring into the Communication Studies major from another department	26
MINOR IN COMMUNICATION STUDIES	27

Lower division core	27
Upper division electives	27
Admission	27
MINOR IN MEDIA AND CULTURE	27
Requirements and Courses	28
Lower level core (6 credits)	28
Lower level elective (3 credits)	28
Upper level electives (9 credits)	28
Production Concentration	28
Strategic Communication Concentration	28
Culture Concentration	28
Admission	29

MISSION STATEMENT

We exist to educate students through the study of communication.

We strive to challenge the intellect, stretch the imagination, and develop the talent of each of our students.

We believe that communication theory and performance are interdependent and essential for student development.

We value strong teaching, continuous scholarly growth, and service to our university and larger community.

We seek and support faculty members who are fully credentialed, enjoy teaching, grow as scholars, appreciate communication technology, desire a collegial atmosphere, and value the mission of West Chester University.

We work closely with students through dedicated advising and an impressive array of co-curricular projects and activities. We respect diversity as a requirement for integrity, collegiality, and communication competence.

INTRODUCTION

This handbook has been prepared to provide students with a guide to the B.A. in Communication Studies degree program. It is intended to supplement rather than replace the university catalog and other official university publications. Students are encouraged to keep this handbook throughout their association with the department. Students will find this handbook helpful in planning their program and in maintaining a record of their progress toward completing the requirements for the B.A. degree in Communication Studies.

FACULTY AND STAFF

The faculty and staff in the Department of Communication Studies are highly trained professionals who are dedicated to helping students. They are willing and able to assist in many and various academic matters. To secure assistance in planning a course of study, all students should meet with their advisor. Students must meet with their advisor at least once each semester in order to obtain self-scheduling clearance for the upcoming semester. When students meet with their advisor, they should review their academic file. Students are responsible for keeping their file accurate and up-to-date. The academic files of Communication Studies majors are kept in a file cabinet in the main office (Main 512) and may be secured through an advisor or the department chairperson.

The following is a listing of the faculty and their teaching/research interests:

MICHAEL P. BOYLE, Ph.D., is a teacher and scholar of mass communication, news coverage of social conflict, news framing, and television production.

TIMOTHY BROWN, Ph.D., is a teacher and scholar of African American culture and communication, rhetorical theory and public communication. He is the department chairperson.

ANITA FOEMAN, Ph.D., is a teacher and scholar of intercultural communication, organizational communication, and interpersonal communication.

ROGER GATCHET, Ph.D., conducts research in the areas of rhetoric and popular culture, public memory, and oral history. He teaches courses in public speaking, communication theory, and rhetorical theory and criticism

MAXINE GESUALDI, Ph.D., is a teacher and scholar of organizational communication, strategic communication and public relations

ELAINE JENKS, Ph.D., studies interpersonal and relational communication with research interests in communication and visual impairment, friendship communication, and health communication.

MARIA (OLA) KOPACZ, Ph.D., studies mass communication with a focus on diversity and community building in emerging media. She teaches communication research, content strategy, media technology, and public speaking.

BESSIE LEE LAWTON, Ph.D., is interested in issues related to intercultural/interracial communication, communication and power, and public speaking.

DAVID LEVASSEUR, Ph.D., is a teacher and scholar of political communication, communication theory, rhetoric and public address.

EDWARD LORDAN, Ph.D., is a teacher and scholar of public relations and editorial communication. He advises the group Students in Communication.

MATTHEW R. MEIER, Ph.D., studies the relationship between comedy, political culture, and rhetoric. He teaches in the areas of rhetorical theory and criticism, public speaking, and communication theory.

LISA MILLHOUS, Ph.D., is a teacher and scholar of organizational communication and intercultural communication.

ELIZABETH MUNZ, Ph.D., is a teacher and scholar of interpersonal communication with a focus on parent-child communication

MICHAEL PEARSON, Ph.D., is a teacher and scholar of mass media, communication research, and computer-mediated communication.

MEGHAN L. MAHONEY, Ph.D., is a teacher and scholar of media studies with a focus on new and social media.

DENISE M. POLK, Ph.D., is a teacher and scholar of interpersonal communication and health communication.

MARTIN REMLAND, Ph.D., is a teacher and scholar of nonverbal communication, interpersonal communication, and communication research.

J. KANAN SAWYER, Ph.D., is a teacher and scholar of social influence with a focus on political communication and business communication.

PHILIP A. THOMPSEN, Ph.D., is a teacher and scholar of new media and communication technology. He advises the student newspaper, The Quad. He is also our department's webmaster and educational technology coordinator.

ERYN TRAVIS, M.A., is an instructor in West Chester University's Department of Communication Studies. She teaches undergraduate courses in Business and Professional Speech, Public Speaking and Public Relations. Before arriving at WCU, Eryn held positions on Capitol Hill and within trade associations.

JULIA CROUSE WADDELL, Ph.D., is a teacher and scholar of new media and communication technology, focusing on the psychological and social interactions developed during video game play.

The following is the listing of current staff members:

DONNA BAUN is the department secretary.

JAIME RAMANAUSKAS is the department academic coordinator.

UNDERGRADUATE DEGREE PROGRAM

The degree program in the Department of Communication Studies has been designed to provide students with a comprehensive examination of the theory and practice of communication as it is spoken, written, and created for mediated audiences. At the heart of the program is the focus on oral communication as the core of a liberal education that can be applied to a number of career professions. The program which the department offers is the B.A. in Communication Studies.

THE B.A. IN COMMUNICATION STUDIES

To earn the B.A. degree in Communication Studies, students must complete the University general education requirements, the foreign language requirement, and the B.A. Communication Studies requirements (all are detailed in the back of this handbook). As students complete departmental requirements for the B.A. in Communication Studies or work toward a minor in Communication Studies, they are expected to demonstrate the following learning outcomes:

- a. the ability to demonstrate information literacy
The Middle States Commission on Higher Education stresses that information literacy ought to be a key component of a college education. The WCU general education program provides a foundation for student information literacy which is defined as a framework for identifying, finding, understanding, evaluating and using information. It includes components such as the ability to access information effectively and efficiently, critically evaluating sources of information, and using information effectively to support arguments. It is cornerstone to developing and supporting arguments through communication, regardless of whether the arguments are verbal or written. Students must recognize the assumptions

underlying arguments, judge the quality of evidence provided, and apply information they find to support their own arguments. They must assess what evidence and which sources help them present their arguments most credibly. Students enrolled in communication courses will continue to develop these critical skills.

b. the ability to demonstrate effective speaking skills

A foundational learning outcome for Communication Studies majors is to demonstrate effective speaking skills. Whenever possible, several graded speaking assignments are included in a course in which students are evaluated on their ability to organize, support, and present an effective message to an audience. Exceptions to this practice may occur when circumstances beyond control cause class size to increase to a point which prevents incorporation of a speaking assignment or when the instructor deems it inappropriate to include a graded speaking assignment.

Speaking experiences are provided in a variety of communication settings. These settings include dyadic, small group, public, and mass communication.

Students are encouraged to practice their speaking skills in such co-curricular activities as: Students in Communication, the campus radio station, Lambda Pi Eta and state and regional communication association conventions. Evidence of participation in co-curricular activities is to be provided by students for inclusion in their departmental file.

c. the ability to demonstrate effective theoretical competency

A foundational learning outcome for Communication Studies majors is to demonstrate effective theoretical competency. It is comprised of the knowledge, comprehension, and skills that relate to a student's competency in defining and applying theoretical concepts important to the field of Communication Studies as a discipline. Whenever possible, several graded writing or speaking assignments are included in a course in which students are evaluated on their ability to select, define, and/or apply relevant theoretical terminology to communicate an effective message to an audience.

All B.A. Communication Studies majors are strongly urged to complete at least one English composition course in addition to the composition courses required for general education. A minor in journalism, writing, or media and culture should also be considered.

Students must earn a "C" grade or better in WRT120 and WRT200 (or its equivalent: 204, 205, 206, 208, or 220).

THE COMMUNICATION STUDIES INTERNSHIP PROGRAM

A unique feature of the B.A. Communication Studies program is that majors may secure internships ranging from 3 to 12 semester hours of credit. To qualify for an internship, a B.A. Communication Studies major must meet ALL FOUR of the following requirements:

1. The student must be accepted in WCU's Communication Studies major or minor at the time that you take the internship.
2. The student's cumulative grade point average (GPA) must be 2.8 or better. (If your GPA is below 2.8, you can still meet with the Internship Director to discuss your options for the program).
3. The student must have completed SPK208 (Public Speaking), COM219 (Communication Theory) and COM224 (Communication Research) with a grade of C+ or better in each. (These courses must be completed by the time the internship begins – they cannot be taken simultaneously with the internship).
4. The student must have completed at least one 300-400 level Communication Studies course with a grade of C+ or better. (These courses must be completed by the time the internship begins – they cannot be taken simultaneously with the internship).

Internships can be arranged with area radio and television stations, businesses, government agencies, and service organizations. The complete internship application procedures, as well as answers to frequently asked questions, may be found on the Communication Studies website (<https://www.wcupa.edu/arts-humanities/communicationStudies>).

DEPARTMENTAL COURSE OFFERINGS IN COMMUNICATION STUDIES

LOWER DIVISION COURSES

COM 100. Internship in Computerized Communication. 1-3 Credits.

Internship for high school seniors to engage in a structural and supervised learning experience in computerized communication.

Repeatable for Credit.

COM 112. Communication Media Practicum. 1-3 Credits.

This course provides students with an opportunity to gain knowledge and skill as they do work at WCU media outlets.

Typically offered in Fall & Spring.

Repeatable for Credit.

COM 200. Communication Careers Planning I. 1 Credit.

This course is designed to introduce the first of a two-phase, career-planning process. Self-assessment and exploration is provided through assigned readings, mini-lectures, reflective exercises, and small group activities.

Typically offered in Fall & Spring.

COM 201. Fundamentals of Communication Technology. 3 Credits.

Examination of the use of computers and other technologies to create, organize, store, visualize, and present messages.

COM 203 / MDC 203 The Philadelphia Media Experience. 3 Credits.

This course introduces students to the history of media professions in the Philadelphia area, exposes them to media opportunities and helps them to improve the skill set needed to obtain jobs in emerging media organizations.

Typically offered in Summer.

COM 204. Interpersonal Communication. 3 Credits.

One-on-one communication to give the student a fundamental understanding of the processes and experiences of the most basic type of human communication.

Typically offered in Fall & Spring.

COM 212. Mass Communication. 3 Credits.

A survey course designed to identify, analyze, and evaluate the pragmatic, persuasive, creative, and technical dimensions of mass media.

Typically offered in Fall & Spring.

COM 216. Small Group Communication. 3 Credits.

Introduction to and practice in the structured small group. Emphasis on preparation for, analysis of, and participation in problem-solving oriented groups. COM 216 may no longer be used to fulfill a general education COM requirement.

Typically offered in Fall & Spring.

COM 217 / MDC 217. Introduction to Video Production. 3 Credits.

This course explores the basic television production process. Topics covered include theories of production process, camera operation, lighting, audio recording, editing, visual effects, design, and production staff, as well as the application of these processes to actual production situations.

Typically offered in Fall.

COM 219. Communication Theory. 3 Credits.

A study of human communication that includes a historical view of the field, examinations of definitions of communication, analyses of the nature of theory and the process of theorizing, assessment of perspectives of communication, and construction of models of communication.

Typically offered in Fall, Spring & Summer.

COM 224. Communication Research. 3 Credits.

An examination of the nature of inquiry and research in communication. Emphasis on understanding and appreciating the strengths and weaknesses of various methods of research in communication.

Typically offered in Fall, Spring & Summer.

COM 250 / MDC 250. Intercultural Communication. 3 Credits.

A study of factors that contribute to communication breakdowns between diverse cultures and between fragmented segments within the same society.

Gen Ed Attribute: Diversity Requirement.

Typically offered in Fall, Spring & Summer.

COM 251 / MDC 251. Media Technology. 3 Credits.

This course introduces the students to key technologies used in producing digital messages, as well as professional standards applied in using these technologies. As part of the course, students will also develop basic, practical skills in using current media technology applications.

Typically offered in Fall & Spring.

COM 252 / MDC 252. Writing for Broadcast and Public Relations. 3 Credits.

Students are required to analyze, evaluate, and produce scripts for a variety of mass media formats. The course will focus on writing for radio and TV and will also emphasize public relations writing within those media. The primary course objective is to develop effective writing, critical analysis, and communication skills. This course is designed to help you improve your research and writing skills for each of these media and is geared toward students with a genuine interest in a media career.

Typically offered in Fall.

COM 253 / MDC 253. Media Literacy. 3 Credits.

Media literacy is a way of critically thinking about modern media: a way of analyzing media messages to gain control over them, understanding their commercial, theoretical and ideological influences, mastering control over the psychological tricks embedded throughout modern technologies and creating new messages as a member of our social information society. In this course, we will explore the effects and influences of mass media and communication on us and in society. We will examine the historical and contemporary influences of mass communication and media - music, film, television, advertising the internet, video games, and social media.

Typically offered in Fall.

COM 254 / MDC 254. Media & Culture Theory. 3 Credits.

This is an introductory course designed to explore the connection between media technologies and culture by examining basic theoretical arguments in media studies today. Students will examine key theoretical approaches to understanding the influence of media in contemporary culture, including audience studies, behavior change theories,

computer-mediated communication, critical cultural studies, media convergence, and media literacy. By semester's end, students will be able to understand, apply, and contribute to research in the field of media studies. This knowledge will aid in the process of becoming responsible media producers and critical media consumers in today's digital world.

Typically offered in Fall & Spring.

COM 275. Media in Ireland. 3 Credits.

This course introduces students to the past, present and future of media in Ireland by examining the culture, history, law and economic conditions of the nation. It includes visits to the major historic sites and media centers in Dublin.

Typically offered in Summer.

COM 276. Media in London. 3 Credits.

This course explores the past, present and future of British media. Students will study England from a variety of perspectives (cultural, economic, legal, technological) as a way of understanding the evolution of British media, including both print and broadcast. Course includes three weeks in London visiting various media institutions.

Typically offered in Summer.

COM 292. Living in the Digital Age. 3 Credits.

New technologies result in immediate and far reaching changes in our communications systems and in our communication practices. They even affect how we define ourselves. This course examines a broad array of issues from Artificial Intelligence to the WWW.

COM 295. Communication and Disability. 3 Credits.

This course explores how individuals communicate through and about disability. Topics covered include the place of perceptions, identity, language, nonverbal behavior, and assistive technology in interpersonal communicative interactions among and about individuals with disabilities in family, friendship, and professional relationships.

Gen Ed Attribute: American Sign Language Culture Cluster, Foreign Language Culture Cluster.

Typically offered in Fall.

SPK 208. Public Speaking. 3 Credits.

Development of skills necessary to understand the theory of communication as a problem-solving tool in the community. Special emphasis is on the student's performance as a sender and receiver of messages directed at social action.

Gen Ed Attribute: Public Speaking Requirement.

Typically offered in Fall, Spring & Summer.

SPK 230. Business and Professional Speech Communication. 3 Credits.

LEC (3), LAB (0)

Practice in effective speaking and listening. Interpersonal communication in the business and professional setting, including reports and sales presentations, policy speeches, conference leadership techniques, group dynamics, and speaking.

Gen Ed Attribute: Public Speaking Requirement.

Typically offered in Fall, Spring & Summer.

UPPER LEVEL COURSE OPTIONS FOR COMMUNICATION SPECIALIZATIONS

The Department, through advising, encourages students to select courses from one of three areas of emphasis (Rhetoric & Public Communication, Intercultural & Interpersonal Communication, or Media & Public Relations) which will allow majors to develop a coherent program of study prior to graduation, in addition to, helping students chart a clearer and more successful career path.

RHETORIC & PUBLIC COMMUNICATION

COM 309. Advanced Public Speaking. 3 Credits.

Designing personal strategies, adapting delivery to large audiences, developing oral use of language, and speaking to live or simulated community groups.

Pre / Co requisites: COM 309 requires prerequisites of SPK 208 and COM 219 and COM 224.

Typically offered in Fall.

COM 318. Forensics. 3 Credits.

Study in the philosophy and practice of forensics. Initiating, developing, and administering a forensic program. Coaching and judging debate and individual events.

Pre / Co requisites: COM 318 requires prerequisites of SPK 208, COM 219 and COM 224.

COM 340. Political Communication. 3 Credits.

This course examines the functions and effects of political messages in policymaking and in campaigns. Particular attention is paid to the flow of messages between politicians, the media, and the electorate.

Pre / Co requisites: COM 340 requires prerequisites of COM 219, COM 224, and SPK 208.

Typically offered in Fall.

COM 403. Persuasion. 3 Credits.

Current theories of attitude and attitude change. Practice in speaking to modify behavior through appeals to the drives and motives of the listener.

Pre / Co requisites: COM 403 requires prerequisites of SPK 208 and COM 219 and COM 224.

COM 404. Rhetorical Theory and Criticism. 3 Credits.

Offers an overview of rhetorical theory from classical to contemporary times. Theory is needed to analyze and assess a variety of texts such as advertisement and specials.

Pre / Co requisites: COM 404 requires prerequisites of COM 219, COM 224, and SPK 208.

Gen Ed Attribute: Writing Emphasis.

Typically offered in Fall & Spring.

COM 405. Argumentation & Debate. 3 Credits.

Functions and principles of argumentation and debate, including analysis, evidence, reasoning, and refutation. Class debates on vital issues.

Pre / Co requisites: COM 405 requires prerequisites of SPK 208 and COM 219 and COM 224.

Gen Ed Attribute: Writing Emphasis.

Typically offered in Spring.

COM 425. Rhetoric & Popular Culture. 3 Credits.

This course engages the rhetorical tradition as a way of understanding and interrogating popular culture. Unlike other courses in rhetoric, this course is not concerned with the obviously important, rather it regards the everyday, the ordinary, and the mundane as significant sources of persuasion and influence. The over arching concern for the course is not popular culture for its own sake. Instead, the course seeks to understand what popular culture does and how it contributes to the construction of our social reality.

Pre / Co requisites: COM 425 requires prerequisites of SPK 208, COM 219, and COM 224.

Typically offered in Fall & Spring.

COM 480. Communication and Leadership. 3 Credits.

This course explores the relationship between leadership and communication. Topics covered include the definition of the leadership challenge, the major approaches to leadership training, and the study of leadership as a metaphor for self-development.

Pre / Co requisites: COM 480 requires prerequisites of COM 219, COM 224, and SPK 208.

COM 491. Capstone: Rhetoric & Public Communication. 3 Credits.

This senior level seminar explores leading theories of rhetoric and social influence at an advanced level. Students will be expected to read, synthesize and apply original communications research related to theories in these particular areas of emphasis in the communication studies field.

Pre / Co requisites: COM 491 requires prerequisites of COM 219, COM 224, SPK 208, and any two of the following courses: COM 309, COM 340, COM 403, COM 404, COM 405, or COM 480.

MEDIA & PUBLIC RELATIONS

COM 311 / MDC 311. Communication Professions in Sports. 3 Credits.

Course focuses on the communications businesses related to sports in America, including marketing, public relations, journalism, emerging media, etc. Includes sections on media

history, communication ethics, race relations, and gender issues in sports media. Guest speakers from major media and local professional teams provide insight into communications-related professions in sports.

Pre / Co requisites: COM 311 requires prerequisites of SPK 208, COM 217, COM 219, and COM 224 or MDC 250 and MDC 251.

Typically offered in Fall & Spring.

COM 314 / MDC 314. Games Culture and Theory. 3 Credits.

More people are playing video games than ever before, but what does it mean to be a gamer? What does it mean to be part of gaming culture? How does theory help us understand the impact of video games on us? In this class, we will explore video games, both classic and contemporary. You will not only play them, but you will also deconstruct your own relationship with video games themselves as well as humanity's. You will explore the ways people are influenced by games, and the way that games influence culture and society, for better and for worse.

Pre / Co requisites: COM 314 requires prerequisites of SPK 208, COM 217, COM 219, and COM 224 or MDC 250 and MDC 251.

Typically offered in Fall & Spring.

COM 316 / MDC 316. Mediated Communication: The Internet, Culture & Society. 3 Credits.

We communicate using technology every day. In fact, our digital communication technologies are so pervasive that they seem almost invisible as most of us increasingly rely on some form of media in order to communicate with one another. Technologies such as Facebook, Twitter, SMS, e-mail, and any number of other programs have blurred the lines between interpersonal and mass communication, causing us to rethink how we understand human interaction in this new mediated world. Mediation has challenged some of the most basic assumptions of how we form relationships, both with each other and with ourselves, and how technology can be used to enhance or inhibit these relationships. This course examines the effects that digital mediated communication technologies have on our everyday lives, personal identities as well as our interpersonal, intrapersonal, and organizational relationships.

Pre / Co requisites: COM 316 requires prerequisites of SPK 208, COM 217, COM 219, and COM 224 or MDC 250 and MDC 251.

Typically offered in Fall & Spring.

COM 317 / MDC 317. Advanced Video Production. 3 Credits.

This course explores advanced television production processes. Topics covered include proposal and budget writing, visualization and storyboarding, composing and staging shots and the advanced use of editing tools in pre-production, production, and post-production.

Pre / Co requisites: COM 317 requires prerequisites of COM 217, COM 219, COM 224 and SPK 208 or MDC 250 and MDC 251.

Typically offered in Spring.

COM 320 / MDC 320. Communication on Television and Radio. 3 Credits.

For the student who, by career or circumstance, will be required to be on radio and television. The focus of the course will be on three major areas: interviewer/interviewee techniques; acting for television, including working in commercials; and news reporting, including studio and remote locations.

Pre / Co requisites: COM 320 requires prerequisites of SPK 208, COM 219, COM 224, and THA 103 or MDC 250, MDC 251, and THA 103.

Typically offered in Fall.

COM 321 / MDC 321. Search Engine Optimization Management. 3 Credits.

This course examines the relationship between communication and marketing on the internet, with emphasis on the strategic use of content in the marketing process. Topics include: online communication environments, audience analysis, message design, editorial plan, and the analysis of outcomes.

Pre / Co requisites: COM 321 requires prerequisites of SPK 208, COM 217, COM 219, and COM 224 or MDC 250 and MDC 251.

Typically offered in Fall & Spring.

COM 323 / MDC 323. Media Audiences. 3 Credits.

Media scholars and practitioners have long been interested in understanding and measuring 'the audience'. Increasing levels of media convergence, fragmentation, and polarization present many new challenges for making sense of media users. The purpose of this course is to explore various assumptions of media audiences and the different methodological attempts to measure them. First, students will explore a 'push' media perspective by examining mass communication media effects research. Students will examine pop culture texts of today and learn more about ratings analysis. Next, students will reflect on critical responses to emergent audiences through 'pull' media research. Here, students will learn more about audience reception research and the many ways in which audiences experience and make sense of media technologies. Finally, students will examine how these different approaches inform the concerns, questions, methods, findings, and implications of audience research today.

Pre / Co requisites: COM 323 requires prerequisites of SPK 208, COM 217, COM 219, and COM 224 or MDC 250 and MDC 251.

Typically offered in Fall & Spring.

COM 325 / MDC 325. Strategic Social Media. 3 Credits.

This course is designed to explore the influence of digital media in the twenty first century. We will address key concepts in the field of new media, including issues such as media literacy, personal identity, community, globalization and the convergence culture. It is necessary to question whether there is anything "new" about these new technologies by comparing them with historic media transformations of our past. Once an adequate understanding is gained of the historical and present landscape of new media, we will learn to utilize technologies for personal online reputation management. Finally, we will critically explore how to best market new media by examining various business models and theories in the field, as well as how organizations and businesses utilize new media

most effectively. Students will have an opportunity to apply course concepts to a final social media marketing project.

Pre / Co requisites: COM 325 requires prerequisites of COM 219, COM 224, and SPK 208. Typically offered in Fall & Spring.

COM 355 / MDC 355. Introduction to Public Relations. 3 Credits.

An introduction to the role of the public relations practitioner in the formation of public opinion. Communications theory will be combined with specific techniques for working with the press, producing printed material, and conducting special events.

Pre / Co requisites: COM 355 requires prerequisites of SPK 208, COM 217, COM 219, and COM 224 or MDC 250 and MDC 251.

Typically offered in Fall & Spring.

COM 370 / MDC 370. Event Production Using Media. 3 Credits.

Producing a large event requires strategic leadership to coordinate multiple stakeholders to achieve concrete goals. The media play a variety of roles in this complex production process. This course considers application of theory and research to the practical problems of envisioning and executing events on a larger scale using a variety of mediated forms in different supporting roles.

Pre / Co requisites: COM 370 requires prerequisites of SPK 208, COM 217, COM 219, and COM 224 or MDC 250 and MDC 251.

Typically offered in Fall & Spring.

COM 420 / MDC 420. Mass Media & Social Protest. 3 Credits.

This course will address multi-disciplinary theory and research that has contributed to our understanding of both the antecedents and consequences of mediated messages as they affect processes related to social protest. Readings will draw from mass communication, political science, sociology and other disciplines to examine questions about the role of communication media in the dynamics of social protest considering both traditional and new/emerging media.

Pre / Co requisites: COM 420 requires prerequisites of SPK 208, COM 217, COM 219, and COM 224 or MDC 250 and MDC 251.

Typically offered in Spring.

COM 421 / MDC 421. Content Strategy. 3 Credits.

This course examines the relationship between communication and marketing on the internet, with emphasis on the strategic use of content in the marketing process. Topics include: online communication environments, audience analysis, message design, editorial plan, and the analysis of outcomes.

Pre / Co requisites: COM 421 requires prerequisites of SPK 208, COM 217, COM 219, and COM 224 or MDC 250 and MDC 251.

Typically offered in Fall & Spring.

COM 422 / MDC 422. Consulting for Careers in Media and Culture. 3 Credits.

The goal of this course is to explore the links between abilities and perspectives refined by those who study organizational culture and the needs of modern organizations. In this course, students will explore the elements of organizational culture and apply their learning in conducting an in-depth analysis of a specific organization and with the goal of improving organizational effectiveness and creating positive organizational change.

Pre / Co requisites: COM 422 requires prerequisites of SPK 208, COM 217, COM 219, and COM 224 or MDC 250 and MDC 251.

Typically offered in Fall & Spring.

COM 423 / MDC 423. Media Campaigns. 3 Credits.

This course examines key theories of mass media influence and applies them to the practice of persuasive media campaigns.

Pre / Co requisites: COM 423 requires prerequisites of SPK 208, COM 217, COM 219, and COM 224 or MDC 250 and MDC 251.

Typically offered in Fall & Spring.

COM 455. Public Relations Management. 3 Credits.

This course explores the strategic planning and implementation of public relation programs. Topics include the application of management theory to real public relations cases to solve communication problems as well as identifying the values of audiences, and working with the media to develop and distribute messages.

Pre / Co requisites: COM 455 requires prerequisites of COM 212, COM 219, COM 224, COM 355, and SPK 208.

COM 460 / MDC 460. Communication and Advertising. 3 Credits.

This course explores the relationship between communication and advertising. Topics covered include the interconnection among advertising, media, and a range of publics, as well as the process and history of advertising, message strategies, media planning, and campaign evaluation, ethical and regulatory issues.

Pre / Co requisites: COM 460 requires prerequisites of SPK 208, COM 217, COM 219, and COM 224 or MDC 250 and MDC 251.

Typically offered in Fall & Spring.

Cross listed courses COM 460, MDC 460.

COM 493. Capstone: Media & Public Relations. 3 Credits.

This senior level seminar explores leading media and public relations theories at an advanced level. Students will be expected to read, synthesize and apply original communications research related to theories in these particular areas in the communications studies field.

Pre / Co requisites: COM 493 requires prerequisites of COM 212, COM 219, COM 224, SPK 208 and any two of the following courses: COM 317, COM 320, COM 325, COM 355, COM 455, or COM 460.

INTERCULTURAL & INTERPERSONAL COMMUNICATION

COM 304. Organizational Communication. 3 Credits.

An in-depth analysis of the dynamic process of communication as it occurs in organizational networks.

Pre / Co requisites: COM 304 requires prerequisites of SPK 208 and COM 216 and COM 219 and COM 224.

Typically offered in Fall & Spring.

COM 307. Nonverbal Communication. 3 Credits.

A study of the verbal and sensory messages we are constantly receiving. Body language and the uses of space, time, touch, objects, and color inherent in the sensory messages we receive.

Pre / Co requisites: COM 307 requires prerequisites of SPK 208 and COM 219 and COM 224.

Typically offered in Fall & Spring.

COM 322 / MDC 322. Culture and Organizations. 3 Credits.

Organizational dynamics can be understood to operate using deeper assumptions and values, much like national cultures. Different scholarly approaches to culture are used to craft strategic responses to practical organizational challenges using the media. The particular cultures of media organizations are also analyzed using case study examples.

Pre / Co requisites: COM 322 requires prerequisites of SPK 208, COM 217, COM 219, and COM 224 or MDC 250 and MDC 251.

Typically offered in Fall & Spring.

COM 345. Communication and Gender. 3 Credits.

This course explores communication between and about females and males. Topics covered include interpersonal interaction between men and women in romantic, friendship, family, work, and professional relationships as well as societal assumptions and popular culture messages about communication and gender.

Pre / Co requisites: COM 345 requires prerequisites of COM 219, COM 224, and SPK 208.

COM 350 / MDC 350. Advanced Intercultural Communication. 3 Credits.

Intercultural communication examines communication across various areas of difference: age, race, gender, class, orientation, region. Graduate Intercultural Communication examines the relationship between communication and culture. Analysis of communication variables as they relate to the communication of difference and the ways in which difference matters in everyday intercultural communication are examined. Emphasis is placed on the influence of culture on the communication process, including differences in values, assumptions, and communication practices/rules.

Pre / Co requisites: COM 350 requires prerequisites of SPK 208, COM 217, COM 219, and COM 224 or MDC 250 and MDC 251.

Typically offered in Fall & Spring.

COM 360 / MDC 360. African American Culture and Communication. 3 Credits.

African American communication explores the ways messages, verbal and non-verbal, produce, maintain, transform and repair reality for Black community members over the media and in interpersonal contexts. As such, the course explores the significance of discursive identity construction in over the media and in human interaction. We aim to develop intercultural communication competency in this subject area. We accomplish this as we examine the ways in which Black/African American identities have been discursively and socially constructed, sustained, problematized, celebrated, and enacted in media, institutional, and societal settings. The dynamic process of acquiring, managing and executing the rhetorical qualities, patterns of thinking, values, assumptions, and concepts which constitute subjective culture are explored.

Pre / Co requisites: COM 360 requires prerequisites of SPK 208, COM 217, COM 219, and COM 224 or MDC 250 and MDC 251.

Typically offered in Fall.

COM 410. Conflict Resolutions. 3 Credits.

This course explores the means of resolving conflict through argument, negotiation, mediation, and arbitration.

Pre / Co requisites: COM 410 requires prerequisites of SPK 208 and COM 219 and COM 224.

Typically offered in Fall.

COM 415. Language, Thought & Behavior. 3 Credits.

This course is designed to help students understand the way language functions in the communication process. To accomplish this purpose, various language systems will be examined and one will be selected for in-depth analysis.

Pre / Co requisites: COM 415 requires prerequisites of SPK 208 and COM 219 and COM 224.

Gen Ed Attribute: Writing Emphasis.

Typically offered in Summer.

COM 440. Friendship Communication. 3 Credits.

This course explores communication in friendship relationships. Topics covered include a dialectical perspective of creating and maintaining meaning between friends in childhood, adolescence, and adulthood, as well as how friendship communication is affected by gender, culture, school, work, romance, and family.

Pre / Co requisites: COM 440 requires prerequisites of COM 204, COM 219, COM 224 and SPK 208.

Gen Ed Attribute: Writing Emphasis.

Typically offered in Fall.

COM 445. Family Communication. 3 Credits.

This course explores communication in family relationships. Topics covered include interpersonal interaction between family members, societal influences on the family as a whole, and the place of family narratives in these communicative behaviors.

Pre / Co requisites: COM 445 requires prerequisites of COM 204, COM 219, COM 224, and SPK 208.

Gen Ed Attribute: Writing Emphasis.

Typically offered in Spring.

COM 450. Health Communication. 3 Credits.

This course explores communication in health care settings. Topics covered include the changing perceptions of medical encounters, the language of illness and health, the roles of patients and caregivers, and health communication in historical, cultural, organizational, technological and mediated contexts.

Pre / Co requisites: COM 450 requires prerequisites of COM 219, COM 224, and SPK 208.

Typically offered in Spring.

COM 470 / MDC 470. Intercultural Communication Training. 3 Credits.

Intercultural training is an experiential activity that engages cognitive, behavioral and affective learning to help individuals to bridge cultural differences in their communication. This course teaches students the theory behind intercultural training for the workplace through the experience of workshops and through designing their own workshops. The use of media in training workshops is addressed explicitly using theory and experiential examples.

Pre / Co requisites: COM 470 requires prerequisites of SPK 208, COM 217, COM 219, and COM 224 or MDC 250 and MDC 251.

Typically offered in Fall & Spring.

COM 492. Capstone: Intercultural & Interpersonal Communication. 3 Credits.

This senior level seminar explores leading theories of intercultural and interpersonal communication at an advanced level. Students will be expected to read, synthesize and apply original communication research related to theories in these particular areas of emphasis in the communication studies field.

Pre / Co requisites: COM 492 requires prerequisites of COM 204, COM 219, COM 224, SPK 208, and any two of the following courses: COM 307, COM 360, COM 410, COM 440, COM 445, COM 470, or COM 480.

ALL OTHER UPPER DIVISION COURSES

COM 399. Directed Studies in Communication Studies. 1-6 Credits.

Research, creative projects, reports, and readings in communication studies. Students must apply to advisers one semester in advance of registration. Open to juniors and seniors only.

Pre / Co requisites: COM 399 requires prerequisites of SPK 208 and COM 219 and COM 224 and approval of department chairperson.

Typically offered in Fall & Spring.

Repeatable for Credit.

COM 400. Internship in Communication Studies. 3-15 Credits.

This course provides a structured and supervised work experience in communication. Credits earned are based on amount of time spent on the job. Students must apply to the department internship coordinator and receive approval to be admitted.

Pre / Co requisites: COM 400 requires prerequisites of SPK 208 and COM 219 and COM 224.

Typically offered in Fall, Spring & Summer.

Repeatable for Credit.

COM 490. Capstone: Communication Theory. 3 Credits.

This senior level seminar explores leading communication theories at an advanced level. Students will be expected to read, synthesize and apply original communication research related to key theories across the communication studies field.

Pre / Co requisites: COM 490 requires prerequisites of COM 219, COM 224, SPK 208 and any two COM 300 or 400 level courses other than COM 400.

COM 499. Communication Seminar. 3 Credits.

Intensive examination of a selected area of study in the field of communication studies.

Topics will be announced in advance.

Pre / Co requisites: COM 499 requires prerequisites of SPK 208 and COM 219 and COM 224.

Typically offered in Fall & Spring.

Repeatable for Credit.

UNIVERSITY AND DEPARTMENTAL REQUIREMENTS

To avoid problems in determining and meeting university requirements students should examine the requirements listed in the university catalog for the year that students enter West Chester. Program revisions are made rather frequently in an effort to improve curricula, to meet state requirements, and to better satisfy the needs of the students. The requirements listed in the West Chester University catalog for the year that students matriculate at West Chester are the official requirements for students. Students may elect to pursue a later set of requirements; but students can so change only once, and students may not change back.

English Composition Requirement

See university catalog for information about specific requirements.

Policy for Placement in Mathematics

See university catalog for information about specific requirements.

University GPA Requirements

A student's scholastic standing at the university is indicated by his or her cumulative grade point average (GPA). Three categories of academic standing have been established: good academic standing, probation, and dismissal. A student remains in good academic standing as long as he or she maintains a minimum cumulative GPA of 2.00 for all work taken at the university.

If students are a transfer or re-admission student, students are admitted for one semester. To continue in the university, students must have a cumulative grade point average for courses taken at West Chester of 2.00 ("C" or better) each semester.

Departmental GPA Requirements for Graduation

Students must achieve a GPA of at least 2.50 in the major before they will be recommended for graduation. Grades of "C-" or lower in major subjects must be raised to a "C" or better. Transfer credits from another institution are accepted for courses in which a student earned a grade of "D" or better EXCEPT when those courses are to be counted as part of the student's major. A grade of "C" or better is then required.

Foreign Language Requirement for the B.A. Degree

Candidates for the B.A. degree are required to fulfill a foreign language requirement. One of the ways in which this requirement may be fulfilled is to complete the second half of the intermediate year of a foreign language with a "C-" grade or better. This means in effect that only the 202 (Intermediate II) language course is required. However, students who are not qualified to take the 202 course must prepare themselves by taking the Elementary (101-102) and/or Intermediate I (201) course. Students may also satisfy the foreign language requirement by presenting a certificate or examination results which verify that they are competent in a foreign language at the 202 level. A third way to fulfill the foreign language requirement is to earn a "C-" grade or better in a 102 level course of a foreign language and then take three courses dealing with the related foreign culture area. These courses are termed "culture clusters." If this third option is chosen, the 102 level course must be taken for a grade ("C-" or better). The 101 course may be taken pass/fail but the culture cluster courses must be taken for a grade.

OF SPECIAL NOTE

There are several items about the department and student participation and behavior in an academic community that requires special attention. These items are: departmental advisement procedures, departmental student groups, academic honesty, plagiarism, and disruptive classroom behavior.

Departmental Advisement

When students become a major in the department they will be assigned an advisor. Student advisors will assist students in managing the sometimes confusing situations students may face during their time at the university. Advisors can be especially helpful with discussions

of course content, course requirements, and career options. Please be aware that having an advisor does not absolve students from responsibility for knowing and meeting University requirements for graduation. Ultimately the responsibility for meeting requirements is up to each student, and students will bear the cost of errors which are made.

Departmental Student Groups

There are several S.S.I. recognized student groups associated with the Department of Communication Studies. They are: Students in Communication, the Forensics Team, Lambda Pi Eta (Honors Society), Public Relations Student Society of America, WCUR, the Quad, WCU Weekly, and WCU Studios. As a major in the department students are expected to join and actively participate in at least one of these groups; however, students also may wish to join other communication-related student groups such as the student radio station and the student newspaper.

Policy on Academic Integrity

Among the major purposes of institutions of higher learning are the search for and the interpretation of verifiable data, the encouragement of rational inquiry and discussion, and the development of intellectual and artistic creativity. Any form of academic dishonesty, therefore, strikes at the very heart of the institution and cannot be permitted. Examples of violations to the academic integrity policy (cheating) may be found in the current Undergraduate Catalog (see "Undergraduate Student Academic Integrity Policy").

1. A documented instance of a violation of the academic integrity policy can result in the automatic failure and removal from the course. In these cases, the faculty member will complete an academic integrity report that documents the violation and provides an explanation of the sanction the student will receive. In addition, copies of the report will be sent to his/her department chairperson, the chairperson of the department in which the course is offered, the Associate Vice President for Academic Affairs or the Graduate Dean, if appropriate, and the Registrar.
2. The student may appeal the sanctions through the current Appeals Procedures for Academic Integrity (see Undergraduate Catalog).

Department Policy on Plagiarism

In this department, plagiarism is defined as the presentation of the products (ideas, writings, speeches, drawings, etc.) of another person as if they were one's own.

Documented examples of plagiarism are considered violations of the university's academic integrity policy (see above). A department major who has plagiarized twice will be dropped from the program.

The Department offers the following advice to students:

1. All work students present as their own must be their own.

2. All work which is presented by students but for which they are indebted to others must be cited.
3. If in doubt, cite sources.
4. Sources should be cited for oral assignments. Always cite quoted material.
5. Sometimes source material is so extensive that an oral assignment becomes boring to the listener. In such cases, a brief reference can be made concerning the source that can then be supported by a detailed reference if one is requested.
6. There should be a clear distinction made between that which is the result of student efforts and that which results from the efforts of others.
7. The only exception to these obligations is in the presentation of facts, opinions, concepts, etc. that are widely known.
8. Plagiarism is not limited to the use of material taken from professional sources but may also include material taken from other students.
9. Students should retain all notes or other materials prepared by them to meet the assignment until a grade has been received.
10. Whenever a grade is subject to dispute:
 - a. The instructor and the student will strive to work out their differences.
 - b. If (a) is not possible, both the instructor and the student will turn over all relevant materials to the department chair. (If the instructor and the chair are the same, a neutral faculty person will be found by the chair).
 - c. Upon examination of the evidence presented, the chair (or alternate) will rule in favor of one of the disputing parties.
 - d. If the disputing parties are not satisfied with the chair's ruling, the normal college channels of appeal will be followed.
11. If an instructor chooses, and so indicates at the beginning of a semester, all work submitted to meet course requirements becomes the property of the department. (Students who wish to retain copies of such work should duplicate the material prior to its submission.)

Policy on Disruptive Classroom Behavior

Disruptive behavior is defined as any act which denies to others the freedom to speak, to be heard, to study, to teach, or pursue research. Such behavior is antithetical to academic freedom and to the rights of all citizens and will not be tolerated.

1. The first instance of such behavior shall result in an immediate, oral, and public warning by the faculty member.
2. The second instance shall result in the expulsion of the student from class for the remainder of the class period.
3. Subsequent disruptive behavior may result in the expulsion of the student from the class for the remainder of the semester and the awarding of the grade of "F." Such grade shall result regardless of the date of which the expulsion takes place. A statement of the reason for permanent expulsion from the class shall be given in writing to the student, the chairperson of his/her major department, the chairperson of the department in which the course is offered, and the Registrar.

4. The disciplinary actions listed above may be appealed through the informal and formal mechanisms contained in the Academic Appeals Process. An appeal of the grade may be made under the current Grade Appeals Process, but the student may not employ both the Academic Appeals Process and the Grade Appeals Process for relief from the same disciplinary action.

In addition, disruptive behavior which constitutes a threat to persons and/or property will be immediately referred to the Coordinator of Student Standards for adjudication and disciplinary sanction in accordance with the current Student Standards Judicial Process. Any sanctions imposed may be appealed only through the appeals process contained in that document.

Department Recommendations for Email Etiquette

Be sure to use a respectful tone and language in every email, and always remember that email is ultimately a public venue and can be read by anyone, anywhere. Furthermore, it is expected that all email correspondence will be conducted in a professional manner.

Any abusive email to the instructor or a classmate is considered academic misconduct and will not be tolerated (see below). Please allow 24 hours to respond to an email.

Therefore, email should not be used for last minute questions about assignments or for questions that ask for an immediate response. In addition, when using email please adhere to the following rules:

Identify yourself on your messages. If students use an account with a name other than theirs or they use a nickname, type the student name in the 'Subject' line.

Be Polite. Do not be abusive in messages.

Use appropriate language. Do not swear, use vulgarities, or any other inappropriate language.

B.A. COM. STUDIES DEGREE REQUIREMENTS (120 Credits) –see p. 19

ADDITIONAL NOTES

1. Limited substitutions may be made to the required lower division courses with the advisor's written consent.
2. A grade of "C" or better must be earned in order for a course to meet a department requirement (including SPK208). Also, a 2.5 average or better must be earned in the aggregate of lower and upper division courses before graduation can be recommended.
3. To encourage B.A. Communication Studies majors to develop communication competence that extends beyond oral English, a grade of "C" or better is required in the 100 level composition course (WRT120) and the 200 level composition course (WRT200, 204, 205, 206, 208, or 220), and a grade of "C-" or better is required in the

202 level course of a foreign language. If a major employs the culture cluster option to fulfill his/her language requirement, a “C-” or better is required in the 102 level of the foreign language course and in each of the culture cluster courses.

4. Students who exhaust their course repeat options and have not earned a grade of “C” or better in all of the prerequisite communication courses will be advised that they will not be able to complete the requirements for a B.A. degree in Communication Studies. The department chair will offer an exit interview to these students and help them to identify available alternatives.

Transferring into the Communication Studies major from another department

Applicants who have earned a C or better in the three prerequisite core courses (COM 219, COM 224, and SPK 208) will be eligible to apply and be accepted as a major/minor in Communication Studies. Students who do not gain admission may reapply, but they must retake and earn a C or better in all of the three core courses.

MINOR IN COMMUNICATION STUDIES

A minor in Communication Studies may be taken as one of the minors in the bachelor of arts or bachelor of science in the liberal studies general degree program.

Lower division core

To complete the Minor in Communication Studies, students first must successfully complete the three prerequisite courses in our lower division core: COM 219 (Communication Theory) COM 224 (Communication Research) and SPK 208 (Public Speaking). Students must earn a grade of C or better in each of these courses.

Upper division electives

Three elective courses may then be selected from any 300- or 400-level courses offered in communication studies. Again, a grade of C or better must be earned in each of these courses, and a 2.5 average must be achieved in the minor before clearance for graduation with a minor will be granted.

Admission

A student must have a 2.0 cumulative average or better to gain admission to the minor in communication studies as well as meeting program admission requirements (see above). Students are also required to earn a grade of C or better in WRT 120 and WRT 200. Current West Chester University students interested in becoming Communication Studies majors or minors should note that admission to the major or minor is competitive due to program enrollment limitations.

To declare an MDC minor, visit MyWCU and submit an Academic Plan Change Request, following the directions listed here .

MINOR IN MEDIA AND CULTURE

The Undergraduate Minor in Media and Culture (MDC) is an 18-credit (6-course) program for undergraduate students who want to develop specialized expertise and skills in media-related fields, think critically about the intersections of media and diverse cultural contexts, and understand the value of intercultural perspectives in communication. As such, the core of this program introduces students to an extensive range of media technologies, hands-on learning, and principles of intercultural communication.

Beyond the core, the program offers three concentrations:

1. Media Production - focuses on production and performance in various media environments, such as TV, radio, film, and online content.
2. Strategic Communication - integrates advertising, marketing, and public relations in digital contexts.
3. Media and Culture - focuses on diverse perspectives about changing industries, technologies, and cultures

Requirements and Courses

Lower level core (6 credits)

All MDC students complete two required core courses:

COM/MDC 250: Intercultural Communication

COM/MDC 251: Media Technologies

Lower level elective (3 credits)

Students select one of the following lower level electives:

COM/MDC 253: Media Literacy

COM 202/MDC 252: Writing for Broadcast and Public Relations

COM/MDC 254: Media & Culture Theory

Upper level electives (9 credits)

Students choose three courses from the ones listed below. At least two courses must be from the same Concentration.

Production Concentration

ART 113: Digital Media

CSW 131: Introduction to Web Design

COM/MDC 203: The Philadelphia Media Experience

COM 217: Introduction to Video Production

COM/MDC 317: Advanced Video Production

COM/MDC 320: Communicating on Television and Radio

HON 320: Global Issues Seminar (Media in Ireland/England)

Strategic Communication Concentration

COM/MDC 311: Communication Professions in Sports
COM/MDC 321: Search Engine Optimization & Management
COM/MDC 323: Media Audiences
COM/MDC 325: Strategic Social Media
COM/MDC 355: Introduction to Public Relations
COM/MDC 370: Event Production Using Media
COM/MDC 421: Content Strategy
COM/MDC 423: Media Campaigns
COM/MDC 460: Communication and Advertising

Culture Concentration

COM/MDC 314: Games, Culture, and Theory
COM/MDC 316: Mediated Communications: Internet Culture & Society
COM/MDC 322: Culture & Organizations
COM/MDC 350: Advanced Intercultural Communication
COM/MDC 360: African American Culture and Communication
COM/MDC 420: Media & Protest
COM/MDC 422: Consulting for Careers in Media & Culture
COM/MDC 470: Intercultural Communication Training

Admission

To declare an MDC minor, visit MyWCU and submit an Academic Plan Change Request, following the directions listed here .