



C. Michael Cuffman, M.A.
Division Chair

Communication & Media Studies

DIVISION

The Division of Communication & Media Studies is the newest academic division at Cornerstone. Our mission is to instruct, equip and mentor students to engage the marketplace of ideas in strategic and creative ways as skilled professionals and agents of reconciliation. Our students will be able to:

1. Employ communication theory in areas of specialization.
2. Evaluate the ethics of practices of communication.
3. Present evidence of mastered skills in their area of specialization.
4. Demonstrate proficiency in the analysis and interpretation of cultural artifacts.
5. Apply research methods appropriate to one's area of specialization.

To accomplish our mission and learning objectives, we offer majors and minors in Communication Studies, Journalism, Theatre, and Media. In addition, we collaborate with the Division of Business to offer minors in Public Relations and Organizational Leadership, and we also work side by side with the Divisions of Teacher Education and Humanities to offer majors and minors leading to certification in Language Arts, Communication Arts, Speech, and Journalism. Resources available to our students include the Center for Academic Media Services, our on-campus facility where students hone their media skills, studying abroad or one of a number of approved off-campus programs such as the Los Angeles Film Studies program. Another excellent local opportunity is Compass Film Academy, a cutting-edge film school located in downtown Grand Rapids, with whom we work closely.

Students who major or minor in one of our programs can expect to learn communication theory, practical, creative, and professional communication skills, and ethics within the context of Christian world view as they prepare for graduate school or various occupations and ministries in the public sphere. They can also expect to benefit from an internship in one of many organizations in the media-rich Grand Rapids marketplace.

Our Theatre majors and minors can expect numerous opportunities every year to participate in our award-winning productions. *The Herald*, our weekly newspaper, has also won numerous awards and offers valuable training for student journalists. These programs make an important contribution to university and community culture.

Service is also an important part of our division's work. Yearly, we sponsor the Association of Christian Schools International (ACSI) Regional Speech Meets. These bring 200-300 students, parents, and teachers to campus and provide valuable speaking experiences for young Christian students. We also host the Cornerstone Journalism Institute for high school students during the summer months.

We have assembled a superb faculty to meet the needs of growing programs. They bring a firm commitment to Christ, strong academic credentials, scholarly publications, years of professional experience, and a passion for teaching and learning to their work with students.

We invite you to consider our courses and programs as you seek to work out God's calling in your life.

Degrees:

Bachelor of Arts (B.A.)

Majors:

Communication Studies
 Communication Arts Group (Secondary)
 Journalism
 Language Arts Group (Elementary)
 Media
 Theatre
 Speech (Secondary)

Minors:

Communication Studies
 Communication Arts Group (Secondary)
 Journalism
 Journalism (Secondary)
 Language Arts Group (Elementary)
 Media
 Organizational Leadership
 Public Relations
 Speech
 Theatre

Faculty

Cuffman, C. Michael, Associate Professor of Communication and Media Studies (1986) (Chair); B.A. (1978), Cedarville College; M.A. (1984), Bowling Green State University; Ph.D. (cand.), University of Maryland

Anderson, David R. Artist in Residence; Enhanced Adjunct Professor of Communication and Media Studies (2004); B.A. (1965), California State University; M. Div. (1968), Fuller Seminary

Blanchard, Alan D., Assistant Professor of Journalism (2003); B.A. (1988), Eastern New Mexico University; Ph.D. (cand.), Michigan State University

Detwiler, Timothy J., Professor of Communication and Media Studies (1979) (Dean); B.A. (1977), Cedarville College; M.A. (1982), Temple University; Ph.D. (1991), Pennsylvania State University

Duff, Desiree C., Assistant Professor of Communication and Media Studies (1999); B.A. (1979), Cedarville College; M.A. (1982), Purdue University; Ph.D. (cand.), Michigan State University

Hunter, Jennifer K., Associate Professor of Theatre (2000); B.M. (1997), Southwest Baptist University; M.F.A. (2000), Baylor University

Muir, Pete, Assistant Professor of Communication and Media Studies and Director of the Center for Academic Media Services (CAMS) (2006); B.Bus (1995), Queensland University of Technology; M.A. (2000), Queensland University of Technology

Sindorf, Kathleen O., Associate Professor of Communication and Media Studies (2005); B.A. (1975), Cornerstone University; M.A. (1976), University of Michigan

Criteria for Graduation as a Division Major: See the Academic Information section under Graduation Requirements.

Degree information for the Bachelor of Arts degree along with major and minor listings by division can be found in the catalog section entitled Degree Information.

COMMUNICATION STUDIES MAJOR*

Required Courses	Credit Hours
One of the following:	3
COM-212 Interpersonal Communication	
COM-311 Intercultural Communication	
One of the following:	3
COM-241 Oral Interpretation	
COM-324 Argumentation and Debate	
COM-315 Philosophy & Theory of Communication	3
MDA-317 Media Literacy	3
COM-321 Group Communication	3
COM-322 Advanced Public Speaking	3
COM-325 Rhetorical Theory and Criticism	3
COM-326 Organizational Communication	3
COM-369 Communication Research Methods	3
COM-380 Internship	3
COM-400 Senior Seminar in Communication Studies	3
Upper level Communication Studies elective	3
Total	36

*Prerequisite: COM-111

COMMUNICATION STUDIES MINOR

Required Courses	Credit Hours
One of the following:	3
COM-212 Interpersonal Communication	
COM-311 Intercultural Communication	
MDA-317 Media Literacy	3
COM-321 Group Communication	3
COM-322 Advanced Public Speaking	3
COM-326 Organizational Communication	3
Upper level Communication Studies elective	3
Total	18

COMMUNICATION ARTS GROUP MAJOR FOR SECONDARY TEACHERS

Required Courses	Credit Hours
COM-212 Interpersonal Communication	3
One of the following	3
MDA-121 Introduction to Electronic Media	
MDA-234 Mass Media and Society	
One of the following:	3
COM-241 Introduction to Oral Interpretation	
THR-242 Introduction to Theatre	
JRN-201 News Writing and Reporting I	3
JRN-313 Feature Writing	3
COM-311 Intercultural Communication	3
COM-315 Philosophy & Theory of Communication	3
MDA-317 Media Literacy	3
COM-321 Group Communication	3
COM-322 Advanced Public Speaking	3
COM-324 Argumentation and Debate	3
COM-325 Rhetorical Theory and Criticism	3
Total	36

COMMUNICATION ARTS GROUP MINOR FOR SECONDARY TEACHERS

Required Courses	Credit Hours
COM-212 Interpersonal Communication	3
One of the following:	3
MDA-234 Mass Media and Society	
MDA-317 Media Literacy	

One of the following:	3	
COM-241	Introduction to Oral Interpretation	3
THR-242	Introduction to Theatre	
JRN-201	News Writing and Reporting I	3
JRN-313	Feature Writing	3
COM-311	Intercultural Communication	3
COM-315	Philosophy & Theory of Communication	3
Upper level division elective		3
Total		24

JOURNALISM MAJOR

Required Courses		Credit Hours
JRN-201	News Writing & Reporting I	3
JRN-202	News Writing & Reporting II	3
JRN-213	Print Media Graphics	3
JRN-234	Mass Media and Society	3
JRN-236	Photojournalism I	3
JRN-261	The Herald* (1 credit hour per semester) (Required 6 semesters)	3
JRN-380	Journalism Internship	6
JRN-400	Senior Seminar in Communication Studies	3
JRN-401	Mass Media Law	3
JRN-402	Reporting Public Affairs	3
Two of the following:		6
JRN-238	Photojournalism II	
JRN-313	Feature Writing	
JRN-318	News Editing	
JRN-319	Writing for Blogs & Online Publications	
JRN-320	Sports Writing	
JRN-321	Editorials, Columns, & Opinion Writing	
JRN-403	Media Management	
Total		39

* The Herald is taken for 1 credit hour each of the first three semesters for minors and majors, and for zero credit for the second set of three semesters for majors. The student receives a grade for the course, whether taken for 1 credit or zero credit.

Journalism Major Four Year Program Illustration

Freshman year

IDS-100	Foundations of Inquiry	2
REL-100	Christian Foundations I	3
ENG-113	Freshman Rhetoric	4
COM-111	Speech Communication	3
MAT-XXX	Math course	3
KIN-100	Foundations of Wellness	2
REL-101	Christian Foundations II	3
SCI-100	Foundations of Scientific Inquiry	4
HIS-113	World Civilization I	3
ENG-223	Intro. to Literature	3
IDS-200	Rel. Communities & Culture	3
Total Freshman Hours (Approx.)		33

Sophomore year

JRN-201	News Writing & Reporting I	3
JRN-202	News Writing & Reporting II	3
JRN-213	Print Media Graphics	3
PHI-211	Intro. to Philosophy	3
Language requirement or minor		4
JRN-234	Mass Media in Society	3
JRN-261	The Herald	2
SCI-XXX	Lab Science Course	4
One of the following:	3	
PSY-111	General Psychology	
SOC-111	Intro. to Sociology	
Language requirement or minor		4
General electives		3
Total Sophomore Hours (Approx.)		35

Junior year

JRN-236	Photojournalism I	3
JRN-261	The Herald	2
JRN-380	Journalism Internship	6
FAR-211	Intro. to Fine Arts	3
REL-352	Christian Theology	3
Major Elective		3
Minor electives		6
General electives		6
Total Junior Hours (Approx.)		32

Senior year

JRN-261	The Herald	2
JRN-400	Senior Seminar in Comm. Studies	3
JRN-401	Mass Media Law	3
JRN-402	Reporting Public Affairs	3
KIN-1XX	Lifetime activity	1
Major elective		3
Minor electives		6
General electives		9
Total Senior Hours (Approx.)		30

JOURNALISM MINOR

Required Courses		Credit Hours
JRN-201	News Writing & Reporting I	3
JRN-202	News Writing & Reporting II	3
JRN-213	Print Media Graphics	3
JRN-234	Mass Media and Society	3
JRN-236	Photojournalism I	3
JRN-261	The Herald (1 credit hour per semester)	3
One of the following:		3
JRN-238	Photojournalism II	
JRN-313	Feature Writing	
JRN-320	Sports Writing	
JRN-321	Editorials, Columns, Opinion Writing	
Total		21

JOURNALISM MINOR FOR SECONDARY TEACHERS

General Education Core Exceptions

ENG-223	Introduction to Literature (required)	3
Required Courses		Credit Hours
JRN-201	News Writing & Reporting I	3
JRN-202	News Writing & Reporting II	3
JRN-213	Print Media Graphics	3
JRN-234	Mass Media and Society	3
JRN-236	Photojournalism I	3
JRN-261	The Herald (1 credit hour per semester)	3
JRN-313	Feature Writing	3
JRN-318	News Editing	3
EDU-466	Journalism Practicum	3
Total		27

LANGUAGE ARTS GROUP MAJOR FOR ELEMENTARY TEACHERS

Required Courses		Credit Hours
ENG-113	Freshman Rhetoric	4
ENG-223	Introduction to Literature	3
ENG-224	World Literature	3
JRN-201	News Writing and Reporting I	3
One of the following:		3
ENG-311	Creative Writing	
ENG-312	Expository Writing	
ENG-321	Children's Literature	3
COM-212	Interpersonal Communication	3
COM-315	Philosophy & Theory of Communication	3
MDA-317	Media Literacy	3
Two of the following:		6
MDA-234	Mass Media and Society	
COM-241	Introduction to Oral Interpretation	
MDA-242	Introduction to Theatre	
COM-311	Intercultural Communication	
COM-321	Group Communication	
COM-324	Argumentation and Debate	
One of the following:		3
ENG-331	American Literature - Colonial	
ENG-332	American Literature - Realism	
ENG-333	American Literature - Modern	
ENG-340	British Anglo-Saxon Literature	
ENG-341	British 17th and 18th Century Lit.	

ENG-342	19th Century British Literature
ENG-343	20th Century British Literature
ENG/LIN-353	Linguistic History/English Language
ENG-461	Literary Criticism

Total37

LANGUAGE ARTS GROUP MINOR FOR ELEMENTARY TEACHERS

Required Courses		Credit Hours
ENG-113	Freshman Rhetoric	4
ENG-223	Introduction to Literature	3
ENG-224	World Literature	3
MDA-317	Media Literacy.....	3
One of the following:.....		3
ENG-311	Creative Writing	
ENG-312	Expository Writing	
ENG-321	Children’s Literature.....	3
COM-212	Interpersonal Communication.....	3
COM-311	Intercultural Communication	3

Total25

MEDIA MAJOR (Does not require a minor.)

Required Courses		Credit Hours
MDA-121	Intro to Electronic Media.....	3
MDA-232	Film A-Z.....	4
MDA-234	Mass Media and Society.....	3
MDA-261	Audio Production I.....	3
MDA-271	Video Production I	3
MDA-317	Media Literacy.....	3
MDA-352	Faith, Film, and Culture.....	3
MDA-370	Protocol to Internship.....	1
MDA-380	Internship	4
COM-400	Senior Seminar in Communication Studies.....	3
MDA-434	Media Seminar.....	3
Upper level media electives.....		12
Film, Video, or Audio emphasis (see below).....		9

Total54

Electives		Credit Hours
Four of the following		3
MDA-252	Film Industry Intensive Experience	
MDA-255	Basic Film Editing	
MDA-337	Creativity in Video Production	
MDA-353	Producing for Film	
MDA-354	Announcing and Reporting	
MDA-356	Corporate Video Production	
MDA-357	Dramatic Video Production	
MDA-358	Documentary Production	
MDA-359	Multi-Cam Production	
MDA-372	Music Video Production	
MDA-375	Deconstructing Media	
MDA-376	Intermediate Screenwriting	
MDA-377	Illusions of Light	
MDA-490	Independent Study	

Film Emphasis Required Courses		Credit Hours
MDA-250	Writing for Film	3
MDA-253	Making a Short Narrative Film.....	3
MDA-254	Film History.....	3

Video Emphasis Required Courses

MDA-282	Video Production II	3
MDA-318	Writing for Media	3
MDA-355	Media History, Business, and Ethics	3

Audio Emphasis Required Courses

MDA-281	Audio Production II	3
MDA-318	Writing for Media	3
MDA-355	Media History, Business, and Ethics	3

MEDIA MINOR (Non Media majors only.)

Required Courses

Credit Hours

One of the following:		3-4
MDA-121	Intro to Electronic Media	
MDA-232	Film A-Z	
MDA-261	Audio Production I	3
MDA-271	Video Production I	3
MDA-317	Media Literacy	3
Two of the following:		6
MDA-250	Writing for Film	
MDA-281	Audio Production II	
MDA-282	Video Production II	
MDA-318	Writing for Media	
MDA-352	Faith, Film, and Culture	
MDA-355	Media History, Business, and Ethics	

Total 18-19

MEDIA MINOR (for Media majors only)

Film Emphasis

MDA-250	Writing for Film	3
MDA-253	Making a Short Narrative Film	3
MDA-254	Film History	3
MDA-490	Independent Study	3
Upper level media electives		6

Total 18

Video Emphasis

MDA-282	Video Production II	3
MDA-318	Writing for Media	3
MDA-355	Media History, Business, and Ethics	3
MDA-490	Independent Study	3
Upper level media electives		6

Total 18

Audio Emphasis

MDA-281	Audio Production II	3
MDA-318	Writing for Media	3
MDA-355	Media History, Business, and Ethics	3
MDA-490	Independent Study	3
Upper level media electives		6

Total 18

ORGANIZATIONAL LEADERSHIP MINOR

Required Courses

Credit Hours

MGT-238	Principles of Leadership	3
MGT-338	Advanced Leadership Studies	3
COM-322	Advanced Public Speaking	3
MGT-100	Leadership Journey	2
MGT-270	Leadership Readings	1

Three of the following:	9
Organizational Development track:	
MGT-231 Principles of Management	
MGT-335 Organizational Behavior	
MGT-434 Organizational Development & Change	
Leadership Communication track:	
COM-212 Interpersonal Communication	
COM-321 Group Communication	
COM-326 Organizational Communication	
Total	21

PUBLIC RELATIONS MINOR

Required Courses	Credit Hours
JRN-201 News Writing & Reporting I	3
COM-161 Intro to Public Relations	3
COM-262 Advertising Principles	3
COM-362 Public Relations Campaigns	3
COM-369 Communication Research Methods	3
One of the following:	3
COM-361 Advertising Practices	
COM-363 Media Relations	
COM-364 Special Events and Promotions	
COM-365 Writing for Public Relations	
Total	18

SPEECH MAJOR FOR SECONDARY TEACHERS

Required Courses	Credit Hours
COM-212 Interpersonal Communication	3
One of the following:	3
MDA-121 Introduction to Electronic Media	
MDA-234 Mass Media and Society	
One of the following:	3
COM-241 Introduction to Oral Interpretation	
THR-242 Introduction to Theatre	
COM-311 Intercultural Communication	3
COM-315 Philosophy & Theory of Communication	3
COM-321 Group Communication	3
COM-322 Advanced Public Speaking	3
COM-324 Argumentation and Debate	3
COM-325 Rhetorical Theory and Criticism	3
Upper level division electives	6
Total	33

SPEECH MINOR FOR SECONDARY TEACHERS

Required Courses	Credit Hours
COM-212 Interpersonal Communication	3
One of the following:	3
MDA-234 Mass Media and Society	
MDA-317 Media Literacy	
One of the following:	
COM-241 Introduction to Oral Interpretation	
THR-242 Introduction to Theatre	
COM-311 Intercultural Communication	3
COM-315 Philosophy & Theory of Communication	3
COM-322 Advanced Public Speaking	3
COM-324 Argumentation and Debate	3
Total	21

THEATRE MAJOR

Required Courses	Credit Hours
THR-242 Introduction to Theatre	3
THR-243 Dramatic Literature	3
THR-248 Theatre Production Lab I	1
THR-340 Principles of Acting	3
THR-342 Theatre History I — to 1850	3
THR-344 Stagecraft	3
THR-347 Theatre History II — since 1850	3
THR-348 Theatre Production Lab II	1
THR-380 Internship	3
THR-441 Play Directing	3
COM-400 Senior Seminar in Communication Studies	3
Two of the following:	6
THR-336 Voice and Movement	
THR-346 Contemporary American Theatre	
THR-349 Theatrical Production and Management	
MDA-357 Dramatic Video Production	
THR-373 Playwriting	
THR-445 Advanced Acting	
THR-447 Advanced Directing	
Total	35

THEATRE MINOR

Required Courses	Credit Hours
THR-242 Introduction to Theatre	3
THR-340 Principles of Acting	3
THR-342 Theatre History I—to 1850	3
THR-344 Stagecraft	3
One of the following:	3
THR-336 Voice and Movement	
THR-346 Contemporary American Theatre	
THR-441 Play Directing	3
Total	18

Course Descriptions

Note: CFA = Course offered in partnership with Compass Film Academy

Dept./Level Course Name

Credits/Frequency

(See page 58 for codes)

COMMUNICATION STUDIES

COM-111 Foundations of Speech Communication

3/1

Introduction to the philosophy, theory and practice of speech communication. Students develop competence as human communicators with emphasis on intrapersonal, interpersonal, small group and public speaking experiences. (COM-111 is prerequisite to all courses in Communication Studies numbered 300 or above.)

COM-161 Introduction to Public Relations

3/2

A survey of public relations as a vital communication function between an organization and its publics. Content includes the nature and role of public relations, the history of public relations, the societal forces affecting the profession, its current practice and theories of public relations. Students learn specialized writing and techniques used in print and electronic media for disseminating information, including news releases, fact sheets, brochures, newsletters and press kits. Prerequisite or corequisite: COM 111

COM-212 Interpersonal Communication

3/1

Study of the theory and practice of interpersonal communication. This course emphasizes the cultural, social, psychological, semantic, developmental and practical variables which influence communication in significant relationships. Students develop competence through a variety of learning experiences. Prerequisite: COM-111.

COM-241 Introduction to Oral Interpretation

3/2

Exposure to and experience with the art of bringing literature to life for an audience. The course will explore the methods of analyzing narrative prose, drama, and poetry for performance. An emphasis will be placed on learning techniques to effectively communicate the meaning and feeling in each selection. Prerequisite: COM 111.

COM-262 Advertising Principles

3/2

An introduction to the strategy and methods of advertising campaigns, including a study of how advertising works on individuals and society. This course provides “hands-on” practice in developing advertising campaigns in a variety of print and electronic media formats, with emphasis on message elements, the role of research in developing message strategies, the creative process, and clear, effective, and persuasive copywriting.

COM-311 Inter-Cultural Communication

3/2

An investigation into the many variables extant among people and groups with different cultural backgrounds, including the study of similarities and differences across cultures.

COM-315 Philosophy & Theory of Communication

3/2

Examination and evaluation of general, thematic, and contextual theories of communication. The course includes philosophical assumptions that impact the theoretical development of a Christian perspective for communication studies.

COM-321 Group Communication

3/2

The study of general and specific group communication theories and their relationship to communication in a variety of group settings. Topics include group formation, cohesiveness, groupthink, norms, leadership, decision-making, and conflict. Students become better leaders and participants through a variety of experiential learning opportunities.

COM-322 Advanced Public Speaking

3/2

Advanced training in the invention and presentation of speeches appropriate for public contexts. Students develop greater skill in adapting to rhetorical situations through analysis of the speaker-message-audience-context relationship. Students also gain further skill in critiquing the speeches of others.

COM-324 Argumentation and Debate

3/2

An introduction to reasoned argumentation and formal academic debate. Students develop their critical thinking skills through the study and application of argumentation theory and analysis and research of a debate topic. Students are introduced to debate conventions and principles and gain skill as debaters through participation in several debates.

COM-325 Rhetorical Theory and Criticism

3/2

A study of traditional and contemporary theories of the formulation and practice of rhetorical discourse and application of those theories to the description, interpretation, and evaluation of rhetorical texts. Students engage in criticism of a number of types of texts including religious, political, and mediated forms. *(This serves as a writing intensive course for the Communication Studies major.)*

- COM-326 Organizational Communication** **3/2**
 A study of the structure and function of communication within organizations; organizational climate and culture, information flow, networks and role relationships are among the major themes addressed.
- COM-361 Advertising Practices** **3/2**
 An extension of the principles learned in COM-262 to give students a variety of experiential opportunities with the conceptual thinking, creative campaign planning, audience analysis, budgeting, writing commercials, pitching presentations and measurement methods involved in advertising. Through interplay with experts from various advertising agencies, students will learn first-hand what's involved in an advertising career, as well as how to integrate a working knowledge of advertising into a variety of communications or business career options. Prerequisite: COM-262
- COM-362 Public Relations Campaigns** **3/4**
 An examination of the evolution of campaigns, the various forms of local and national ad campaigns, targeting the audience, and selecting media buys and budgeting. Students will analyze case studies, examine both successful and unsuccessful campaigns and crisis management, and work with external organizations to implement new campaigns and programs, work with the media and represent their organization well. Prerequisite: COM-262
- COM-363 Media Relations** **3/4**
 A "hands-on" course on working effectively with the media, developing media relationships, and representing businesses and ministries effectively as a media spokesperson. Students will be given a variety of opportunities in planning and practicing on-mic and on-camera interviews, as well as experience with live press conferences. Prerequisite: COM-161
- COM-364 Special Events and Promotions** **3/4**
 Examines the elements of the event planning process, creative brainstorming, budgeting, overcoming obstacles, attracting sponsorships, soliciting volunteers, and evaluating success. Practical field experiences will be explored, including meeting professional meeting planners and visiting venues. Prerequisite: COM-161
- COM-365 Writing for Public Relations** **3/4**
 An advanced course building on the skills of strategic communication and decision making, applying them to the practice of writing public relations messages for multiple audiences. The student will learn about organizations, publics, the media, and how to prepare public relations messages for a variety of print and electronic media.
- COM-369 Communication Research Methods** **3/4**
 Students learn qualitative and quantitative approaches in conducting and analyzing research in communication. Students gain "hands-on" research experience and analytical, scientific writing, and oral presentation skills. They become familiar with public opinion polling, survey techniques, focus groups, external research services and consultants, media and clipping analysis, and other research methods, including the ethical considerations in conducting research with human subjects. Course focuses are results-based decision making, measuring program effectiveness, measuring staff and counselor performance, and evaluation and reporting on results. This course will prepare students for graduate work as well as many job options in communication and business involving research, analysis, and documentation. Prerequisite: MAT-110
- COM-380 Internship** **1 - 6/1**
 Practical work experience using communication theory and skills in an appropriate setting relevant to the student's area of emphasis. Prerequisite: Institutional requirements
- COM-400 Senior Seminar in Communication Studies** **3/2**
 Examines, from a Christian worldview, the ethical and vocational issues associated with the study of human symbolic interaction. The interactions between philosophy, theory and practice will be analyzed. Prerequisite: Senior status
- COM-463 Secondary Language Arts Methods (ENG-463)** **3/2**
 Focuses on the content-specific pedagogy for teaching the language arts curriculum in public or private secondary schools. Prerequisite: Admission to and good standing in the Teacher Education program
- COM-470 Directed Readings** **3/1**
 Readings in a communications content area. Students work closely with an instructor in the selection of the reading material and the form of analysis and evaluation. Prerequisite: Approval of the division chair
- COM-480 Advanced Topics** **3/6**
 Specialized study in a communications sub discipline. The concentration will be theoretical with practical application in class and in assigned activities outside of the class. Prerequisite: junior or senior standing

COM-490 Independent Study**3 - 6/1**

An independent project related course. Students work closely with a professor in the choosing of a topic, its design, and in the developing of a plan for its completion. Prerequisite: Approval of the division chair

JOURNALISM**JRN-201 News Writing & Reporting I****3/1**

Information gathering, development of news judgment, and writing of basic news stories will be studied, along with news style, structure, readability, news sources, and interviewing techniques.

JRN-202 News Writing & Reporting II**3/2**

The advanced application of news Writing assignments, focusing on advanced reporting skills, including in-depth interviews. Use of survey research, information graphics, and electronic data retrieval, as well as news judgment in public affairs reporting. Prerequisite: JRN 201. *(This serves as a writing intensive course for the Journalism major.)*

JRN-213 Print Media Graphics**3/1**

Application of InDesign electronic-based pagination, basic elements of designing and producing print media on computer.

JRN-234 Mass Media and Society (COM-234)**3/2**

An introduction to the study of mass communication. The course includes an analysis of the form, content and consequences of media including books, newspapers, magazines, radio, television, and new technology.

JRN-236 Photojournalism I**3/1**

A beginning course in still photography, with emphasis on the development of photojournalistic skills. Instruction covers basic photographic concepts, camera handling, and the aesthetics of photography.

JRN-238 Photojournalism II**3/2**

An advanced course in color and B/W still photography, with emphasis on further development of photojournalistic skills. Instruction covers photo essays, sports event photography, advanced light and composition facets of news photography. Prerequisite: JRN-236.

JRN-261 Herald**0 - 1/1**

Hands-on experience of developing content for and producing a campus newspaper on a weekly basis. Minors required to take 3 semesters; majors 6 semesters.

JRN-313 Feature Writing**3/2**

Exposure to writing the feature story, interviewing, personality profiles, and the human interest story for newspapers and magazines.

JRN-318 News Editing**3/2**

Study of the evaluation and processing of news. Emphases include editorial decision making, copy and picture editing, headline writing, and basic page layout and design, along with the use of graphs and charts. Prerequisite: JRN-201 or ENG-314

JRN-319 Writing for Blogs/Online Publications**3/2**

An introduction to the writing style and opportunities for reporters who work for blogs and online publications.

JRN-320 Sports Writing**3/2**

An overview of the sports writing discipline in print media, including the basics of covering athletic events and writing profile stories.

JRN-321 Editorials, Columns, Opinion**3/2**

Study of the nature and purpose of newsprint editorial commentary and column writing.

JRN-380 Internship**3/1**

Supervised training on a community newspaper. Required for a major; must be taken for a total of 6 credit hours, usually as two separate internships. Prerequisites: JRN-201 and JRN-202, plus 4 semesters of JRN-261

JRN-400 Senior Seminar in Communication Studies**3/2**

An examination, from a Christian worldview, the ethical and vocational issues associated with the study of human symbolic interaction. The interactions between philosophy, theory and practice will be analyzed. Prerequisite: Senior status

JRN-401 Mass Media Law**3/2**

Study of libel, contempt, obscenity, privacy, free press, fair trial, and regulatory agencies. Emphases include the law of news gathering and dissemination, first amendment principles of press freedom, prior restraint, access to information, and electronic media content regulation. Prerequisite: Junior or senior status, with permission of the instructor.

- JRN-402 Reporting Public Affairs** **3/2**
 Coverage of state, city and federal government, school board meetings and courts, with an emphasis on investigative reporting. Prerequisite: Junior or senior status, with permission of instructor.
- JRN-403 Media Management** **3/2**
 An overview of the principles, theory and practices of mass media institutions within current society. Product considerations, Constitutional underpinnings, leadership, technology within the workplace, budgeting issues, and market analysis are covered. Prerequisite: Junior or Senior status, with permission of instructor.
- JRN-470 Directed Readings** **3/1**
 Readings in a communications content area. Students work closely with an instructor in the selection of the reading material and the form of analysis and evaluation. Prerequisite: Approval of the division chair
- JRN-480 Advanced Topics** **3/6**
 Specialized study in a communications sub discipline. The concentration will be theoretical with practical application in class and in assigned activities outside of the class. Prerequisite: junior or senior standing
- JRN-490 Independent Study** **3-6/1**
 Provides opportunity for qualified students to pursue a topic of individual interest. Prerequisite: Junior or senior status, with permission of instructor.

MEDIA

- MDA-121 Introduction to Electronic Media** **3/2**
 An overview of the skills, teamwork, and career options in this industry, offering “hands-on” experience with a television crew, radio announcing, interviews and producing and editing audio and video projects. An exploratory course, it gives students the opportunity to visit stations and meet media professionals, as well as learning skills for a wide variety of careers.
- MDA-232 Film A-Z (CFA)** **4/1**
 This course covers the key processes, individual components, and procedures of basic film production as it is applied in a variety of forms in the theatrical and broadcast entertainment industries. Students are introduced to the entire film production, distribution and exhibition timeline through a series of practical lessons with heavy emphasis on hands-on work with each of the elements that create a strong and effective film production. Corequisite: COM-111
- MDA-234 Mass Media and Society (JRN-234)** **3/2**
 An introduction to the study of mass communication. The course includes an analysis of the form, content and consequences of media including books, newspapers, magazines, radio, television, and new technology.
- MDA-250 Writing for Film (CFA)** **3/2**
 Survey of a variety of genres developed by writers in the scripting of a film production. Emphases include both theoretical and practical concerns of this contemporary art form. Prerequisite: ENG-113
- MDA-252 Film Industry Intensive Experience (CFA)** **3/2**
 Introduction to the world of film via an intensive one-week travel experience through the Vancouver or Los Angeles film industry. Students meet and interact with professionals who have made significant contributions to the art of film and who guide their careers from a biblical worldview. Prerequisite: MDA-232 or instructor’s permission
- MDA-253 Making a Short Narrative Film (CFA)** **3/2**
 The full process of short narrative film-making from concept to research to strategic briefing to creative brainstorming to pre-production to production to post-production to methods of distribution for a short film in working teams of six to eight persons. Students learn by doing and are closely mentored by faculty during each step of the process. Prerequisites: MDA-232, MDA-234 and instructor’s permission
- MDA-254 Film History - 1903 to Present (CFA)** **3/2**
 An examination of film throughout its key movements: start-up from nickelodeons through silents, talkies through the studio system, film goes to war, film fights television, the new Hollywood and the digital arena. The course will interweave the impact - and at times lack thereof - of the institutional church when it interlaces with the film industry across these historical time periods.
- MDA-255 Basic Film Editing (CFA)** **3/2**
 The learning of basic techniques and skills for transferring digital film into basic nonlinear editing software; organizing, structuring and selecting scenes and segments via traditional linear selection procedures; and putting together segments into scenes to tell a compelling story. Prerequisites: MDA-232, MDA-234 or instructor’s permission

- MDA-261 Audio Production I** **3/2**
 An overview of basic audio engineering, covering topics pertaining to collection and arrangement of sound within the recorded environment and basic auditory skills as they apply to the recording engineer.
- MDA-271 Video Production I** **3/2**
 An exploration of the elements of video production from a theoretical and practical perspective through the three phases of production. Students will gain an understanding of the fundamental process and technology of video production through the “hands-on” application of exercises and projects.
- MDA-281 Audio Production II** **3/2**
 An extension of the skills and concepts introduced in Audio Production I, as students refine and learn to apply their knowledge of audio collection, arrangement, coloring, and sweetening in a variety of production types. Both group and individual productions and the opportunity for professional critiques by Cornerstone University Radio personnel will be given.
- MDA-282 Video Production II** **3/2**
 An extension of Video Production I, as students apply the principles and skills of camera, lighting, sound, directing, producing, editing, etc. for a variety of production environments and purposes. Students will work on both group and individual productions to benefit the community and communicate with their publics.
- MDA-317 Media Literacy** **3/2**
 Focus on the integration of a critical media skills program into an elementary or secondary school curriculum. A study of the various methods for analyzing, evaluating, and controlling the impact of the mass media.
- MDA-318 Writing for Electronic Media** **3/2**
 A “hands-on” class where students learn the basics of broadcast writing in one semester—news writing, advertising, documentaries, and dramatic script writing. Students are able to explore where their interests and skills lie and grow in learning to express themselves in all these different forms of media writing.
- MDA-337 Creativity in Video Production** **3/4**
 An advanced video/audio course that focuses on experimentation in the form and format of video production. Students will be required to use audio and visuals to create artistic expressions that transcend specific genres and categorizations. Prerequisite: MDA-261 and MDA-271.
- MDA-352 Faith, Film, and Culture** **3/2**
 An overview of multiple generational time periods when the church and Hollywood went through parallel growth spurts and values changes. The course traces the values of eight key films and compares with the impact the Church movements had upon the same cultural shifts. Prerequisites: MDA-121 or MDA-234 or permission of the instructor. *(This serves as a writing intensive course for the Media major.)*
- MDA-353 Producing for Film (CFA)** **3/2**
 A thorough analysis of all details that a film’s producer must provide for each production. Class work will include interviews with several working producers who share how they create and orchestrate a film production from initial green light through its final delivered master. Prerequisite: MDA-232 or instructor’s permission
- MDA-354 Announcing and Reporting** **3/4**
 A multi-faceted class with individualized professional coaching for on-camera performances. This class trains the individual talent’s voice and presence in tone, diction, breath support, articulation, and style and also gives experience to those desiring to be shooters, directors, and producers on how to coach and work with talent.
- MDA-355 Media History, Business, and Ethics** **3/2**
 A historical approach to understanding the innovations and people who birthed broadcasting in America, as well as a working knowledge of stations, networks, ratings, and FCC regulations. It will also examine the ethics involved in decision-making in many different aspects of careers in the media.
- MDA-356 Corporate Video Production** **3/4**
 A production skills class with an emphasis on working together as a team to produce excellent quality productions that measure up to industry standards. This class has applications in the genre of corporate production as well as opportunities in students’ area of interest and specialization.
- MDA-357 Dramatic Video Production** **3/4**
 A production skills class with an emphasis on working with scripts and actors to produce excellent quality productions that measure up to industry standards. This class has applications in the genre of dramatic production as well as opportunities in students’ area of interest and specialization. Theatre majors are encouraged to take this course to learn more about working with audio and video directors and adjusting their craft to the media.

MDA-358 Documentary Production **3/4**
 A production skills class with an emphasis on working together as a team to produce excellent quality productions that measure up to industry standards. This class has applications in the genre of documentary production as well as opportunities in students' area of interest and specialization.

MDA-359 Multi-Camera Production **3/4**
 A production skills class with an emphasis on the expertise and teamwork demanded by multi-camera productions and how to produce excellent quality productions that measure up to industry standards. This class has applications in the genre of multi-camera production as well as opportunities in students' area of interest and specialization.

MDA-370 Protocol to Internship (CFA) **1/1**
 An intensive orientation to the proper protocols for working on a feature film or major television production. Students will be fully prepared to work on selected projects via a custom manual prepared by some of film's best producers. Prerequisite: MDA-232 or instructor's permission

MDA-372 Music Video Production **3/4**
 A production skills class with an emphasis on working together as a team to produce excellent quality productions that measure up to industry standards. This class has applications in the genre of music video production as well as opportunities in students' area of interest and specialization. Musicians are encouraged to take this course to learn more about the production values involved in successful video communication of their art and to experience working with cameramen and directors on actual music videos.

MDA-375 Deconstructing Cinema **3/2**
 Observation and analysis of the construction of movies within the three phases of production: pre-production (scripting and semiotics), production (capture) and post-production (assembling of meaning). Particular attention will be given to the formation of worldview messages through the juxtaposition of visual and audio content.

MDA-376 Intermediate Screenwriting (CFA) **3/2**
 The writing of a full-length three-act narrative screenplay followed by presentation of the project to a professional screenwriting team who have feature film credits and who use a biblical worldview as they craft their work. Prerequisite: COM-250 or instructor's permission

MDA-377 Illusions of Light for Film (CFA) **3/4**
 Instruction in the basic techniques for multi-point lighting combined with a look at the theology of light in visual media. A craftsman in media and film needs to know the impact of adding and removing light and how those techniques stimulate an audience to react emotionally to the theme and content of a story. Course work includes mentoring with professional directors of photography and studies about the classic cinematographers and how they used light throughout their careers. Prerequisite: COM-232 and COM-234

MDA-434 Media Seminar **3/4**
 A course designed for the advanced student. Attention is given to media effects, social responsibility, theory, contemporary issues, and ethical problems facing the mass media. Prerequisite: MDA-234 or instructor's permission.

MDA-470 Directed Readings **3/1**
 Readings in a communications content area. Students work closely with an instructor in the selection of the reading material and the form of analysis and evaluation. Prerequisite: Approval of the division chair

MDA-480 Advanced Topics **3/6**
 Specialized study in a communications sub discipline. The concentration will be theoretical with practical application in class and in assigned activities outside of the class. Prerequisite: junior or senior standing

MDA-490 Independent Study **3 - 6/1**
 An independent project related course. Students work closely with a professor in the choosing of a topic, its design, and in the developing of a plan for its completion. Prerequisite: Approval of the division chair

THEATRE

THR-242 Introduction to Theatre **3/1**
 The exploration of what theatre is and how the various roles in preparation and participation of theatre synergize. The course will introduce theatre history and literature with some participation in the areas of acting and stagecraft. Emphasis will be placed on reading and attending plays.

THR-243 Dramatic Literature **3/3**
 Focuses on figures, periods, or movements in dramatic literature. Content includes modern American, Contemporary, and Experimental dramatic works and playwrights. This course surveys 20th century playwrights such as O'Neill, Hellman, Williams, Miller, and Inge, the development of experimental theater through figures such as Beckett, Ionesco, and Shepard, and contemporary playwrights such as Mamet, Margulies, and LaBute. *(This serves as a writing intensive course for the Theatre major.)*

THR-248 Theatre Production Lab I	1/1
Evaluation of acting and crew work for all major productions.	
THR-336 Voice and Movement	3/4
An introduction to the fundamentals of voice and movement for the actor with emphasis on freeing the natural voice and developing awareness of the voice and body as creative, expressive instruments. Prerequisite: THR-242	
THR-340 Principles of Acting	3/2
Introduction to the basics of acting, including theatrical terminology, improvisation, scene study and character analysis. Emphasis will be placed on an acting method based on the works of Cohen and Stanislavski. Prerequisite: THR-242.	
THR-342 Theatre History I – to 1850	3/3
Historical investigation of theatre and dramatic literature from primitive time to 1850. Prerequisite: THR-242 or permission of the instructor.	
THR-344 Stagecraft	3/3
Basic principles of costume, make-up, set design, lighting techniques and construction of scenery. The students will demonstrate comprehension by applying these principles as an artistic tool in theatre production. Prerequisite: THR-242	
THR-346 Contemporary American Theatre	3/J-Term (alternate years)
Study of American Theatre as it relates to contemporary theatre. The student will apply learning through observation and criticism of 10 or more Broadway productions. Prerequisite: THR-242	
THR-347 Theatre History II — since 1850	3/3
Historical investigation of theatre and dramatic literature from 1850 to present. Prerequisite: THR-242 or permission of the instructor.	
THR-348 Theatre Production Lab II	1/1
Evaluation of acting and crew work for all major productions. Prerequisite: COM-248.	
THR-349 Theatrical Production and Management	3/4
The study of the art of producing theatre, marketing strategies and analysis, and an overview of stage management.	
THR-373 Playwriting	3/4
The study and practice of playwriting fundamentals; emphasizes the one-act play.	
THR-441 Play Directing	3/2
A study of techniques of play direction and how to dissect various components of a play. Fundamental consideration of blocking and director-actor communication using Hodge analysis. The student will demonstrate comprehension by directing production scenes from a determined work. Prerequisite: THR-242	
THR-445 Advanced Acting	3/4
Correlating advanced acting techniques and the performance requirements of important historic, realistic, and contemporary playwrights. Students will analyze, rehearse, and perform scenes and monologues from a variety of periods including Greek, Medieval, Elizabethan, Restoration, Romantic, and Contemporary.	
THR-447 Advanced Directing	3/4
Directing styles contemporary and period. Focus on director/designer collaboration cumulating in the direction of a one-act play.	
THR-470 Directed Readings	3/1
Readings in a communications content area. Students work closely with an instructor in the selection of the reading material and the form of analysis and evaluation. Prerequisite: Approval of the division chair	
THR-480 Advanced Topics	3/6
Specialized study in a communications sub discipline. The concentration will be theoretical with practical application in class and in assigned activities outside of the class. Prerequisite: junior or senior standing	
THR-490 Independent Study	3 - 6/1
An independent project related course. Students work closely with a professor in the choosing of a topic, its design, and in the developing of a plan for its completion. Prerequisite: Approval of the division chair	