

COMMUNICATION AND THEATRE ARTS

The Communication and Theatre Arts program is composed of three related areas of study: Communication (COM), Theatre and Dance (THA), and Innovative Media (IMD). The goal of the program is to promote the study and use of communication in all its varying forms as an essential ingredient in determining the quality of life. Additional goals are to prepare students for graduate study and to encourage students to explore the wide range of professional opportunities available to communication and theatre arts majors.

Human communication is not a single discipline, but a complex, dynamic field. The program offers coursework and co-curricular activities designed to promote the understanding, practice, and enhancement of human communication. The setting may be in a variety of situations: the classroom, the theatre, the dance floor, the broadcast studio, the newsroom, the boardroom, competitive debate, speech events, and in virtual and cyberspaces.

The program offers coursework leading to the following degrees: the Bachelor of Arts in Communication; the Bachelor of Arts in Theatre Arts; and the Bachelor of Arts in Innovative Media. Within the Bachelor of Arts in Communication, the program offers five specialization tracks: Business and Organizational Communication, Professional Advocacy, Communication Studies, Journalism, and Digital Media Production.

Minors are offered in Dance, Writing for Media, Communication, Mass Media, Theatre, Innovative Media, and Comics Studies. The program also offers professional certificates in Health Communication and Social Media.

Co-curricular Activities

Practical experience is an integral part of the communication curriculum. The Henderson Forensics Team competes in both debate and individual events in Arkansas and surrounding states. The Henderson Theatre Program presents a number of theatrical productions each year, serving both the campus and the community. The Henderson Dance Company presents performances for the campus and the community, including the Spring Dance Concert. The Henderson FM radio station, KSWH, provides a service to the community and broadcast practicum experience for students. HTV Cable 9 provides students with hands-on experience in television and video art production and performance, and also offers local programming for the Arkadelphia community. Digital media students also produce video for cable access and other outlets. The campus newspaper, [*The Oracle*](#), and the university yearbook, the *Star*, provide applied journalism experience, as does *The Oracle Community Edition* serving the city of Arkadelphia.

Coursework in Communication and Theatre Arts is taught on a rotational basis. A few courses are taught every semester; more are offered only once a year; and some are offered in alternate years. This requires students and advisors to plan schedules carefully.

A maximum of six (6) hours of practicum credit (derived from any combination of practica) may

be applied toward a degree.

Degree Requirements for the Bachelor of Communication

The ability to communicate effectively improves the quality of professional and personal life. Communication majors engage in collaborative activities to develop those skills and perspectives most valued by modern employers: critical and creative thinking, social intelligence, media literacy, effective communication, ethical behavior and civic engagement. Communication majors not only learn how to craft compelling written, spoken, and visual messages, but also they become less susceptible to manipulation as they critically evaluate the persuasive messages encountered every day in the workplace, in relationships, and in the media.

Communication Core (Required for all Communication tracks)

COM 1013 Media Culture (3) COM 1613 Intro to Communication Studies (3)

COM 3373 Communication Research Methods
or COM 4313 Media Criticism (3)

COM 4161 Capstone I (specific to major) (1) COM 4522 Capstone II (specific to majors) (2)

Practicum/Internship (3) (at least 2 hours in specialization area)

Total Communication and Media Core hours (15)

The following are the *additional* requirements for the specific tracks within Communication. All Communication tracks require 30 hours of coursework.

Business and Organizational Communication

Track COM 3813 Business and Professional Communication

COM 3533 Interpersonal Communication COM

3413 Gender Communication

COM 2513 Leadership and Group Communication COM

3273 Organizational Communication COM 3633

Intercultural Communication

Choose 12 hours from:

COM 3643 Conflict & Crisis Communication COM

2503 Nonverbal Communication

COM 2603 Voice and Diction.

COM 3033 Digital Media Strategy

COM 3213 Intro to Streaming/Digital Content COM

3663 Productive Discourse

COM 4193 Public Relations Strategies and Tactics COM

4333 Internship

PSY 3043 Cross-Cultural Psychology (PSY) PSY

4693 Love & Sexual Behavior (PSY) PSY 2373

Human Diversity (PSY)

SOC 3253 Group Dynamics (SOC)

THA 3503 Acting for the Camera

Other interdisciplinary electives approved by academic adviser.

Professional Advocacy Track

COM 2153 Argumentation and Debate COM

4093 Persuasion

COM 4193 Public Relations Strategies and Tactics *or*
COM 3623 Political Communication

COM 4133 Rhetorical Theory

COM 2513 Leadership and Group Communication

Choose 15 hours from:

COM 3643 Conflict & Crisis Communication COM

4173 Nonfiction Comics

COM 3283 Documentary Filmmaking

COM 3663 Productive Discourse

COM 2603 Voice and Diction

COM 4043 Media Law and Ethics

COM 3033 Digital Media Strategy

COM 3213 Intro to Streaming/Digital Content COM 4193

Public Relations Strategies and Tactics COM 3103

Enterprise Reporting

COM 1343 Media Writing

COM 2553 Production Methods I

COM 4503 Postproduction

COM 4333 Internship

COM 4123 Advertising Principles and Practices ENG

2133 Rhetoric and Argument

PHI 2133 Logic I

PSC 4133 Political Behavior

PSY 3303 Motivation

PSY 4723 Psychology of Religion

PSY 3233 Critical and Analytical Thinking THA

3503 Acting for the Camera

Other interdisciplinary electives approved by academic adviser

Communication Studies Track

COM 2153 Argumentation and Debate COM

4133 Rhetorical Theory

COM 4313 Media Criticism

COM 4093 Persuasion

COM 3533 Interpersonal Communication

COM 3633 Intercultural Communication *or*
COM 2503 Nonverbal Communication

COM 3413 Gender Communication

COM 3623 Political Communication

COM 3663 Productive Discourse
or COM 2513 Leadership and Group Communication

COM 3273 Organizational Communication *or* COM
3813 Business and Professional Com.

Journalism Track

COM 1343 Media Writing

IMD 1143 Technical Skills for Media COM

2553 Production Methods I

COM 4043 Media Law and Ethics

COM 4333 Internship

Choose 15 hours from:

ART 1793 Digital Skills

ART 2613 Digital Image

COM 2173 Broadcast Journalism

COM 3103 Enterprise Reporting

COM 2143 Photography I

COM 3153 Photography II

COM 3283 Documentary Filmmaking COM 3213

Intro to Streaming/Digital Content COM 3653

Alternative Videography

COM 3083 Publication Editing and Design COM

3203 Sports Reporting

COM 3363 Sports Broadcasting

COM 3563 Production Methods II

COM 4173 Nonfiction Comics

COM 4303 Digital Journalism

COM 4063 Magazine and Feature Writing COM

4293 Creative Nonfiction

Other interdisciplinary electives approved by academic adviser

Digital Media Production Track

IMD 1143 Tech Skills for Media

COM 2553 Production Methods I

COM 4503 Postproduction

COM 3653 Alternative Videography

COM 4333 Internship

Choose 15 hours from:

COM 1343 Media Writing

COM 4193 Public Relations Strategies and Tactics ART

1793 Digital Skills

ART 2613 Digital Image

COM 2173 Broadcast Journalism

COM 2143 Photography I

COM 3153 Photography II

COM 2603 Voice and Diction

COM 3283 Documentary Filmmaking

COM 3213 Intro to Streaming/Digital Content

COM 3203 Sports Reporting

COM 3363 Sports Broadcasting

COM 4303 Digital Journalism

COM 4043 Media Law and Ethics

COM 4493 Preproduction

THA 3503 Acting for the Camera

Other interdisciplinary electives approved by academic adviser

NOTE: Communication majors who select a minor within the program may minor only in an area other than their chosen major track and may be assigned alternative core courses by the minor adviser.

Degree Requirements for the Bachelor of Arts in Theatre

Arts THA 1303 Acting I (3)

THA 2012 Theatre Dance I (2)

THA 2103 Play Analysis (3)

THA 2273 Costuming for Stage/TV/Film (3)

THA 2293 Stage and Studio Make-up (3)

THA 2573 Principles of Stagecraft (3)

THA 4073 Stage Design (3)

THA 4161 Capstone I (1)

THA 4173 Theatre Dramaturgy (3)

THA 4183 Directing (3)

THA 4443 Theatre History I (3)

THA 4463 Theatre History II (3)

THA 4522 Capstone II (2)

THA 1241/3241 Theatre Practicum (6)

Theatre Elective hours (9) (As directed by program advisor)

Total hours (50)

*Important: Students who major in Theatre Arts *must* take THA 2033 (Humanities: Theatre Arts) as their Fine Arts Humanities course.

Bachelor of Arts Degree in Innovative Media

Foundation courses (13 hours)

IMD 1143 Technical Skills for Media (3)
or ART 1793 Digital Skills (3)

COM 1343 Media Writing (3 + 1 hour co-requisite)

Co-requisite: COM 1221 Newspaper Practicum. With permission of advisor you may substitute IMD 2961 IM Practicum

COM 2553 Production Methods I (3)

IMD 2103 Innovative Media Project 1: (3)

Upper level courses - required (Select 12 Hours)

IMD 3113 Innovative Media Project 2:

COM 4043 Media Law and Ethics (3)

IMD 4123 Innovative Media Project 3: (3)

IMD 4133 Innovative Media Project Management: (3)

Or IMD 4053 Special Topics in Innovative Media (3)

Electives (Select 14-15 Hours)

IMD 2061 Innovative Media Practicum (1) (w/permission)

ART 2613 Digital Image (3)

EDU 2023 Game-Based Learning (3)

COM 3033 Digital Media Strategy (3)

ART 3463 The Digital Page (3)

ART 3803 Interactive Design (3)

COM 3083 Publication Editing and Design (3)

COM 4303 Digital Journalism (3)

ART 4823 Motion Graphics (3)

IMD 4033 Digital Publishing (3)

ART 4583 Advanced Studio Media and Design (3)

IMD 4043 Independent Study in Innovative Media (3)

IMD 4053 Special Topics in Innovative Media (3)

IMD 4061/2 Innovative Media Practicum (Advanced) (1 or 2) Can be repeated.

IM students are encouraged to develop interdisciplinary courses of study. They may (with the support of their faculty adviser and the permission of the instructor for a course) elect to take a 3000 or 4000 level course offered outside the major if related to the course of study. These courses are recommended:

MKT 3013 Fundamentals of Marketing (3) (with permission)

MKT 4131-3 Special Studies in Marketing (3)

COM 3213 Intro to Streaming/Digital Content

COM 3563 Production Methods II (3)

COM 4493 Preproduction (WI) (3)

COM 4503 Postproduction (3)

COM 4123 Advertising Principles and Practices (3)

COM 4293 Creative Nonfiction (3)
(LAC upper-level writing course or WI)

COM 4063 Magazine and Feature Writing (3)
(LAC upper-level writing course or WI)

COM 4173 Nonfiction Comics (3)

COM 4003 Special Topics in Communication (3)

GBU 4213 Intro to Entrepreneurship (3) (45cr. hrs+)

GBU 4223 Applied Entrepreneurship (3) (45cr. hrs+)

AVN 3143 Fund. of Small Unmanned Aerial Sys. (3)

Co-requisite: AVN 3151 Small Unmanned Aerial Systems Lab (1)

Senior Course – Required (3 Hours)

IMD 4073 Innovative Media Internship (3)

Total (41)

Innovative Media majors also have two reviews, one at the junior level (with 21 IM specific credit hours) and one after they have fulfilled the Innovative Media Internship requirement in their senior year.

Minor Requirements

The Communication and Theatre Arts program offers minors in six areas of study. In addition to minors in Communication, Mass Media and Theatre Arts, students may minor in Dance, Writing for Media, or Innovative Media. Requirements for each of the minors are below:

1. Communication Minor

COM 3533 Interpersonal Communication (3)

COM 3813 Business and Professional Speaking (3)

Six hours of approved electives (6)

Total (12)

2. Mass Media Minor

COM 1013 Media Culture (3)

COM 1343 Media Writing (3)

COM 2173 Broadcast Journalism (3)

COM Elective (3)

COM Practicum (3)

Total (15)

3. Theatre Arts Minor

THA 1303 Acting 1 (3)

THA 2103 Play Analysis (3)

THA 2573 Principles of Stagecraft (3)

THA 4183 Directing (3) OR

THA 4073 Stage Design (3)

THA 1241/3241 Theatre Practicum (2)

Total (14)

Students who plan to minor in Theatre Arts must have THA 2033 Humanities: Theatre Arts as their Fine Arts Humanities course.

4. Dance Minor

THA 2002 Ballet I (2)

THA 3232 Choreography (2)

THA 1262 Dance Performance (2)

THA 3252 Dance History (2)

Dance Elective hours (6) (As directed by program advisor)

Total (14)

5. Writing for Media Minor

Core (7 hours)

COM 1013 Media Culture (3)

COM 4293 Creative Nonfiction
or COM 4063 Magazine and Feature Writing (3)

COM Practicum (2)

(Minimum of two semesters in practicum credits for positions with *Oracle*, *Star*, *HTV*, or *KSWH*). Practicum credits with *Star*, *HTV* and *KSWH* must be in *writing* positions and receive prior approval from Writing for Media advisor).

Electives (9 hours)

COM 3103 Enterprise Reporting

COM 3203 Sports Reporting

COM 4493 Preproduction

COM 4063 Magazine and Feature Writing

COM 4293 Creative Nonfiction

COM 4303 Digital Journalism

Independent Study, Special Topics or related courses in Communication, Theatre or other programs may count toward the Writing for Media Minor only with *prior* advisor approval or projects specifically focused on writing for the media. Maximum of three credits.

Total (16)

6. Innovative Media Minor

Students will learn to work effectively in teams, explore technology-based projects such as virtual and augmented reality experiences, UI/UX design, app development to solve real-world challenges, by creating new media content and products.

Up to 6 credit hours can be shared with majors such as Digital Art and Design courses from Art.

Core (9 hours)

IMD 1143 Technical Skills for Media (3)
Or ART 1793 Digital Skills for Artists (3)

COM 2553 Production Methods I (3)

IMD 2053 Innovative Media Project (3)

Electives (Select 9 hours)

COM 1343 Media Writing
(co-requisite: COM 1221 or 42221, News Practicum)

ART 2613 Digital Image

COM 3033 Digital Media Strategy

ART 3463 Digital Page

ART 3803 Interactive Design

ART 4823 Motion Graphics

COM 3083 Publication Editing and Design

COM 4303 Digital Journalism

ART 4583 Advanced Studio Media and Design

IMD 4033 Digital Publishing

With the approval of the Director of the BA in Innovative Media (IMD) and the course instructor, students can use the following courses as minor electives.

MKT 4131-3 Special Studies in Marketing

COM 4293 Creative Nonfiction

COM 4173 Nonfiction Comics

COM 3263 Video Art

COM 4503 Postproduction

COM 4003 Special Topics in Communication

IMD 4043 Independent Study in Innovative Media

IMD 4053 Special Topics in Innovative Media

IMD 4073 Internship in Innovative Media

AVN 3143 Fund. of Small Unmanned Aerial Systems

Co-requisite: AVN 3151 Small Unmanned Aerial Sys Lab

Total (18)

7. Comics Studies Minor

If you are a comics reader, this minor will give you greater appreciation of the complexity and diversity of the comics medium. If you are an aspiring comics creator, you can use this minor to better understand and practice your craft. If you are a visual communicator (videographer, web designer, storyboard artist, etc.), you can learn techniques applicable to your particular art form.

Required (6 hours)

COM2023 Comics and Graphic Novels (3)

COM/PSY4073 Comics Studies Project

or ART4583 Advanced Studio – Media & Design (3)

Electives (Select 9 hours)

ART4583 Advanced Studio Media and Design

COM3173 Graphic Novel Seminar

COM4173 Nonfiction Comics

COM4003 Special Topics [When a comics topic is taught]

ENG4963 Special Topics [When a comics topic is taught]

PSY4003 Special Topics [When a comics topic is taught]

With the approval of the CSM Director and course instructor the following courses can count for the minor if the majority of assignments are focused on the creation or study of comics:

ART1793 Digital Skills

ART3613 The Digital Image

ENG2503 Creative Writing

ENG4983 Advanced Creative Writing

COM4293 Creative Nonfiction

Total (15)

Certificate Programs

The Communication and Theatre Arts program offers two professional certificates that can be taken concurrently with or independent of degree programs, one in Health Communication and a second in Social Media.

1. Certificate in Health Communication

Health communication is one of the fastest-growing and in-demand areas of expertise in the United States. With the rise of telehealth services, online public health campaigns, and increasing digital communication demands on medical professionals, health communication skills have become increasingly important.

In this certificate program, students will learn how to craft public health campaign messages, understand and adapt to the health needs of disadvantaged populations, study the interpersonal relationship between medical providers and patients, and become versed in the challenges that organizations face during a medical crisis. Classes in this program cover topics such as intercultural, gender, interpersonal, and other communication areas related to public health.

Core (choose 6 hours)

COM 2443 Health Communication (required)

COM 3533 Interpersonal Communication
or NSG 3594* Psychiatric and Mental Health Nursing

Electives (choose 6 hours)

NSG 3643 Transcultural Health
or COM 3633 Intercultural Communication

NSG 4714* Community Based Nursing
or COM 3413 Gender Communication

COM 3033 Digital Media Strategies

* indicates courses that require admittance to the nursing program.

Total (12)

2. Certificate in Social Media

Professional organizations and businesses must take advantage of an expanding array of online and social media to share their message with external and internal constituents. This certificate offers those currently in the workforce and others who may wish to take advantage of social media the various tools, technologies, and knowledge to ethically navigate the digital landscape. This certification would also benefit currently enrolled students in a variety of disciplines.

Lower elective (choose one, 3-4 hours)

COM 1343 Media Writing / Practicum co-requisite (1hour)

IMD 1143 Tech Skills for Media

Core (6 hours)

COM 3033 Digital Media Strategies

COM 3213 Introduction to Streaming and Digital Content
or ART 3803 Interactive Design*

Upper Elective (choose one, 3 hours)

IMD 3113 Intermediate Innovative Media Project
IMD 4033 Digital publishing

COM 4303 Digital Journalism

MKT 4183 Digital Marketing*

*Courses requiring permission of the instructor without the prerequisites

Total (12-13)

Communication Courses

COM 1001-3. Yearbook Practicum. Supervised work for one semester on the campus yearbook, the Star. The student must have taken or be in the process of taking COM 1343, unless waived by the instructor. The course may be repeated. A maximum of six hours may be applied toward a degree. Enrollment for more than one hour credit requires the consent of the instructor.

COM 1013. Media Culture. Analysis of mass media as a social and cultural force that shapes personal values and actions. Introduces the history, economics, politics, cultural diversity, laws, ethics, and technology of the media industries and theory and research in mass media studies.

COM 1023. Oral Interpretation. Theory and practice of oral interpretation of prose, poetry, and dramatic literature. Literacy criticism and analysis provide a basis for critiquing. The course culminates in a program of oral interpretation performance.

COM 1111-2. Debate Practicum. Students enrolled will compete in individual events and various forms of debate on the Henderson Forensics Team. May be repeated. A maximum of six semester hours may be applied toward a degree. Enrollment for more than one hour credit requires the consent of the instructor.

COM 1221-3. Newspaper Practicum. Supervised work for one semester on the campus newspaper, the Oracle. The student must have taken or be in the process of taking COM 1343, unless waived by the instructor. The course may be repeated. A maximum of six practicum hours may be applied toward a degree. Enrollment for more than one hour credit requires consent of the instructor.

COM 1343. Media Writing. Students will learn basic reporting and writing skills for a variety of digital, print, and broadcast media. Students will gain intensive laboratory practice through gathering information, conducting interviews, and writing stories for a variety of campus media outlets. Co-requisite: COM1221 or other practicum approved by instructor. **COM 1351.**

Introductory Radio Practicum. All broadcast students without in-station KSWH experience are required to take this introductory course. Each student enrolled will attend practicum classes, train with staff personnel, and shadow on-air announcers in preparation for their own air shift. A maximum of six practicum hours may be applied toward a degree **COM 1361. Television**

Practicum. Application of television techniques and procedures for live and taped production on Cable Channel 9 and YouTube. May be repeated. A maximum of six practicum hours may be applied toward a degree. Prerequisite: Production Methods I and permission of instructor.

COM 1613. Introduction to Communication Studies. This course provides exposure to a wide selection of communication theories. For students focused on Communication Studies as a discipline, the course examines theoretical groundings that will continue through the remainder

of degree requirements. For non-majors, it gives a glimpse into theories commonly used within communication, mass media, and public discourse.

COM 2013. Oral Communication. A course designed to guide the student in examining and understanding the communication process. Experience is provided in improvements of interpersonal communication, group discussion, and public communication. **COM 2023. Comics and Graphic Novels.** This course is designed to help the student appreciate the diversity and the potential of the comic book/graphic novel medium; understand comic books/graphic novels as a unique medium of communication; discover the governing principles of comic books/graphic novels as an art form; apply knowledge of the medium to the creation of comics; analyze the role of comic books/graphic novels in American culture; evaluate works of the comic book/graphic novel art form.

COM 2073. Broadcast Journalism. News gathering and reporting for television and radio: Techniques of interviewing, researching, editing, and delivery; writing for the broadcast media.

COM 2143. Photography I. (See ART 2383.)

COM 2153. Argumentation and Debate. Explores the process of forming reasons, drawing conclusions, and formally applying them to a case in discussion. Students will apply critical thinking skills to write debate cases and present them in persuasive speaking, Lincoln-Douglas, and cross examination team formats. Students will develop skill in the use of logic, reasoning, evidence, rebuttal, cross examination, and the creation of written and oral discourse that uses coherent statements leading from premise to conclusion.

COM 2163. Radio and Audio Production. Introduction to principles and practice in radio production. Includes in-studio and on-site broadcasts. Prerequisite: Consent of the instructor.

COM 2423. Humanities: Film. The origin and development of film from the late 19th century to present. Emphasis on film as a distinctive art form.

COM 2443. Health Communication. This course introduces health communication concepts, theories, research methods, cases, and other practices applied to address real-world health issues and problems. Students will identify ways that the health and medical communities use available resources to understand and improve people's lives.

COM 2503. Nonverbal Communication. An examination of the nature and function of how nonverbal message systems merge and contribute to human communication. A study of the full range of kinesics, proxemics, chronemics, and paralanguage as they relate to verbal messages.

COM 2513. Leadership and Group Communication. Integration of theory and practice of teamwork, group problem-solving and decision-making, active listening and group leadership.

COM 2553. Production Methods I. A survey of the various aspects of TV production: Techniques of directing, floor managing, performing; hands-on experience with studio and field equipment; writing proposals, video scripts, storyboards.

COM 2603. Voice and Diction. A study of the processes of vocal production and recognition of the controllable elements in speech. Drill work for improvement of pronunciation and articulation control.

COM 3033. Digital Media Strategy. This course is designed to help students understand how persuasive communication is evolving in the digital age, and to develop the social media skills they will need to be effective influencers in the 21st Century.

COM 3043. Directing Speech Communication Activities. A comprehensive course covering activities of the high school classroom, debate, oral interpretation, readers' theatre, radio, TV,

and film. Lesson plans will be developed and shared for the purpose of actual utility in the classroom. Coaching speech and theatre events for competition will be addressed. **COM 3083. Publication Editing and Design.** Planning, collecting, editing and publishing news stories, video, audio, photographs and graphics across multiple platforms. Principles of editing, layout, typography, headline writing, graphic creation, and applicable press law and policy will be emphasized. Prerequisite: COM 1343, Media Writing

COM 3103. (WI) Enterprise Reporting. Advanced research and writing in areas of public need and concern. Deals with investigative reporting techniques including topic ideation, long form journalistic writing, data journalism, advanced interviewing and qualitative methods, and documents research. Prerequisites: Media Culture and Media Writing.

COM 3111-2. Debate Practicum. (See COM 1111-2.)

COM 3153. Photography II. (See ART 3443.)

COM 3181-3. Television Practicum. Advanced application of television techniques and procedures for live and taped production on Cable Channel 9 and YouTube. May be repeated. A maximum of six practicum hours may be applied toward a degree. Prerequisite: Production Methods I and permission of instructor.

COM 3203. (WI) Sports Reporting. Critical analysis and evaluation of newspaper, magazine and electronic sports reporting. Extensive study and practice in the writing of sports for both print and electronic media. Special emphasis on ethics as related to sports coverage. **COM 3213. Introduction to Streaming and Digital Content.** This class provides students with the basic tools to research, plan, and build streaming or digital content channels and websites. Using skills from business communication, innovative media, marketing, and many others, this course examines the fields that comprise the industry of modern video streaming **COM 3233.**

Language Development. Study of the normal acquisition of speech and language across the lifespan.

COM 3243. Readers Theatre. Theory and practice of the principles and techniques of oral interpretation and staging of literature. Emphasis on analysis and criticism of literature and program building.

COM 3273. Organizational Communication. Traditional and modern concepts of communication behavior in organizations. Process of communication and interaction in today's organizational climates. Small group decision-making, directions in leadership, human resources development, and motivation. Implementing organizational communication change. **COM 3283.**

Documentary Filmmaking. Students will research documentary films, including production techniques and theoretical perspectives, and write, direct and edit a documentary film for possible showcase at festivals and online.

COM 3351-3. Broadcast Radio Practicum. Students will be instructed in the practical application of broadcasting techniques in remote handling of special events and preparation of copy, and will assist in broadcasting programs on KSWH or in video productions. May be repeated. A maximum of six practicum hours may be applied toward a degree. Enrollment for more than one hour credit requires the consent of the instructor.

COM 3363. Sports Broadcasting. Instruction and practice in producing sports programming both in radio and television. Actual production of Henderson sports events. **COM 3373. (WI) Communication Research Methods.** An introduction to qualitative and quantitative research, including historical, descriptive, and experimental methods. Media research as the basis for

specific strategies and tactics.

COM 3413. Gender Communication. A study of the variable of gender as it influences communicative patterns and behaviors. Primarily focused on cultural, societal and familial influences on our understanding and interpretations of gender norms. An emphasis will be placed upon developing inclusive and supportive communication patterns for gendered discourse. **COM**

3443. Broadcast Announcing. Historical overview of the communicator in modern media.

Emphasis on improvement of speaking voice, copy reading, and commercial announcing.

Consideration of television and radio specialties such as news, sports, weather, and narration.

Preparation of broadcasters for on-air and online opportunities. **COM 3533. Interpersonal**

Communication. Includes assertiveness and shyness, transactional analysis, body communication, listening, and conflict resolution.

COM 3563. Production Methods II. Advanced studio and field work, with a concentration on the roles of producer and director. Prerequisite: Production Methods I and permission of instructor.

COM 3623. Political Communication. This course will teach students the practical applications of argumentation and persuasion in the political forum. It will analyze local, state, and national elections with emphasis depending upon the election cycle with it is being offered. It will inspire students toward civic engagement and facilitate critical thinking skills that will allow them to decode and interpret complicated multimodal political messages within campaigns. Prerequisite: COM 2153 Argumentation and Debate

COM 3633. Intercultural Communication. Students will study different communication styles of various cultures and learn how these styles influence interpersonal, business, and social interactions. The impact of beliefs, values, and attitudes upon communication within various cultures will also be studied.

COM 3643. Conflict and Crisis Communication. This class will study human crisis and conflict, identifying methods and devices that communicate crisis and conflict. Students will examine various negotiating principles as a means to resolve crisis and conflict situations both personally and professionally.

COM 3653. Alternative Videography. This course covers concepts, tools, and methods for producing video projects using alternative forms of videography. The class will explore tools such as drones, smartphones, 360 video cameras, and action cameras. Student projects exploring the unique qualities of these methods may be entered in film contests and submitted to festivals specializing in alternative video formats.

COM 3813. Business and Professional Communication. A communication course to prepare individuals in business, industry and the professions for the diverse and rapidly changing workplace of the 21st Century. Teams will plan and execute communication tasks utilizing desktop publishing, Web publishing and multimedia presentations. Students will work individually on honing job seeking and securing skills – career research, resume writing and interviewing.

COM 4003. Special Topics in Communication. Issues in contemporary communication will be studied as appropriate in a given semester. Freedom of speech, courtroom communication, mass media influences in communication, presidential elections, and other campaigns are examples of topics that might be addressed. May be repeated.

COM 4043, 5043. Media Law and Ethics. In-depth study of journalism history, law, ethics and

literature and the interrelation of each with society. Special emphasis on published writing and images; the evolution of the rights, privileges and restrictions of the media; and self-imposed and public restrictions on news coverage; and the ethics of journalism.

COM 4053, 5053. Directing Publications. A comprehensive course covering both newspaper and yearbook editing and production. The newspaper section is aimed primarily at future sponsors of school newspapers; the yearbook section is designed for both future editors and future sponsors of school yearbooks.

COM 4063. (WI) Magazine and Feature Writing. A writing-intensive study of the full range of magazine journalism, as well as the application of magazine principles in contemporary newspapers and digital publications. Focus will be on analyzing, targeting and writing for select professional markets, and on defining current trends in popular nonfiction writing. **COM 4073, 5073. Comics Studies Project.** In this course students will apply the journalistic, documentarian, analytical, and cartoonist skills developed in the Comics Studies Minor to create nonfiction comics worthy of publication (in print and digital form) or scholarly presentation.

COM 4093, 5093. Persuasion. Theoretical bases of persuasion and argumentation. Particular emphasis on principles of logical reasoning and evidence use. Students will gain experience as producers and critical consumers of persuasive messages.

COM 4101-3. Independent Research.

COM 4011-3. Yearbook Practicum. Supervised work for one semester on the campus yearbook, the Star. The student must have taken or be in the process of taking COM 1343, unless waived by the instructor. The course may be repeated. A maximum of six practicum hours may be applied toward a degree. Enrollment for more than one-hour credit requires consent of the instructor.

COM 4123. Advertising Principles and Practices. An overview of the broad field of advertising. Topics include history, law, ethics, social dynamics, economic implications, as well as the advertising campaign process. The advertising process is examined from the perspectives of art, business, and science.

COM 4133, 5133. Rhetorical Theory. Investigation of the major theories of rhetoric and the evolution of rhetorical thought. Emphasis on the role of rhetoric in shaping human experience and creating individual reality.

COM 4141-3. Independent Study. Open to advanced undergraduates. Students must have chair's approval to register. May be repeated.

COM 4161. (WI) Capstone I. Preparation of a prospectus for an original research project to be conducted under the direction of the student's program advisor. The project can include creative, non-traditional components, but must consist primarily of a written component.

COM 4173, 5173. Nonfiction Comics. This course is designed to help the student to combine the skills of a journalist and a memoirist or historian with those of a cartoonist to create nonfiction comics worthy of publication in both print and digital form.

COM 4193. Public Relations Strategies and Tactics. This course focuses on the challenges, opportunities, strategies, solutions, and outcomes organizations experience in managing their reputations. It builds on students' existing knowledge of public relations, tools and techniques used by public relations professionals. It presents public relations as a strategic management function to build and sustain positive relationships with key publics through genuine engagement.

COM 4221-3. Newspaper Practicum. Supervised work for one semester on the campus newspaper, the Oracle. The student must have taken COM 1343, unless waived by the instructor. The course may be repeated. A maximum of six practicum hours may be applied toward a degree. Enrollment for more than one hour of credit requires consent of the instructor.

COM 4253, 4253. Broadcast Management. Instruction in all aspects of running the broadcast station: assembling a good media team; programming effective formats; demographically identifying and reaching audiences; meeting industry codes, policies, and regulations; budgeting in various size shops and markets; demonstrating leadership in broadcast management and ownership. Extensive use of broadcast professionals to share current management techniques.

COM 4293, 5293. (WI) Creative Nonfiction. This reading and writing course examines the history and art of contemporary nonfiction prose, including autobiography, journalism, travel, science and natural history writing. In a workshop setting, students will write and extensively rewrite a work of creative nonfiction with the goal of professional publication.

COM 4303, 5303. Digital Journalism. A course designed to introduce students to reporting and creating content for current markets, including blogs, podcasts, videos, interactive journalism, and long-form multimedia features.

COM 4313, 5313. (WI) Media Criticism. Students will learn and apply methods for analyzing the substance and evaluating the impact of a variety of communication acts.

COM 4331-6. Internship in Communication. Prearranged and supervised work in public relations, journalism, television and radio production, communication consulting and training, persuasion campaigns, etc. May be repeated. Requires permission of the instructor.

COM 4403, 5403. Seminar in Communication. Shared papers on topics relative to specific student interests; semantics, linguistics, cultural barriers to communication, etc. May be repeated.

COM 4493, 5493. (WI) Pre Production. Emphasis on the ability to plan a video or film shoot using industry techniques such as intellectual property creation and acquisition, copyrights, location scouting, budgeting, equipment acquisition, contracts, and scriptwriting for various formats (ex: television, film, and the web).

COM 4503, 5503. Postproduction. Emphasis on the necessary steps for video and film editing. Students will complete all steps necessary for editing video in a non-linear environment. This class will utilize editing software for assigned and original video projects. Students will learn the historical and current editing techniques for story construction and distribution.

COM 4522. (WI) Capstone II. Research project under the direction of the student's program adviser. Students will present a paper before faculty and other majors. Prerequisite: COM 4161.

COM 4713, 5713. Graphic Novel Seminar. This course is designed to help the student understand how the comics art form is used to support ideological perspectives, develop particular themes, enact different genres, or how it has been uniquely utilized by notable creators. Topics may include, but are not limited to, the immigrant experience, the memoir, the works of Dan Clowes, and the American Monomyth. Because the course content will vary, students may take the course twice for six hours of credit.

COM 4922. Special Methods: Communication. Special methods in the teaching of communication and theatre.

Innovative Media Courses

Course from ART (descriptions under Art courses)

ART 1793. Digital Skills for Artists

ART 3613. The Digital Image

ART 3463. The Digital Page

ART 3803. Interactive Design

ART 4583. Advanced Studio Media and Design

ART 4823. Motion Graphics

Course from Marketing (descriptions under Marketing MKT courses)

MKT 4131-3. Special Studies in Marketing

IMD 1143. Technical Skills for Media. Media, new media and digital communication technology are the basis for many of the courses and projects within the Innovative Media program. These encompass a vast amount of technical and creative knowledge. To participate in learning advanced ideas and methods, students must first have a base understanding of formats, concepts and terminology for media creation in a technologically driven world. This course is designed to give students baseline knowledge of the latest trends in media creation, as well as offer a sound foundation for working in digital publication, and media design.

IMD 2103. IM Project 1 (Semester topic). An entry-level course opened to all students regardless of major. Students engage in project-driven experiences blending media, popular culture and current technology. Interdisciplinary entrepreneurial teams create products that develop student design and technical skills. Projects include app development, online vending and publication, game production, podcasting, VR, AR and MR game engine and green screen filmmaking, and video production and editing using specialized tools such as 360° and drone cameras.

IMD 2061. Innovative Media Practicum. Supervised work for one semester. This course may be repeated. A maximum of three hours may be applied toward a degree. Enrollment for more than one hour credit per semester requires the consent of your faculty advisor. The course focuses on practical work in new media design and production, and entrepreneurial development.

IMD 3113. IM Project 2 (Semester topic). A mid-level course opened to all students regardless of major. Students engage in project-driven experiences blending media, popular culture and

current technology. Interdisciplinary entrepreneurial teams create products that develop student design and technical skills. Projects include app development, online vending and publication, game production, podcasting, VR, AR and MR game engine and green screen filmmaking, and video production and editing using specialized tools such as 360° and drone cameras.

IMD 3653. Alternative Videography. See description for **COM 3653**.

IMD 4123. IM Project 3 (Semester topic). IMD 4123 IM Project 3: (Semester Topic). Open to all students regardless of major. This advanced-level course is for students who have taken previous IM project courses (see IMD 3113).

IMD 4133. IM Project Management: (Semester Topic). Open to all students regardless of major. This advanced-level course is for students who have had IM Project 3. Students enrolled at this level are expected to bring project expertise, develop management skills, and assist with project management. This course gives students a leadership role on IM project teams. Prerequisite IMD 4123, or permission of the instructor.

IMD 4061, 4062. Innovative Media Practicum (Advanced). See description for IMD 2061. This upper-level of Innovative Media Practicum may be taken for one, two, or three hours to fulfill Innovative Media Foundation core credits and as an upper-level elective course in the IM major and minor.

IMD 4033. Digital Publishing. As the nature of books, magazines and written media changes, the need to explore future methods of delivery and publishing grows. This course examines the emergence of media such as electronic books from historical, critical and professional perspectives. Students will develop an understanding of current practices in electronic publishing, and the class will engage in projects utilizing new publishing methods.

IMD 4043. Independent Study in Innovative Media. Students work with projects developed by a faculty advisor or with projects proposed by the students themselves (the choice of the instructor). The emphasis is on advanced projects, some of which will be tied to actual clients. Requires the consent of the instructor.

IMD 4053. Special Topics in Innovative Media. Issues in contemporary digital media will be studied as appropriate in a given semester. May be repeated.

IMD 4073. Innovative Media Internship. Prearranged and supervised employment with local, regional or national media — newspapers, radio and television stations or with public relation, marketing, online media production firms or civic groups. The goal is to offer students experience in areas that emphasize digital delivery systems. If taken while enrolled as a regular student, no more than three hours credit may be gained in any one semester and may be repeated to a maximum of six hours credit. Requires consent of the instructor.

Theatre Courses

THA 1241-3. Theatre Practicum. A laboratory course designed to provide practical experience in acting, construction and/or design of scenery, lighting, properties, costuming, and make-up for plays in production. May be repeated. A maximum of six semester hours may be applied toward a degree. Enrollment for more than one hour requires the consent of the instructor.

THA 1262. Dance Performance Practicum. Involves participation in actual performance.

Study of selection of works, areas of appropriate staging, musical selections, technical aspects, auditions, rehearsals. May be repeated. A maximum of six semester hours may be applied toward a degree. Enrollment for more than one hour of credit requires the consent of the instructor.

THA 1303. Acting I. An introduction to the physical, intellectual, and emotional aspects of acting, including basic movement, script analysis, and characterization techniques. Emphasis is on realistic styles.

THA 2002. Ballet I. Introduction to the basic techniques, theories, and vocabulary of ballet.

THA 2012. Theatre Dance I. A beginning movement class designed for theatre students. The student will gain a greater awareness of movement and muscle control. The student will be exposed to the different styles of dance in theatre performance, including ballet, modern, jazz, and tap.

THA 2033. Humanities: Theatre Arts. An introductory course designed to broaden the awareness and appreciation of theater art and its place in contemporary human culture. Incorporates study of theatrical styles, history, theory, and practice using live and recorded performances. Writing component includes reviews of theatrical performances.

THA 2103. Play Analysis. An introductory course in the basic skills of play analysis, dramatic structure and theatrical style. This course includes an overview of the major genres of dramatic literature with an emphasis on the impact of critical analysis and evaluation on the work of the director, the actor, and the designer. Students will read and analyze plays in order to visualize their potential theatrical production. This course is a designated writing course for the theatre program. Prerequisite: THA 2033.

THA 2273. Costuming for Stage, TV, and Film. This course is an introduction to the fundamentals of costume production and design. It is both a theoretical and a practical laboratory course. The student will explore the process of creating costumes for theatre, dance, opera, film, and television. History and research, analysis and design, budget and management, and practical construction techniques are major units of study. Each unit is coupled with project work to give the student hands-on experience in that area.

THA 2273L. Costuming for Stage, TV, and Film Lab. Practical laboratory for TH 2273. Must be taken concurrently.

THA 2293. Stage and Studio Make-Up. A practical introductory course in make-up and wigs for theatre, dance, television and film. Make-up theory and materials, equipment, basic techniques of application, and the structure of hairpieces, modern and period wigs and their maintenance will be studied. This class will include lecture/demonstrations as well as a practical laboratory element where students execute makeup applications on themselves and others.

THA 2413. Theatre Seminar. Changing topics with special emphasis on problems related to the production of plays.

THA 2423. Humanities: Film. The origin and development of film from the late 19th century to present. Emphasis on film as a distinctive art form.

THA 2573. Principles of Stagecraft. A lecture/laboratory course designed to teach basic theory and practice of scenery construction, lighting, properties, and sound for theatrical production.

THA 2573L. Principles of Stagecraft Lab. Practical laboratory for THA 2573. Must be taken concurrently.

THA 2613. Voice and Diction. A study of the processes of vocal production and recognition of the controllable elements in speech. Drill work for improvement of pronunciation and

articulation control.

THA 2772. Jazz Dance I. Introduction to the techniques of jazz with emphasis upon specific teaching methods.

THA 3083. Stage and Studio Lighting. An introduction to theories and methods of stage and studio lighting and design. This course presents the basic theories and techniques for lighting theatrical, television and film productions with attention given to the use of light as an artistic expression. Included is basic electricity, light color theory, the design and function of the basic lighting instruments in various productions, and design procedures. Method of instruction includes lectures, laboratory demonstrations and exercises. Students will be required to complete work as members of lighting crews on various productions, and design lighting for pieces in the Henderson Dance concert and an HTV production. Prerequisite: THA 2573 or consent of the instructor.

THA 3232. Choreography. This course is designed for the intermediate to advanced dance student. It will introduce the student to the theory and mechanics of dance composition and improvisation. Prerequisite: consent of the instructor (based on previous work and/or dance experience).

THA 3241-3. Theatre Practicum. (See THA 1241-3)

THA 3252. Dance History. A lecture course covering the evolution of dance from ancient civilizations to the present.

THA 3262. Dance Performance Practicum. (See THA 1262.)

THA 3333. Acting II. Designed for theatre arts majors. Emphasis will be on major styles and techniques of the actor's craft from the ancient Greek plays through contemporary drama. Prerequisite: THA 1303.

THA 3453 Stage Management. Study of the role of the stage manager, including effective organizational and management techniques used in university, community, and professional theatres. Special emphasis on communication, leadership styles and team building. Some attention to theatre management as it relates to policy making, audience building, play selection, staff organization, and budget preparation. Prerequisite: THA 2033.

THA 4473, 5473. Women, Gender and Race in American Theatre. A course designed to heighten the student's awareness of the role that women, gender, and race have played historically and currently play in the theatre arts of the United States. This course is designed to explore the wide range of theatre that is usually referred to as theatre of diversity, "theatre of the people," "fringe theatre," or even "theatre of difference."

THA 3483. Theatre of the Non-Western World. A course designed to heighten the student's awareness of theatre arts from non-Western cultures. Theatrical traditions from continents and countries such as Africa, India, and Asia and cultures such as Islam will be included.

THA 3503. Acting for the Camera. This course is designed to introduce the student to the camera acting skills (which differ in many ways from theatre acting skills) necessary for work in the film, TV, and video industries. Students will complete assigned projects in camera acting technique, auditioning, voice-over and commercial work. There will be critiques of these projects as well as in class exercises and discussions relating to issues and problems associated with acting for the camera. Prerequisite: THA 1303 or consent of the instructor.

THA 3782. Jazz Dance II. Intermediate techniques and combinations of stylized movement.

THA 3822. Theatre Dance II. Continuation of dance for the theatre. Prerequisite: THA 2012.

THA 3922. Ballet II. Review of fundamentals of ballet. Intermediate techniques of ballet. Prerequisite: THA 2002 or equivalent.

THA 4453. Special Methods: Theatre. Special instructional methods in the teaching of secondary theatre (7 -12), including classroom curriculum, play direction and production, and theatre forensics. Prerequisite: THA 4183.

THA 4073. Stage Design. Basic theories and techniques of scenic design, including understanding the elements of design, color theory, and the design process; drafting scale and perspective drawings; and building scenic models. Emphasis on major styles in scene design in relation to the periods of dramatic literature. Prerequisite: THA 2103 and 2573.

THA 4091-3, 5091-3. Theatre Production Techniques. Special studies in performance or design/technical aspects of theatre. Students work closely under the supervision of faculty directors or designers.

THA 4141-3, 5141-3. Independent Study. Open to advanced students with intellectual curiosity regarding specific problem areas. Problems must be selected with approval of a major advisor before registration.

THA 4161. Capstone I. Preparation of a prospectus for an original creative or research project to be conducted under the direction of student's program advisor.

THA 4173, 5173. Theatre Dramaturgy. Seminar in the cultural and aesthetic principles informing and defining the theatrical performance including the exploration of text analysis, the research process necessary for the production of a script, the multiple contexts of a script in performance, and the discovery of style as it relates to the production of a script. Includes readings in classical and contemporary dramatic literature, theory, and criticism. This course is a designated writing course for the theatre program. Prerequisite: THA 2103.

THA 4183. Directing. Emphasis on the director's media, use of the stage, movement, stage picture, imposed business, characterization, casting, and rehearsals. Students will be required to direct a short play. Prerequisites: THA 1303, 2103, 2573.

THA 4373, 5373. Repertory Theatre. Production of plays as a repertory company outside of the normal co-curricular production program. Sessions consist of laboratory work preparing scenery, lighting, costumes, makeup, properties, and rehearsal of plays in production.

THA 4443, 5443. (WI) Theatre History I: Origins to 1800. A course in the history of the theatre and its literature from its origins in primitive ritual to classical Greece and Rome through the medieval period, and the European Renaissance, and the 18th century. Emphasis will be on the theatre as an institution and art form. Prerequisite: THA 2103 or consent of instructor.

THA 4453. Special Methods: Theatre. Special instructional methods in the teaching of secondary theatre (7-12), including classroom curriculum, play direction and production, and theatre forensics. Prerequisite: THA 4183 Directing.

THA 4463, 5463. (WI) Theatre History II: 1800 to Present. A course in the history of the theatre and its literature covering the major developments of the 19th, 20th, and 21st centuries. Emphasis will be on the theatre as an institution and art form. Prerequisite: THA 2103 or consent of instructor.

THA 4522. Capstone II. Creative or research project under the direction of the student's program advisor. Students will present the project before faculty and other majors. Prerequisite: THA 4161.

THA 4542. Dance Company. A performance class which requires an audition for admission.

Dance Company is designed for intermediate and advanced dance students. Company members will learn new styles and techniques in ballet, modern dance, jazz, and tap and will perform in a dance concert. May be repeated. A maximum of six semester hours may be applied toward a degree.

THA 4552. Modern Dance. Fundamentals of modern dance. Exploration of modern dance theories and techniques.