

Communication

What can you do with a communication degree? Job applicants today must have the tools to frame effective messages in a wide variety of media and platforms. To that end, not only does the Communication Department at Cal Lutheran offer a broad array of mass communication courses but requires that its graduates demonstrate proficiencies in writing, speaking and media production, requires at least one internship, and lays out a unique core curriculum that equips graduates with a background in mass media history, media writing and communication theory. The department boasts an award-winning student newspaper, The Echo, and a campuswide cable radio station and student news program.

A degree in communication with a concentration in advertising and public relations, film and television production or journalism specified on the diploma is the choice of students who wish to specialize in a field. The general communication major, on the other hand, permits students to individualize their degrees, either in order to explore subjects of personal interest or to prepare for a career objective other than the concentration areas.

In addition to regular course work, at least one cooperative education experience or senior project is required of each communication graduate. Many students choose to add a variety of media projects, internships, part-time employment, or field experience to their résumés. Cal Lutheran students have recently interned in:

- television
 - KTLA
 - KNBC
 - CBS
 - Fox Television
 - CNN
 - KCAL
 - Bunim/Murray Productions
- radio
 - KCLU FM
 - KZLA FM
- newspapers
 - Ventura County Star
 - Los Angeles Times
- sports information departments
 - L.A. Clippers
 - L.A. Kings
- marketing departments
 - The Gap
 - Access Hollywood
 - Disney
 - J.D. Power
 - Amgen
 - Capitol Records
 - Warner Brothers

Because of its internship programs, contacts in the professional world and the excellent support of the Career Services Center, the placement rate for Cal Lutheran communication majors is quite impressive. Recent graduates have taken rewarding jobs in:

- public relations
- human resources
- media market research
- education
- publishing
- radio
- television
- or have entered graduate school.

Students who desire to work as marketing communication department managers, marketing representatives, and trade negotiators for both private corporations and government agencies are directed to the marketing communication degree which appears later in this catalog. Cal Lutheran marketing

communication graduates have gained the ability to research, plan, organize and direct internationally focused marketing campaigns and have acquired the interpersonal skills needed to move into upper management.

Bachelor of Arts in Communication

39 credits minimum, 24 credits upper division.

Required Courses

COMM 101	Introduction to Mass Communication	4
COMM 231	Media Writing	..
COMM 331	Content Creation for Digital Platforms	4
COMM 350	Communication Theories-Capstone	4
COMM 351	Research Methods	4
COMM 490	Independent Study	1-4
or COMM 492	Internship	
Select one of the following:		4
COMM 306	Business and Professional Communication	4
COMM 331	Content Creation for Digital Platforms	4
COMM 342	Principles of Public Relations	4
COMM 344	Storyboarding	4
COMM 346	Copyediting, Layout and Design	4
COMM 348	Website Design and Publishing	4
COMM/BUS 375	Principles of Marketing	4
COMM/BUS 380	Principles of Advertising	4
COMM/BUS 411	Sports-Related Marketing	4
COMM 412	Entertainment Industry Marketing	4
COMM/BUS 442	Advertising Campaigns	4
COMM/BUS 443	Event Planning and Management	4
COMM/BUS 450	Public Relations Campaigns	4
Select two of the following:		8
COMM 200	Broadcasting and the Media Industry	4
COMM 304	Radio Industry	4
COMM 308	Politics in Cinema	4
COMM 404	Broadcast Sports Production	4
COMM 312	International Media	4
COMM 316	Political Communication	4
COMM 317	Sports, Media and Society	4
COMM 405	Freedom of Communication	4
COMM 406	Legal Issues & the New Media	4
COMM 407	Broadcast News Production	4
COMM 497	Departmental Honors	1-4
FILM 207	Beginning TV Production	4
FILM 208	Beginning Cinema Production	4
FILM 308	Advanced Cinema Production	4
POLS 419	Internet and Politics	4
Select two of the following:		8
COMM 301	Persuasive Communication	4
COMM 311	Intercultural Communication	4
COMM 315	Small Group Communication	4
COMM 335	Interpersonal Communication	4
COMM 336	Nonverbal Communication	4
Select one of the following:		2-4
COMM 431	Working on the Echo	2
COMM 434	iCLU	2

FILM 307	Advanced TV Production	4
Communication Elective Credits		0-1

Advertising/Public Relations Concentration

43 credits minimum, 24 credits upper division.

COMM 101	Introduction to Mass Communication	4
COMM 231	Media Writing	4
COMM 331	Content Creation for Digital Platforms	4
COMM 342	Principles of Public Relations	4
COMM 350	Communication Theories-Capstone	4
COMM 351	Research Methods	4
COMM 380	Principles of Advertising	4
COMM 431	Working on the Echo	2
COMM 442	Advertising Campaigns	4
or COMM 450	Public Relations Campaigns	
COMM 490	Independent Study	1-4
or COMM 492	Internship	

Select one of the following:

COMM 301	Persuasive Communication	4
COMM 316	Political Communication	4
COMM 344	Storyboarding	4
COMM 346	Copyediting, Layout and Design	4
COMM 348	Website Design and Publishing	4
COMM 375	Principles of Marketing	4
COMM 411	Sports-Related Marketing	4
COMM 412	Entertainment Industry Marketing	4
COMM 443	Event Planning and Management	4

Select one of the following:

COMM 306	Business and Professional Communication	4
COMM 311	Intercultural Communication	4
COMM 312	International Media	4
COMM 315	Small Group Communication	4
COMM 335	Interpersonal Communication	4
COMM 336	Nonverbal Communication	4
COMM 405	Freedom of Communication	4
COMM 406	Legal Issues & the New Media	4
POLS 419	Internet and Politics	4

Communication Elective Credits		1-0
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Journalism Concentration

40 credits minimum, 24 credits upper division.

COMM 101	Introduction to Mass Communication	4
COMM 231	Media Writing	4
COMM 331	Content Creation for Digital Platforms	4
COMM 346	Copyediting, Layout and Design	4
COMM 350	Communication Theories-Capstone	4
COMM 351	Research Methods	4
COMM 405	Freedom of Communication	4
or COMM 406	Legal Issues & the New Media	
COMM 431	Working on the Echo (two semesters)	2
COMM 490	Independent Study	1-4

or COMM 492	Internship	
Select one of the following:		4
COMM 404	Broadcast Sports Production	4
COMM 407	Broadcast News Production	4
COMM 431	Working on the Echo (two semesters)	2
COMM 434	iCLU	2
Select one of the following:		3-4
COMM 301	Persuasive Communication	4
COMM 304	Radio Industry	4
COMM 311	Intercultural Communication	4
COMM 312	International Media	4
COMM 335	Interpersonal Communication	4
COMM 336	Nonverbal Communication	4
COMM 342	Principles of Public Relations	4
COMM 348	Website Design and Publishing	4
COMM 435	Photojournalism	4
Communication Elective Credits		0-4

Film and Television Production Emphasis

36 credits minimum, 24 credits upper division.

COMM 101	Introduction to Mass Communication	4
COMM 231	Media Writing	4
COMM 360	Film Theories	4
COMM 490	Independent Study	1-4
or COMM 492	Internship	
Select three of the following:		10-12
COMM 304	Radio Industry	4
COMM 404	Broadcast Sports Production	4
COMM 407	Broadcast News Production	4
COMM 434	iCLU	2
FILM 207	Beginning TV Production	4
FILM 208	Beginning Cinema Production	4
FILM 308	Advanced Cinema Production	4
MULT 470	High Definition Digital Cinema I	4
or MULT 471	High Definition Digital Cinema II	
Select two of the following:		3-4
ART 385	Advertising Art I	3
COMM 344	Storyboarding	4
COMM 348	Website Design and Publishing	4
COMM 431	Working on the Echo	2
FILM 306	Screenwriting	3
Select two of the following:		8
COMM 200	Broadcasting and the Media Industry	4
COMM 308	Politics in Cinema	4
COMM 312	International Media	4
COMM 330	Film Studies	4
COMM 406	Legal Issues & the New Media	4
COMM 411	Sports-Related Marketing	4
COMM 412	Entertainment Industry Marketing	4
COMM 482	Selected Topics (must be approved)	1-4
Communication Elective Credits		0-3

Sports Communication Emphasis

37 credits minimum 24 credits upper division minimum

COMM 101	Introduction to Mass Communication	4
COMM 231	Media Writing	4
COMM 350	Communication Theories-Capstone	4
COMM 351	Research Methods	4
COMM 490	Independent Study	1-4
or COMM 492	Internship	
COMM 317	Sports, Media and Society	4
COMM 342	Principles of Public Relations	4
Select 8 Credits:		
COMM 331	Content Creation for Digital Platforms	4
COMM 348	Website Design and Publishing	4
COMM 404	Broadcast Sports Production (Audition, board test & permission of faculty advisor)	4
COMM 411	Sports-Related Marketing	4
COMM 431	Working on the Echo	2
COMM 434	iCLU	2
COMM 435	Photojournalism	4
BUS 347	Introduction to Sports Management	4
BUS 431	Brand Development & Customer Exp	4
SELECT ONE:		
COMM 104	Voice Development	4
COMM 301	Persuasive Communication	4
COMM 304	Radio Industry	4
COMM 311	Intercultural Communication	4
COMM 312	International Media	4
COMM 335	Interpersonal Communication	4
COMM 406	Legal Issues & the New Media	4
COMM 482C	ST: Select Topic (core)	1-4
PSYC 424	Sport Psychology	4

Minor in Communication

18 credits, 12 credits upper division.

COMM 101	Introduction to Mass Communication	4
COMM 231	Media Writing	4
COMM 350	Communication Theories-Capstone	4
Additional Communication Credits (Upper Division)		8
Total Hours		20

Courses

Lower Division

COMM 101. Introduction to Mass Communication. (4).

A preliminary study of communication theory with particular emphasis on mediated communication, including Internet, television, radio, film and print. Fulfills CORE 21 Speaking Intensive requirement.

COMM 103. Public Speaking. (3).

Students master the theory and practice of various forms of oral communication, including impromptu speaking, informative speaking. Fulfills the CORE 21 Speaking Intensive requirement.

COMM 104. Voice Development. (4).

This course will enable students to develop voice acting skills, which can be applied to broadcasting, instructional film, animation, commercials and documentaries. The course will also provide an introduction to the history of the voice acting field and will provide information about professional opportunities. Fulfills CORE 21 Visual and Performing Arts Participative and Speaking Intensive Requirement. (cross-listed with TA 104).

COMM 200. Broadcasting and the Media Industry. (4).

A survey of the broadcasting, cable and other broadband media including the Internet; an introduction to the socio-cultural, legal/regulatory, economic, competitive and technological environment, with emphasis on programming, advertising, audience research and other management issues in the context of digitalization of media.

COMM 221. Popular Culture. (4).

An introduction to important readings on popular culture from the perspectives of sociology and communication studies. The study of popular culture takes the forms, content, values and norms of popular culture products as data for analysis and critique. Students will focus on mass communication forms of popular culture such as movies, advertisements, television shows, magazines, music and music videos. This course will focus on the period from 1945 to the present. (cross-listed with SOC 221).

COMM 231. Media Writing. (4).

Instruction and practice in producing a variety of written content for news media; an introduction to reporting, techniques of interviewing news sources; story structure, consistent/concise editing style with clarity and speed; and writing with accuracy and fairness. Other aspects of media such as basics of writing for public relations and broadcast are also introduced. Prerequisite: Engl-111.

COMM 233. Argumentation & Advocacy. (1).

An exploration of the study and practice of parliamentary debate, emphasizing interactive critical thinking skills through case construction and defending arguments. Argumentation will be utilized to investigate social problems using formal and informal practice of the use of evidence, motivation, organization, proof, refutation, and argument. Students will develop research, critical thinking, and oral presentation skills on contemporary public policy, law, mass media, entertainment, interpersonal, and intercultural relations. Students are expected to debate or volunteer at collegiate tournaments. (cross-listed with POLS 233).

COMM 282. Sel Topics. (1-4).**COMM 282C. ST: Select Topic (core). (1-4).**

Select Topic approved for core.

COMM 285. Imagining Venice. (4).

Explore the rich symbolism and significance of Venice throughout frameworks of history, culture, visual communication, and art production. A semester of study prepares you for a two-week trip to Italy with the majority of the time spent in Venice experiencing the modern life of this endangered city and creating watercolors along its picturesque canals and islands. Fulfills CORE 21 Visual & Performing Arts Participative requirement (Cross listed with ART-285).

Upper Division**COMM 301. Persuasive Communication. (4).**

A study of the theories, principles and ethics of persuasive communication including an analysis of factors influencing persuasion in public address, advertising, interpersonal, social and mediated communication.

COMM 304. Radio Industry. (4).

This class covers history, production techniques, times sales, formats, commercial copy, news writing and voice-over. The goal is to prepare the student who desires employment in the radio industry.

COMM 306. Business and Professional Communication. (4).

A study of the principles involved in communicating in a professional environment. This class covers organizational communication and cultures, including team communication, conflict negotiation, leadership styles, group decision-making techniques, and business ethics. Students have several opportunities to practice oral communication principles in simulated settings. Fulfills CORE 21 Speaking Intensive requirement.

COMM 308. Politics in Cinema. (4).

Explores the political nature of cinema and the ways in which political culture, issues and themes are expressed in and through cinema. Particular emphasis is placed on American political culture and practices. Fulfills CORE 21 Social Sciences requirement. (cross-listed with POLS 308).

COMM 311. Intercultural Communication. (4).

In a multicultural, globalized world, individuals often find themselves faced with challenging values, customs, practices and material situations. Students will understand and apply dimensions of culture and principles of intercultural communication at the level of organizations, social institutions, ethnic groups, and nations. Fulfills CORE 21 Global Perspectives requirement.

COMM 312. International Media. (4).

This course explores the global importance of media systems and communication industries around the world, with particular emphasis on those of Asia, the Middle East, and South America. The course investigates a wide range of media industries and content (including entertainment, journalism, and advertising) from various historical, sociological, political, technological, legal, and economic perspectives. This course also analyzes the impact that the Internet has on domestic media production and international distribution. Fulfills CORE 21 Global Perspectives requirement.

COMM 315. Small Group Communication. (4).

A study of the types of group discussion with opportunity for student participation. Special emphasis is placed on an examination of group interaction as it relates to discussion. Fulfills CORE 21 U.S. Diversity requirement.

COMM 316. Political Communication. (4).

This course investigates the interaction between news media, audiences, and strategic political communicators in the United States. Special emphasis will be given to the role of the news media in politics; the use of campaign practices and techniques in elections; the effects of media messages on audiences; the impact of new media technologies on news and campaigns; and factors shaping news production such as journalistic routines, media economics, and the strategic management of news by politicians.

COMM 317. Sports, Media and Society. (4).

This course is designed to help students more critically view the role of sport media in global culture. The influence of/relationship between sport media and issues such as race, gender, sexuality (homophobia), nationalism, capitalism/consumerism, violence and civic life will be examined. Issues in relation to ethics and the production of sport media also will be examined.

COMM 330. Film Studies. (4).

This course provides a solid grounding in the major elements of film, including genre, narrative, acting, design, cinematography, sound, and editing. Students will become critically informed viewers able to understand and analyze film or to pursue additional studies in film history or film theory. This course does not meet the literature requirement. (cross-listed with ENGL 330). Prerequisite: ENGL 111.

COMM 331. Content Creation for Digital Platforms. (4).

In this course, students will develop a critical perspective to engage with digital technologies and to articulate the rationale of incorporating digital content into media such as public relations and journalism. The class emphasizes both acquiring production skills and understanding the theories and specificities of digital media. The class will prepare students for creating and sharing different types of interactive media content by introducing digital content creation tools. Prereq: COMM 231.

COMM 335. Interpersonal Communication. (4).

A study of the basic communication processes that occur within the context of personal relationships. The field of personal relationships is interdisciplinary, with research from areas such as communication, family studies, and social psychology contributing to knowledge. The course covers essential concepts involved in interpersonal communication processes, including developing and escalating relationships, maintaining fair and satisfying relationships, and coping with conflict and relational challenges. Fulfills CORE 21 U.S. Diversity requirement.

COMM 336. Nonverbal Communication. (4).

This course is designed to introduce students to key concepts, theories, and research findings in the field of nonverbal communication. The course covers classic components of nonverbal communication, such as kinesics (body movement), haptics (touch), proxemics (space), and physical appearance, as well as current research on the functions of nonverbal communication, such as attraction, persuasion, and deception. Course content is interdisciplinary in nature, and includes theory and research from communication, psychology, linguistics, anthropology, and sociology. Fulfills CORE 21 Social Sciences requirement.

COMM 342. Principles of Public Relations. (4).

An exploration of the evolution of public relations (PR) as a strategic communication process that builds relationships between organizations and their publics. Students will examine the history, roles functions and purposes of PR, and analyze ethical and professional issues. Focus is on contemporary practices, including social media strategy. Both nonprofit and for-profit organizational structures are considered. Prerequisite:Comm-231.

COMM 344. Storyboarding. (4).

Learn to plan out and graphically organize a visually based story by creating a series of sequential images that allow artists, directors, and/or cinematographers to visualize the shots necessary to make a TV or web advertisement, animation sequence, film, play, graphic novel or other form of visual media.

COMM 346. Copyediting, Layout and Design. (4).

The course emphasizes not only fundamental rules of grammar, punctuation and spelling but also use of AP style and macrolevel editing issues of clarity, conciseness, thoroughness as well as ethical decision-making. Students also practice layout and design for different print media products such as newspapers and media kits. Prerequisites: Comm-231.

COMM 348. Website Design and Publishing. (4).

Learn to design, create and upload web sites for personal and professional use. Skills taught include mobile-friendly web site creation using raw HTML and CSS as well as WYSIWYG software. No programming experience required, basic familiarity with computers desirable.

COMM 350. Communication Theories-Capstone. (4).

An advanced study of communication theories based on professional literature. Theories are drawn from a variety of disciplines, including psychology, sociology, linguistics and anthropology, which allow the student to study communication phenomena from a variety of competing and complementary perspectives. Students also study the scientific method and the relationship between theory and research. Course assignments include completion and presentation of a major research paper. Fulfills CORE 21 Writing Intensive and Social Sciences requirements.

COMM 351. Research Methods. (4).

This course is designed to introduce research methods used in the field of communication and in social science in general. It examines how research is planned and designed, explores both quantitative and qualitative methods, introduces students to processes of data collection and analysis, and gives them experience in conducting original research. Fulfills CORE 21 Social Science requirement.

COMM 360. Film Theories. (4).

Learn to analyze cinema through the frame of significant theoretical perspectives such as Marxist, psychoanalytic, feminist, critical race, queer, and postcolonial criticism. Course assignments include reading published film analyses and completing and presenting a major research paper. Fulfills CORE 21 Writing Intensive, and U.S. Diversity requirements.

COMM 375. Principles of Marketing. (4).

The study of marketing methods and practices. Topics include policies and problems related to consumers, pricing, advertising, management information systems and distribution and management of the marketing function. Prerequisite: junior standing. (cross-listed with BUS 375).

COMM 380. Principles of Advertising. (4).

An exploration of advertising from an integrated marketing communications perspective. Focus is on general principles and broad perspectives with particular emphasis on strategy and the role of advertising in an integrated program. Students will examine consumer motivation, planning and development, the creative process and campaign execution and evaluation. (cross-listed with BUS 380).

COMM 404. Broadcast Sports Production. (4).

The course will teach students to create live streaming sports broadcasts. Students will learn advanced editing and motion graphics techniques. Students are required to attend university sports events in the course of this class. Prerequisites: FILM 207 or FILM 208.

COMM 405. Freedom of Communication. (4).

A study of the legal and ethical principles underlying freedom of expression and the limits placed on freedom of expression in the United States. Through examining leading U.S. court decisions, students will learn the broad principles and legal reasoning underlying First Amendment jurisprudence, including the legal, ethical, philosophical and political issues entailed in the rights of free expression. (cross-listed with POLS 405).

COMM 406. Legal Issues & the New Media. (4).

A study of law, regulatory policies and ethical principles shaping media, especially the internet. The course will examine the impact of regulatory models on the development and use of communication technology. Although this course will focus on contemporary legal and ethical issues, these will be situated within the history of U.S. jurisprudence and Constitutional law.

COMM 407. Broadcast News Production. (4).

Create live news broadcasts every two weeks. Learn to write, shoot and edit news stories. In the class, you will be the producer, director and anchor for CLUTV news. Emphasis will be placed on advanced editing skills. Prerequisite: FILM 207 or FILM 208.

COMM 411. Sports-Related Marketing. (4).

An introduction to management and marketing issues in the sports industry, with a particular emphasis on major and minor league professional sports. Students will receive a broad overview of the structure of sports and its relationship to the dominant culture, the economy and the media. (cross-listed with BUS 411).

COMM 412. Entertainment Industry Marketing. (4).

Entertainment has become the dominant experience of consumers in a celebrity-driven culture. Technological innovations, including the Internet, social networking and mobile devices, have disrupted the entertainment industry - film, music and TV. Social media have enabled consumers to become co-producers and changed the business models of the entertainment industry. Students will examine these issues and develop skills and perspectives to evaluate marketing approaches in the entertainment industry. (cross-listed as BUS 412). Pre-requisite: COMM 375.

COMM 431. Working on the Echo. (2).

Practical working experience on the University's student newspaper includes reporting, editing, photography, desktop publishing and business management. May be taken four times for credit. All majors are welcome. Prerequisite: COMM 231 or permission of the instructor.

COMM 434. iCLU. (2).

Practical working experience on the University's student-run radio station. May be taken four times for credit. All majors welcome.

COMM 435. Photojournalism. (4).

COMM 435 is an upper division digital photography class covering news, commercial and fine art photojournalism. In this class, students learn techniques required for using the camera as a reporting and illustrating tool for print and online media. Types of events include hard news, sports, editorial, as well as using the camera for fine art documentary and narrative photography. Cross listed with ART 435. Pre-requisite: ART 236.

COMM 442. Advertising Campaigns. (4).

An opportunity for students to apply principles learned in introductory advertising and marketing courses to case studies and real-world scenarios. Focus is on the creative and strategic development of viable advertising campaigns. Prerequisite: Comm-375 or Comm-380, senior standing (cross-listed with Bus-442).

COMM 443. Event Planning and Management. (4).

The study of the theory and practice of various forms of event planning and management. The class will be using a hands-on approach and will include lessons on budget, décor, entertainment, types, and security issues. (cross-listed with BUS 443).

COMM 450. Public Relations Campaigns. (4).

An opportunity for students to apply processes, techniques, methods and ethical principles of public relations to case studies and real-world scenarios. Students will be involved in the full scope of PR management-research, planning, implementation and evaluation-to develop viable strategic PR plans. Prerequisite: COMM 342.

COMM 482. Selected Topics. (1-4).**COMM 482C. ST: Select Topic (core). (1-4).**

Select Topic approved for core.

COMM 485. Travel Seminars. (1-4).**COMM 490. Independent Study. (1-4).****COMM 492. Internship. (1-4).**

Students must find and participate in an internship appropriate to their career choice, at 60 hours of work per course credit, and also attend COMM 492 class meetings in the same semester to fulfill the communication internship requirement. Internship contracts are available through the Career Services Center; the sponsoring faculty section must be filled out by the professor teaching the COMM 492 section chosen. Contact the course professor for a copy of the department's internship guidelines and COMM 492 class details. (graded P/NC only).

COMM 495. Explore Japanese Society Popular Culture. (2).**COMM 496. Directed Research. (1-3).****COMM 497. Departmental Honors. (1-4).**