

COMMUNICATION STUDIES

Since effective communication is essential to most aspects of successful human endeavor, the Communication Studies (<https://www.bethel.edu/undergrad/academics/communication/>) programs focus on achieving understanding in human thought, activity, and interaction. Students are given opportunities to create and test ideas, develop individual abilities, and gain competence and confidence.

The programs housed in Communication Studies (<https://www.bethel.edu/undergrad/academics/communication/>) help students acquire knowledge and increase abilities that enable them to function effectively in every area of their public and private lives. The department seeks to prepare skilled communicators for professional careers and Christian service, providing vital background for the fields of business, teaching, law, public relations, government, social work, television, radio, corporate media departments, and various church ministries.

The faculty of Communication Studies is committed to the importance of cross-cultural experiences for all majors. Students are encouraged to attend an off-campus intercultural program for a January session or semester.

Majors in Communication Studies

- B.A. in Communication Studies (<http://catalog.bethel.edu/arts-sciences/academic-programs-departments/communication-studies/communication-studies-ba/>)
- B.A. in Media Production (<http://catalog.bethel.edu/arts-sciences/academic-programs-departments/communication-studies/media-production-ba/>)
- B.A. in Organizational Communication (<http://catalog.bethel.edu/arts-sciences/academic-programs-departments/communication-studies/organizational-communication-ba/>)

Minors in Communication Studies

- Communication Studies (<http://catalog.bethel.edu/arts-sciences/academic-programs-departments/communication-studies/communication-studies-minor/>)
- Media Production (<http://catalog.bethel.edu/arts-sciences/academic-programs-departments/communication-studies/media-production-minor/>)
- Social Media (<http://catalog.bethel.edu/arts-sciences/academic-programs-departments/communication-studies/social-media-minor/>)

COM 110 • Basic Communication 3 Credits

Informal and formal communication patterns that characterize daily life, analysis of communication situations, and improvement of effective communication. Includes interpersonal, intercultural, small group, and speaker/audience communication settings.

Offered: Fall, Occasionally January, Spring.

COM 122 • Conflict Management and the Social Scientific Perspective 3 Credits

Applies samples of social scientific reasoning and research in psychology, sociology and social work to the challenges of conflict management, forgiveness, and reconciliation. Students reflect on the relevance of social scientific models as they relate to their own lives and consider applications in their workplaces, families, and social spheres.

Offered: Annually.

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COM 130A • Producing Video for Social Media 3 Credits

Using everyday technology (e.g., cell phone, computer) to create, develop, and distribute defined messages through a unique YouTube channel. Explores image composition, visual storytelling, basic set design and lighting, editing, channel development, branding, analytics, viewership, keywords, monetization, advertising, and participatory culture. No experience with media production equipment or software required.

Offered: Summer.

COM 164 • Basic Communication Skills 3 Credits

An examination of the fundamentals of the human communication process. Emphasis on communication in these areas: interpersonal, small group, public speaking, and computer mediated. Concentration on how meaning is created, communicated, and transformed within personal, professional, and global contexts.

Offered: Occasionally.

COM 170A • Media Production I 4 Credits

Equips students with the most basic “hands-on” visual media production skills in which students learn the fundamentals of visual media production, including multi-camera studio production, digital filmmaking, and digital post-production.

Offered: Fall, Spring.

COM 208U • Native Americans and the Media 3 Credits

Analysis of media portrayals of Native Americans. Emphasis on Native American cultures and voices, mainstream portrayals of Native Americans through a variety of media, and social and media critical tools for examining media mainstream images of minority groups.

Prerequisites: GES 130 (may be taken concurrently) or GES 244 (may be taken concurrently). Offered: Occasionally January, Spring.

COM 209 • Introduction to Health Communication 3 Credits

Introduces students to communication surrounding health care. History of health care and theoretical foundations of what health and illness mean. Explores concepts such as provider-patient communication, social support, health literacy, cross-cultural barriers to health care, ethical considerations in health communication and a Christian approach to health and illness.

Prerequisites: CHL 110 (may be taken concurrently). Offered: Fall.

COM 210 • Perspectives on Human Communication 3 Credits

Examination of the communication discipline through the exploration and application of communication theories. Provides a theoretical foundation by exploring significant communication concepts in the areas of human, media, organizational, and rhetorical communication.

Offered: Fall, Spring.

COM 213 • Media Communication 3 Credits

An overview of mass media industries, including print, broadcast, cable, film, and the internet. Survey of media history, functions, and impacts on society.

Offered: Fall, Occasionally January, Spring.

COM 216 • Content Strategy and Creation 4 Credits

Foundational skills include content ideation, audience analysis, and creating, disseminating, measuring and managing content. Students develop content strategy for an organization or brand; create multimedia content such as podcasts, blogs, video and design projects for social media and online channels; and produce a digital portfolio of their work.

Offered: Fall, even # years.

COM 220 • Group Communication 4 Credits

Vital role that small groups play in daily life, group problem-solving and interaction, and greater effectiveness in working in small groups. Examination of leadership, group cohesiveness, and conflict management.

Offered: Fall, Spring.

COM 248 • Organizational Communication 3 Credits

Communication practices and problems found in organizations. Communication concerns related to organizational structure, conflict, effectiveness, roles (emphasizing leadership), work processes, and decision making. Interviewing as an organizational practice and as a research tool.

Offered: Fall, Occasionally spring.

COM 264 • Storytelling 3 Credits

An examination of communication in electronic media through the analysis and development of narrative structure and story elements as they are used in a variety of media industries. Students learn to create compelling stories for audio and visual media through the analysis of scene, character arc, action, motif, etc.

Prerequisites: COM 170A or Consent of instructor. Offered: Spring, even # years.

COM 271 • Royal Media Studio 1 Credit

Laboratory experience in media production within the context of a simulated production company. Project-based work from ideation to deliverable and work with clients. Students lead teams in writing, directing, producing and editing different types of media productions, both live-streamed and recorded.

Prerequisites: COM 170A. Offered: Fall, Spring. Special Notes: Course may be repeated for credit.

COM 273 • Advanced Audio Production 4 Credits

Continued study in audio production processes including sound design, foley, podcasting, and music recording.

Prerequisites: COM 170A. Offered: Spring, odd # years.

COM 301A • Oral Interpretation 4 Credits

Creative process involved in the oral performance of prose, poetry, and drama. Students explore and practice methods and techniques for selecting, analyzing, understanding, and adapting literature for oral performance. Emphasis placed on artistic expression through the performance of compiled literary scripts individually and in groups.

Prerequisites: Junior standing or Consent of instructor. Offered: Occasionally fall.

COM 302 • Media Law 3 Credits

Examination of mass media law and policy through the use of court cases, policy documents, legislation, legal history, and legal philosophy. Special emphasis on First Amendment and ethical issues related to media practices.

Offered: Occasionally fall, Spring.

COM 310K • Communication, Technology and Society 3 Credits

An examination of the impact communication technology has on communication and society. Evaluation and exploration of technologies such as digital media, the internet, and other emerging technologies. Analysis of the ethical and spiritual implications and applications of these technologies.

Prerequisites: Laboratory Science (D) course and Mathematics (M) course. Offered: Fall, January, Spring.

COM 314G • Gender Communication 3 Credits

Examines the force of rhetoric on historical and social movements since 1800. Concentrates on movements that cross gender lines and impact modern men and women. Religious revivals and Christian action groups as related to the sweep of history. Considers gender differences and similarities, verbal and nonverbal.

Prerequisites: [GES 130; GES 160; Contemporary Western Life and Thought (L) course; World Cultures (U) course] or [GES 244; World Cultures (U) course]. Offered: Fall.

COM 315GZ • Culture and Communication in a Global Context 4 Credits

Introduction to the cultural patterns, communities, and communication styles within a specific geographical region through exploration of socio-cultural factors like worldview, faith, history, education, political economy, ecology, and art. Opportunities to connect with local communities and partner in projects addressing local issues. Possible focus on diaspora/emigration issues in the region.

Offered: Occasionally January.

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COM 319 • Health Campaigns and Technology 3 Credits

Explores how health campaigns and technology influence individual and societal health behavior and attitudes. Examines theoretical and applied approaches to health literacy, health informatics, and the process of influencing health-related choices. Culminates with the creation of a health campaign that utilizes appropriate theories, methods, and technologies.

Prerequisites: COM 209. Offered: Spring, odd # years.

COM 323 • Event Management & Leadership 3 Credits

Designing integrated communication approaches for conferences, professional meetings, celebratory events, and community outreach programs. Engages the professional, interpersonal, and organizational coordination of information, people, and budgets. Specific attention to developing creative and constructive responses to unanticipated “rhetorical interruptions” and to identifying opportunities for institutional enhancement.

Prerequisites: COM 248. Offered: Spring, odd # years.

COM 324 • Professional and Technical Communication 4 Credits

Introduction to professional and technical communication skills. Topics include interviewing, technical speaking, speaking and writing to a lay audience, and visual communication skills. Students learn how to present complex information in a variety of formats with an audience-centered approach.

Offered: Spring, even # years.

COM 340 • Facilitating Difficult Conversations 3 Credits

Exploration of inter-group dialogue. Examines the challenges of engaging in difficult conversations, including topics such as perception, social identities, emotional triggers, narratives, and privilege. Students participate in dialogue on difficult topics and become skilled in listening, questioning, and facilitating small group interactions.

Prerequisites: GES 140. Offered: Occasionally spring

COM 342 • Advanced Editing and Visual Effects 4 Credits

Continued study in video editing and post production including advanced editing concepts for storytelling and impact, visual effects and green screen work, and motion graphics. Adobe Premiere Pro and After Effects applications utilized.

Prerequisites: COM 170A. Offered: Spring, even # years.

COM 350 • Corporate Communication 3 Credits

Theories and principles of corporate communication, including issues related to public relations, media relations, corporate identity management, investor communication, and crisis communication in both for-profit and not-for-profit organizations.

Offered: January.

COM 352 • Broadcast Journalism 3 Credits

Theories and principles of broadcast writing with practical experience in writing news stories for radio and television. Analysis of broadcast news programming and procedures.

Prerequisites: COM 213. Offered: Fall.

COM 355Z • Intercultural Communication 4 Credits

The study of socio-cultural variability and its influence on verbal and nonverbal communication. Beginning with cultural self-awareness, the examination of theory is balanced by an examination of practical applications designed to improve intercultural competence in various contexts.

Prerequisites: World Cultures (U) course. Special Notes: The course includes a 30-hour intercultural service learning component. Offered: Occasionally fall, Spring.

COM 357 • Principles of Digital Marketing 3 Credits

Study of digital marketing strategy, content development, and media channels to help students leverage digital techniques and understand how they integrate with the overall marketing plan. Students design and analyze digital campaigns within a team environment. Best practices are leveraged as the digital marketplace evolves. Hands on work emphasized.

Prerequisites: BUS 220. Offered: January.

COM 363 • Methods of Communication Research 4 Credits

The modern foundations for study, evaluation, and research in the entire field of communication. Readings, statistics, and finished research projects are the focus of study.

Prerequisites: COM 210 and Two courses in communication. Offered: Fall, Occasionally spring.

COM 366 • Strategic Social Media in Organizations 3 Credits

Examination of the role of social media in business marketing and public relations. Analyzes how new media are changing the way businesses sell their products, communicate with customers, make decisions, and create community.

Offered: Fall, odd # years.

COM 367 • Interpersonal Conflict 3 Credits

Theories and principles of interpersonal conflict are examined. How personal history, tactics, styles of expression and strategies of interaction impact types of conflict and their eventual resolution. Evaluates models of conflict resolution with an emphasis on issues of forgiveness and reconciliation.

Offered: Occasionally spring.

COM 368 • Nonverbal Communication 3 Credits

Nonverbal communication codes examined, including their structures, usages, and interrelationships. Understanding, analysis, and application of nonverbal communication through lecture, discussion, and experiential activities. Explores the impact of nonverbal communication on culture and interaction.

Offered: Occasionally spring.

COM 370 • Interpersonal Communication 4 Credits

Theory and pragmatics related to dyadic communication. Explores issues such as self-identity, self-esteem, listeners, emotions, conflict, relational development and maintenance, gender, and nonverbal communication. Opportunity to evaluate and develop personal interaction skills.

Offered: Fall, Spring.

COM 371 • Royal Media Studio 1 Credit

Laboratory experience in media production within the context of a simulated production company. Project-based work from ideation to deliverable and work with clients. Students lead teams in writing, directing, producing, and editing different types of media productions, both live-streamed and recorded.

Prerequisites: COM 170A. Offered: Fall, Spring. Special Notes: Course may be repeated for credit.

COM 373 • Digital Filmmaking 4 Credits

Hands-on, single-camera production on location. Areas of study include: cinema verité, documentary, and experimental/music video. All projects are edited with non-linear computer systems and published to DVD and web.

Prerequisites: COM 170A. Offered: Fall, even # years.

COM 374 • Sports and Live Events Production 4 Credits

In-depth engagement of sports programming, advanced multi-camera and live event production, field reporting, and streaming.

Prerequisites: COM 170A. Offered: Fall, odd # years.

COM 375 • Media Criticism and Theory 3 Credits

Explores theoretical and critical approaches to the study of video, audio, film, and digital culture. Examines issues relating to production and authorship in the media arts, audience reception and effects, political ideology, ethics, aesthetics, cultural diversity, and schools of thought. Extensive critical writing and reading in media criticism and theory.

Prerequisites: COM 210 and COM 213. Offered: Spring.

COM 376 • Public Relations Writing and Strategies 3 Credits

Explores techniques for conducting research and writing within key public relations contexts. Essential writing skills and strategies needed to perform a variety of projects in the public relations profession, including biographies, press releases, fact sheets, backgrounders, newsletters, brochures, pitch letters, speeches, feature stories, and social media posts.

Prerequisites: COM 248 and COM 350. Offered: Spring, even # years.

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COM 386 • Advanced Public Speaking 4 Credits

Preparation and delivery of speeches at an advanced level. Speeches can include persuasive, entertaining, informative, special occasion, business presentations, and storytelling.

Prerequisites: Junior standing or Consent of instructor. Offered: Fall, Occasionally spring.

COM 387 • Speaking in Ministry Contexts 4 Credits

Creation and delivery of the types of messages required in ministry contexts. Students work on biblical interpretation, adapting a biblically-based message to specific audiences and contexts, and learning to communicate in a clear and relevant manner.

Prerequisites: Junior or senior standing or Consent of instructor. Offered: Spring, odd # years.

COM 400 • Family Communication 4 Credits

Communication patterns that help or hinder relationships within the family system. Functioning in simulated family groups, students develop personal roles. Various approaches to conflict, power, stress, intimacy, and family health. The family system in light of Christian attitudes and life patterns.

Prerequisites: Junior standing. Offered: Spring.

COM 460 • Topics in Organizational Communication 3 Credits

Advanced studies in organizational communication with the specific topic announced prior to registration. Topics may include public relations, corporate communication, consulting, training and development, or media relations. Explores current issues from both a theoretical and hands-on perspective.

Prerequisites: COM 350 and Consent of instructor. Special Notes: May be repeated if a different topic is emphasized. Offered: Occasionally fall.

COM 462 • Topics in Relational Communication 3 Credits

Advanced studies in relational communication with the specific topic announced prior to registration. Topics may include the dark side of communication, persuasion, divorce, advanced interpersonal theory.

Offered: Occasionally spring.

COM 463 • Topics in Communication Analysis 3 Credits

Special and/or advanced studies in rhetorical analysis with the topic announced prior to registration. Possible topics include rhetoric of religion, crisis communication, and presidential rhetoric. Theories applied to contemporary and historical communication artifacts.

Prerequisites: COM 210. Special Notes: May be repeated if a different topic is emphasized. Offered: Occasionally January.

COM 464 • Dating, Mating, & Relating: Lifespan Communication 3 Credits

Explores the communication development and patterns of children and adolescents, family communication, peer-group communication, intergenerational communication, and later-life communication, as well as theoretical studies of lifespan communication development, communication during lifespan transitions, and lifespan communication research methods.

Offered: Occasionally spring.

COM 471 • Royal Media Studio 1 Credit

Laboratory experience in media production within the context of a simulated production company. Project-based work from ideation to deliverable and work with clients. Students lead teams in writing, directing, producing, and editing different types of media productions, both live-streamed and recorded.

Prerequisites: COM 170A. Special Notes: Course may be repeated for credit. Offered: Fall, Spring.

COM 481 • Internship in Communication 1-4 Credits

Applies and expands communication knowledge and skills in structured, off-campus settings, such as corporations, governmental offices, nonprofit organizations, television and radio stations, and corporate media departments.

Prerequisites: Junior standing or Consent of department. Special Notes: May be repeated for credit. Offered: Fall, Spring.

COM 494 • Capstone: Organizational Communication 4 Credits

Engages students in the process of researching, structuring, conducting, and evaluating communication audits or public relations campaigns. Emphasizes synthesis and integration of skills and theories learned in the organizational communications major.

Prerequisites: COM 350; COM 363; Senior standing. Offered: Spring.

COM 497 • Capstone: Relational Studies 4 Credits

Guided exploration of “understudied relationships” specific to the relational communication discipline. Focus on synthesizing and integrating faith, communication skills, knowledge, theory, research, and competencies learned in the relational communication emphasis.

Prerequisites: COM 220; COM 363; COM 370. Offered: Spring.