



Department of Communication Arts

McFarland Hall 205

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<https://www.vcsu.edu/departments/communication-arts/>

The Department of Communication Arts trains professionals in the rapidly developing and changing world of communication in the workplace. Students will gain expertise in a specific concentration that provides them with a broad set of skills in a specified area.

The Communication major and minor develops effective and ethical experts in communication who strategically exercise innovative and exemplary leadership and followership to build relationships and communities. The certificates provide technical knowledge on a specific skill or area.



The Communication program at VCSU has truly sparked my excitement for the future of my career. With three concentrations to choose from, this field offers countless opportunities to find the place that aligns with both your personal strengths and career goals. I honestly can't imagine a better program or field to pursue! -Emma Marsing, Green River, Wyoming

Majors:

Communication Major (<http://catalog.vcsu.edu/undergraduate-catalog/programs/majors/communication/>)- This major explores the dynamic and

evolving field of communication, and allows students to experience a wide array of communication experiences needed to find success in the diverse job market. With courses spanning the corporate, digital marketing, and media worlds, students will be prepared with highly desired skills in the job market today. Offering both online and on-campus courses, this major can be completed on campus or from a distance.

This major has three concentrations:

- **Corporate Communication:** The Corporate Communication concentration is perfect for the student who wants to be involved in creating training material as well as carry out the training. This concentration provides background in effectively communicating in organizations and is ideal for those who wish to be managers and owners of their own businesses.
- **Digital Media Management:** Students in the Digital Media Management concentration study effective content creation, create blogs, podcasts, and other forms of social media content, learn to make decisions based on social media analytics, and explore AI and how it is used in the corporate world. As social media and AI constantly evolves, this concentration evolves, also.
- **Journalism and Media:** This concentration looks at both print and strategic communication /public relations. Alumni from this concentration are currently editors, public relations coordinators, play-by-play reporters, authors, and communication specialists.

Communication Studies Major (<http://catalog.vcsu.edu/undergraduate-catalog/programs/majors/communication-studies/>)- The composite communication major provides

comprehensive experience covering many parts of working in the field of communication. Students experience digital media, traditional, training and more in this track. This track allows the students to experience communication courses in-depth.



Minors:

Communication Minor (<http://catalog.vcsu.edu/undergraduate-catalog/programs/minors/communication/>): The Communication minor has two concentrations and provides opportunities for students to strengthen their soft skills—skills sought out by organizations and industry throughout the country.

The Speech, Communication, and Theatre concentration is ideal for future teachers who may become speech coaches, theater directors, and school newspaper or yearbook advisors.

Non-Profit Minor (<http://catalog.vcsu.edu/undergraduate-catalog/programs/minors/non-profit-studies/>): This minor provides background for students who will be working with or for non-profit organizations.

This minor has three concentrations:

- **Business and Marketing Concentration** explores the financial, human resource, management, and marketing of a non-profit agency.
- **Communication Concentration** focuses on strategic communication in which to get messages to the internal and external public about the non-profit entity and events.
- **Health and Wellness Concentration** delves into both mental and physical needs of patrons of non-profit agencies.

Certificates:

The Department of Communication offers several certificates. Certificates provide both students and non-students with specific skills that strengthen their marketability and value in their organizations:

Communication and Leadership (<http://catalog.vcsu.edu/undergraduate-catalog/programs/certificates/communication-and-leadership/>): Those who want to strengthen their skills as leaders and managers in the workforce. Courses include corporate communication, group dynamics, organizational communication, foundations of leadership, and project management.

Digital Studies (<http://catalog.vcsu.edu/undergraduate-catalog/programs/certificates/digital-studies/>): This concentration offers a variety of options to learn about and create digital communication products, including social media concentration and digital media.

Non-Profit Studies (<http://catalog.vcsu.edu/undergraduate-catalog/programs/certificates/non-profit-studies/>): People interested or who are currently working in a non-profit agency will benefit from this certificate. The course courses are directed at public relations, event planning, and management or marketing. Students then choose from

business and management, communication, or health and wellness concentrations, dependent upon the type of agency where they currently work or would like to work.

Strategic Communication (<http://catalog.vcsu.edu/undergraduate-catalog/programs/certificates/strategic-communications/>): This concentration focuses on the message and the audience, incorporating courses in public relations, event planning, and social media management. An additional course in digital art, research or statistics, or marketing is also required.

Russi, Jenni Lou (2009) Associate Professor; B.A. Judson University, M.F.A. Kent State University

Taft, Tamara Jo (2021) Assistant Professor; B.A. Wartburg College, M.S. Arizona State University

VanHorn, Shannon (1999) Professor; B.S., M.S., Ph.D. North Dakota State University

Majors

- Communication (B.A., B.S.) (<http://catalog.vcsu.edu/undergraduate-catalog/programs/majors/communication/>)
- Composite Major in Communication Studies (B.A.,B.S.) (<http://catalog.vcsu.edu/undergraduate-catalog/programs/majors/communication-studies/>)

Minors

- Communication (<http://catalog.vcsu.edu/undergraduate-catalog/programs/minors/communication/>)
- Non-Profit Studies (<http://catalog.vcsu.edu/undergraduate-catalog/programs/minors/non-profit-studies/>)

Associate of Arts

- Associate of Arts- Communication Concentration (<http://catalog.vcsu.edu/undergraduate-catalog/programs/associate-arts/communication-concentration/>)

Certificates

- Communication and Leadership (<http://catalog.vcsu.edu/undergraduate-catalog/programs/certificates/communication-and-leadership/>)
- Digital Studies (<http://catalog.vcsu.edu/undergraduate-catalog/programs/certificates/digital-studies/>)
- Non-Profit Studies (<http://catalog.vcsu.edu/undergraduate-catalog/programs/certificates/non-profit-studies/>)
- Strategic Communication (<http://catalog.vcsu.edu/undergraduate-catalog/programs/certificates/strategic-communications/>)



COMM 110. Fundamentals of Public Speaking. 3 Credits.

A basic speech course designed to introduce the student to the principles of oral communication, including the content, organization, and delivery of public address. This course is an introduction to interpersonal and group communication concepts. Emphasis is placed on extemporaneous speaking, effective listening, and critical evaluation.

Typically Offered: Fall, Spring, Summer.

COMM 112. Understanding Media and Social Change. 3 Credits.

An exploration of the purpose, function, and impact of media on society.

Typically Offered: Spring-even yrs; Summer-even yr.

COMM 114. Human Communication. 3 Credits.

Overview of communication theory with emphasis on information transmission and social influence functions of communication behavior in personal and mediated contexts.

Typically Offered: On sufficient demand.

COMM 150. Forensic Practice. 0-1 Credits.

An application of speaking experiences in competitive and non-competitive settings. Speaking experiences include public address, oral interpretation, and reader's theatre settings. May be repeated.

Typically Offered: Fall, Spring.

Grading: S/U only.

Repeatable: Up to 8 Credits.

COMM 175. Student Media Critique. 1 Credit.

This seminar explores audience-engagement of media through critical analysis of student and professional media. Students will meet weekly and analyze Viking Student Media products along with academic and professional guest critics.

Typically Offered: On sufficient demand.

Grading: S/U only.

Repeatable: Up to 8 Credits.

COMM 200. Introduction to Media Writing. 3 Credits.

An introduction to the principles of writing articles and stories for newspapers, radio, television, and the Internet. Topics include news gathering, interviewing, basic story structures and types, style and ethics.

Typically Offered: Fall.

COMM 211. Oral Interpretation. 3 Credits.

A course focused on the study of the development of effective vocal techniques through the analysis and performative reading of all types of literature.

Typically Offered: Fall, odd years.

COMM 212. Interpersonal Communication. 3 Credits.

An examination of styles, patterns, and challenges in human communication in both verbal and nonverbal contexts.

Typically Offered: Spring; Summer even years.

COMM 216. Intercultural Communication. 3 Credits.

An exploration of cross-cultural and intercultural communication, focusing on definitions, concepts, and theories in global environments. Special emphasis is placed on intercultural norms and etiquette, gender issues, and ELL/bilingual considerations, particularly within the framework of corporate communications.

Typically Offered: Fall; Summer odd years.

COMM 294. Independent Study. 1-3 Credits.

Directed reading, study, and/or activities in selected topics.

Typically Offered: On sufficient demand.

Repeatable: Up to 12 Credits.

COMM 299. Special Topics. 1-4 Credits.

Courses not offered in the regular catalog that provide an opportunity to extend student learning.

Typically Offered: On sufficient demand.

Repeatable: Up to 12 Credits.

COMM 304. Corporate Training. 3 Credits.

A course designed to acquire mastery in the facilitation skills required of corporate trainers. The class will focus on presentation technology, visuals, questioning techniques, participant-centered presentations, and facilitator presence. Students will develop several training tools such as surveys, assessment instruments, and visual aids. Students will also develop a training manual, group facilitation, and PowerPoint presentation.

Typically Offered: Fall.

COMM 311. Communication and Interviewing. 3 Credits.

An examination of the theory and practice of interviews and interviewers. The class centers on conducting and participating in a variety of interview types. Strategies distinctive in interviews are considered. Class discussions and investigate communication theory in interpersonal, organizational, and mass communications contexts.

Typically Offered: Fall.

COMM 312. Gender Communication. 3 Credits.

An exploration of the philosophical and theoretical issues surrounding gender construction, communication, and culture. Focus is on ways communication in families, schools, media, business, and other institutions create and sustain gender roles.

Typically Offered: Spring-even yrs; Summer-odd yrs.

COMM 314. Public Relations. 3 Credits.

An introduction to the functions, scope, and ethics of public relations. Particular emphasis will be given to the ways of gaining public support for an activity, cause, movement, or institution and public relations copywriting.

Typically Offered: Spring.

Prerequisite: ENGL 120 or ENGL 125.



COMM 315. Digital Communication. 3 Credits.

An introduction to the developmental and presentation of informative and persuasive messages in an electronic environment. An emphasis is placed on the effective use of language and visual graphics to maintain a digital audience. Recommended: COMM 200 and CIS 170.

Typically Offered: Fall, odd years.

COMM 330. Understanding Statistics. 3 Credits.

This course is an introduction to descriptive, inferential, and correlated statistics. Emphasis is placed on determining when to use each type of test and how to read and discuss statistical analyses. Cross-referenced with POLS 330, PSYC 330, and SOC 330.

Typically Offered: Fall.

Prerequisites: MATH 103, 104, 107, 110, 165, or 210.

Same As: COMM/POLS/PSYC/SOC 330.

COMM 340. Research Methods. 3 Credits.

An exploration of social research processes and analyses. Fundamentals and specific application of the most common data gathering and measurement techniques are addressed.

Typically Offered: Spring.

Prerequisites: ENGL 110, ENGL 120 or ENGL 125, and COMM 330/POLS 330/PSYC 330/SOC 330.

Same As: COMM/POLS/PSYC/SOC 340.

COMM 344. Reporting and Feature Writing. 3 Credits.

A study of news gathering, judgment, and writing. Topics include beat reporting, profiles, columns, and blogging.

Typically Offered: On sufficient demand.

COMM 360. Group Dynamics. 3 Credits.

An examination of human interaction within groups. Small group processes are practiced. Theories of interpersonal relations, team building, leadership, and conflict management are discussed. Students will observe group dynamics by interacting within small groups and by developing group presentations. Cross-referenced with PSYC 360 and SOC 360.

Typically Offered: Fall.

Same As: COMM 360/PSYC 360/SOC 360.

COMM 394. Independent Study. 1-3 Credits.

Directed reading, study, and/or activities in selected topics.

Typically Offered: On sufficient demand.

Repeatable: Up to 12 Credits.

COMM 399. Special Topics. 1-4 Credits.

Courses not offered in the regular catalog that provide an opportunity to extend student learning.

Typically Offered: On sufficient demand.

Repeatable: Up to 12 Credits.

COMM 411. Communication Theory. 3 Credits.

A survey of communication theory and research topics as they pertain to everyday social interactions. Student explore the relationship between theory, guiding, research, and knowledge.

Typically Offered: Spring, even years.

COMM 414. Social Media Management. 3 Credits.

An exploration of managing social media and analytical tools. This course explores the tools and strategical use of social media in promoting the goals and mission of both for-profit and non-profit organizations, covering advertising, marketing, public relations, and promotional strategies within the media scope of social media. Cross referenced with MRKT 414.

Typically Offered: Spring.

Same As: COMM 414/MRKT 414.

COMM 415. Sports Information. 3 Credits.

A specialized course that focuses on preparing sports copy, public relations, and social media campaigns for athletic institutions. Students will acquire the ability to promote and analyze messages to a variety of audiences. Recommended: COMM 200.

Typically Offered: Spring, odd years.

COMM 420. Communication and Artificial Intelligence. 3 Credits.

A comprehensive overview of the intersection between communication and artificial intelligence, guiding students through theoretical concepts, practical applications, and ethical considerations. Through readings, discussions, and assignments, students will gain a deep understanding of how AI is shaping the future of communication and media.

Typically Offered: Spring.

COMM 425. Popular Culture and Rhetoric. 3 Credits.

A course that explores popular culture and rhetoric. This course covers popular culture and rhetoric as dominant persuasive influences in modern society. The course examines concepts, theories and critical methods that assist communicators to understand the power and force of language. Emphasis is placed on becoming insightful critics and consumers of everyday messages to which the public is exposed, especially through mass media.

Typically Offered: On sufficient demand.

Prerequisite: COMM 110 or COMM 114.



COMM 444. Event Planning. 3 Credits.

A course designed to acquire mastery in the skills required of event planners and roles that require planning events. The class will focus on preparing meeting plans and agendas, budgeting, communicating with vendors and clients, using technology and social media tools to facilitate an event, and steps needed in final execution of delivering an event. Students will develop event planning tools such as agendas, media packages, timetables, budgets, and vision boards for both profit and non-profit organizations. Students will work with clients to develop plans for an actual event in their communities.

Typically Offered: Fall.

COMM 483. Organizational Communication. 3 Credits.

A course focused on the study of human communication, including interaction, presentation, and management within organizations. Students will learn skills related to researching communication within organizations including survey development, network mapping, observation. Special emphasis will be given to examining the roles of culture and gender within an organization.

Typically Offered: Spring.

COMM 487. Field Experience. 3-6 Credits.

An opportunity for the student to gain practical knowledge in an area of study. The student is required to complete 40 hours of work per credit and may be repeated up to a maximum of 12 credit hours. Application and approval through Program Department Chair.

Typically Offered: Fall, Spring.

Prerequisite: Cum GPA of 2.00 or higher.

Grading: S/U only.

Repeatable: Up to 12 Credits.

COMM 491. Senior Capstone. 1 Credit.

This course will assist the student developing a professional portfolio as well as assist in job search and placement. The course will address both technical application and content.

Typically Offered: Fall, Spring, Summer.

Prerequisite: COMM 497.

Grading: S/U only.

COMM 494. Undergraduate Research. 3-12 Credits.

The course is designed to integrate subject matter from major coursework and other disciplines into a project that leads to the creation of an original body of knowledge.

Typically Offered: On sufficient demand.

Repeatable: Up to 12 Credits.

COMM 497. Internship. 3-12 Credits.

An opportunity for students to apply classroom learning to an on-the-job work experience. Internship must be related to the student's major or minor course of study and may be in any geographic location. Credit is granted in the range of three to twelve hours per semester and may be repeated up to a maximum of 12 credit hours. Application and approval through Career Services.

Typically Offered: Fall, Spring, Summer.

Prerequisites: Junior Standing or Senior Standing and cum GPA of 2.50 or higher.

Grading: S/U only.

Repeatable: Up to 12 Credits.

THEA 110. Introduction to Theatre Arts. 3 Credits.

An introduction to the principles and history of the theatre arts, including play analysis, acting, design, and directing.

Typically Offered: Fall, Spring.

THEA 194. Independent Study. 1-3 Credits.

Directed reading, study, and/or activities in selected topics.

Typically Offered: On sufficient demand.

Repeatable: Up to 12 Credits.

THEA 201. Theatre Practicum. 1-3 Credits.

An opportunity for students to gain practical experience through participation in theatre productions. Option A includes technical theatre practice. Option B includes performance in a dramatic production before an audience. The number of credit hours is granted at the discretion of the instructor.

Typically Offered: On sufficient demand.

Repeatable: Up to 12 Credits.

THEA 299. Special Topics. 1-4 Credits.

Courses not offered in the regular catalog that provide an opportunity to extend student learning.

Typically Offered: On sufficient demand.

Repeatable: Up to 12 Credits.

THEA 301. Theatre Workshop. 1-3 Credits.

An advanced workshop in which students complete significant assignments in theatre production, including acting, directing, stage management, and design. The number of credit hours is granted at the discretion of the instructor. Previous experience or course work in theatre production is required.

Typically Offered: On sufficient demand.

Prerequisite: Junior Standing or Senior Standing.

Repeatable: Up to 9 Credits.

THEA 399. Special Topics. 1-4 Credits.

Courses not offered in the regular catalog that provide an opportunity to extend student learning.

Typically Offered: On sufficient demand.

Repeatable: Up to 12 Credits.



THEA 494. Undergraduate Research. 3-12 Credits.

The course is designed to integrate subject matter from major coursework and other disciplines into a project that leads to the creation of an original body of knowledge.

Typically Offered: On sufficient demand.

Repeatable: Up to 12 Credits.

THEA 497. Internship. 3-12 Credits.

An opportunity for students to apply classroom learning to an on-the-job work experience. Internship must be related to the student's major or minor course of study and may be in any geographic location. Credit is granted in the range of three to twelve hours per semester and may be repeated up to a maximum of 12 credit hours. Application and approval through Career Services.

Typically Offered: On sufficient demand.

Prerequisites: Junior Standing or Senior Standing and cum GPA of 2.50 or higher.

Grading: S/U only.

Repeatable: Up to 12 Credits.

THEA 499. Special Topics. 1-4 Credits.

Courses not offered in the regular catalog that provide an opportunity to extend student learning.

Typically Offered: On sufficient demand.

Repeatable: Up to 12 Credits.