

Curriculum for BS in Communications - West Virginia State University

(As of Feb. 18, 2016)

100. SPEECH COMMUNICATION (3 credit hours)

A practical humanistic approach to interpersonal, small group and public communications. Focus is on the communicative event and its context with special emphasis on communication principles and skills.

101. INTRODUCTION TO MASS COMMUNICATIONS (3 credit hours)

A survey course in mass communications with an emphasis on print and broadcast media and their roles, responsibilities and effects upon American society.

105. PUBLIC RELATIONS LAB (1 credit hour)

The Public-Relations lab is designed to introduce students to the creative and technical aspects of planning and executing a PR campaign plan. Students will benefit from the experimental nature of the lab by applying skills and knowledge learned to servicing clients of Tower Communications, a student-run firm. A maximum of eight credits may be earned.

106. VOICE AND DICTION (3 credit hours)

A study of the vocal mechanism and production to enable the student to improve the speaking voice and command of general American English.

111. RADIO LABORATORY (1 credit hour)

An introduction to radio station management and daily operations at a student station. Credit is earned by serving as a music format producer, the music director, promotions director, news director, production director, training assistant, sports director, or traffic director. A maximum of four credits may be earned.

140. FILM APPRECIATION (3 credit hours)

An introduction to the basic technical and aesthetic elements that comprise the art of the film. The class will examine the nature of cinema and its relation to our culture and our lives through analysis of its many components.

145. HORROR AND FANTASY FILMS (3 credit hours)

Survey of the history and development of the horror/fantasy science fiction film genre. Trends in narrative and visual elements will be studied with regard to the genre.

161. SURVEY OF BROADCASTING (3 credit hours)

Survey of the corporate, regulatory, technical, economic and audience foundations inherent in American commercial and non-commercial broadcasting. The course shall include a study of the interrelationships of these foundations and their subsequent influence on the continuing evolution of modern communications systems.

162. TELEVISION PRODUCTION/DIRECTION (3 credit hours)

The principles and methods of producing and directing for television. (Students will be given the opportunity to create, produce and direct a minimum of one television program during the period of the course.)

170. THE ART OF THE THEATRE (3 credit hours)

An introduction to the art of the theatre through observed and participatory activities. The class will examine the nature of theatre and its relation to our culture and our lives through analysis of its many components, including directing, acting, dramatic literature, and design. Prerequisite: Eligible for ENGL 101.

171. THEATRE LABORATORY (1 credit hour)

An introduction to technical theatre, its tools, construction methods and other phases of offstage activities. Credit is earned by working in technical areas on West Virginia State College Players' productions. (A maximum of four credits may be earned.)

173. AMERICAN MUSICAL THEATRE (3 credit hours)

The history and nature of American musical theatre from the minstrel shows of the 19th century to the contemporary Broadway stage. Emphasis will be placed on the development of the musical comedy format, a genre which has remained America's only original contribution to world drama.

175. DESIGN AND LIGHTING FOR STAGE, FILM AND TELEVISION (3 credit hours)

An introduction to the basic techniques of set and lighting design for the media and performing arts. Emphasis will be placed on practical application of theories through work on productions, projects and media/arts events.

195. JOURNALISM LABORATORY (1 credit hour)

Students electing this course assist in the production of the student newspaper. They are expected to attend weekly staff meetings and work a minimum of three hours per week. A maximum of eight credits may be earned.

205. PUBLIC RELATIONS (3 credit hours)

The basis concepts of public relations and its relationship to mass communication, media, and advertising. Prerequisite: ENGL 101.

225. JOURNALISM (3 credit hours)

A combination lecture-laboratory course which emphasizes the functions of newspapers in society, standards of good newspaper practice, newspaper layout, the principles of gathering news, and composition writing various types of news stories. Students will prepare some assignments for publication in the college newspaper. Prerequisite: ENGL 102 or consent of instructor.

227. COPY EDITING AND MAKEUP (3 credit hours)

A combination laboratory-discussion course in editing copy, writing headlines, and designing pages for various types of news publications. Prerequisite: COMM 225 or ENGL 225.

240. FILM HISTORY: THE NARRATIVE TRADITION (3 credit hours)

Survey of American and continental cinema from 1900 to the present, emphasizing man's changing concept of self as mirrored in film.

241. FILMMAKING (3 credit hours)

An introduction to the fundamental concepts of structure and process, and equipment of the film medium. Emphasis will be placed on the development of the film making potential of the individual student who will indicate his understanding of the medium by writing, photographing, and editing several brief exercises in the super-8 mm format.

245. FILM HISTORY: THE DOCUMENTARY TRADITION (3 credit hours)

A survey of American and foreign documentary, ethnographic, and experimental film representative of major styles, movements, and directors in the development tradition of the cinema.

261. BROADCAST ANNOUNCING (3 credit hours)

The technical and individual performance aspects of professional radio and television announcing. The course emphasizes acquisition of individual competence

in all phases of audio production; including voice, style, copywriting and production methods found in the radio and television broadcast station.

262. BROADCAST MANAGEMENT AND OPERATIONS (3 credit hours)

A study of radio/TV station management, operations and structure, including on-air operations, programming and local network inter-relationships.

270. PRINCIPLES AND THEORIES OF ACTING (3 credit hours)

A study of the elements of acting, acting techniques, role analysis, group performance and improvisations.

275. STRUCTURE OF THE DRAMA (3 credit hours)

An introduction to theatrical literature from the Greeks to present.

285. WEB DESIGN AND DIGITAL MEDIA (3 credit hours)

An introduction to the strategies and techniques of web site design, development, and management for the World Wide Web/Internet, the newest, most important, and pervasive mass medium. Site design and management as well as digital image production and manipulation will be studied and practiced.

299. SPECIAL TOPICS IN COMMUNICATIONS (1-3 credit hours)

A sophomore level course designed for a topic of special current interest, including televised courses. Prerequisites: COMM 101, 170, 241 and/or consent of instructor. May be repeated for a maximum of six credit hours.

301. PERSUASION: PRINCIPLES AND PRACTICES (3 credit hours)

An advanced theoretical and applied course with emphasis on messages used in public relations, advertising, and politics. The course includes critical analyses, discussion of ethics, propaganda and subliminal persuasive methods used in mass communications. Each student will be required to apply principles learned to an original work aimed at one of the mass mediums of print, radio, or TV. Prerequisites: COMM 100, 101 and 205.

305. COMMUNICATIONS RESEARCH (3 credit hours)

Applied and theoretical approaches to mass media research. This course will examine the decision-making process of mass media organization and involve students in the planning, executing and assessing of communication activities with various publics and audiences. Prerequisites: COMM 101 and 205.

307. WRITING FOR PUBLIC RELATIONS (3 credit hours)

This course is designed to improve student skills and techniques in writing, preparing, and distributing public relations material to a variety of media networks aimed at both internal and external audiences. Prerequisite: COMM 205.

326. JOURNALISM II

This course is a continuation of Journalism I and is designed to provide the student practical experiences in the many areas of newspaper writing and production. Activities in the course include staff organizations, the writing of news stories, editorials, drama and musical reviews, personality profiles, headlines, interviews, and copy makeup.

340. NEW MEDIA

Conventional mass media are rapidly converging with the Internet to create new media forms that accentuate technological advances. This course will teach students how to analyze new media and culture within a deliberative, informed context. Prerequisite: COMM 101

341. ADVANCED FILMMAKING (3 credit hours)

A series of advanced experiences with an emphasis on the directional role in the pre-production, production and post-production phases in film and video image making. Prerequisite: COMM 241.

343. ANIMATION PRODUCTION (3 credit hours)

This class consists of screenings, lectures and a series of projects (ranging from flipbooks to computer graphics) that will introduce the student to animation production for film and video. The course focuses on the concepts, techniques and processes of producing an image. The course also surveys the history of the art form, international trends and recent developments in the industry. Prerequisite: COMM 241.

345. FILM THEORY, GENRES AND DIRECTORS (3 credit hours)

Detailed analysis of selected contemporary problems in film theory as exemplified through the study of specific film genres and/or the works of specific film directors and authors.

348. SCRIPTWRITING FOR FILM (3 credit hours)

The procedures involved in writing scripts for the factual and for the narrative film. Students will study exemplary film in script through the several stages of the script writing process. Prerequisites: ENGL 101 and 102.

360. ADVANCED TELEVISION PRODUCTION/DIRECTION (3 credit hours)

An advanced theoretical and applied course with emphasis on individual mastery of production and program management methods. Instructional units include: advanced field and studio video, audio, editing, lighting and graphics, program planning, budget development, and pre and post production management. Each student will be required to produce a minimum of two original works incorporating these advanced elements. All works will be presented for public viewing and/or use. Prerequisite: COMM 162 or permission of instructor.

362. ADVANCED AUDIO PRODUCTION (3 credit hours)

Principles and methods of developing, producing and directing representative types of radio programs found in American broadcasting today. The course includes audio production methods for program and non-program matter and direction of program activities. Prerequisite: COMM 261.

370. PRINCIPLES AND THEORIES OF THEATRE DIRECTION (3 credit hours)

Choosing, analyzing and interpreting the script, producing and play directing through the preparation of scenes under rehearsal conditions. Prerequisite: COMM 170.

375. THEATRE FOR YOUTH

This course will introduce students to the basic principles of creative dramatics for young people. Offered in conjunction with Charleston Stage Company's Summer Arts Camps, students will have the opportunity to work with young people (K-12) in developing various theatre activities and production techniques.

382. VIDEO POST PRODUCTION

An introduction to the theory and practice of digital video post-production. The class will consist of screenings, lectures, and hands-on video projects designed to provide an overview of film and video editing history, practices, and aesthetics. In-class exercises will introduce students to various software packages for editing, titling, image processing, audio processing, 2D animation and compositing, and 3D animation. Prerequisite: COMM 241

399. SPECIAL TOPICS IN COMMUNICATIONS (1 to 3 credit hours)

A junior level course designed for a topic of special current interest, including televised courses. Prerequisites: COMM 101, 170, 241 and/or consent of instructor. May be repeated for a maximum of six credit hours.

400. COMMUNICATIONS FIELD EXPERIENCE (1 to 4 credit hours)

Placement of qualified B.S. degree students in radio, television, film and theatre and related media agencies with the purpose of providing supervised work experience in the student's chosen area. Students must complete internship application prior to registration. Prerequisites: Thirty credit hours of communications courses and permission of department chair.

405. ADVANCED PUBLIC RELATIONS (3 credit hours)

This course emphasizes research/analysis and planning of public relations campaigns. It is intended for students seriously considering careers in the public relations field as members of firms, staff, and/or aspiring to the role of counselor. Prerequisite: COMM 205.

409. SENIOR PROJECT IN COMMUNICATIONS (3 credit hours)

This course is designed to provide a context in which a senior along with the assistance of a faculty member, may develop a project based on his/her previous course work in communications and indicative of his/her personal interest. Prerequisites: Senior standing (92 credit hours) with at least 18 credit hours in Communications, of which 12 credit hours must include 101, 162, 170, 241, and consent of instructor.

445. COMMUNICATIONS STUDY ABROAD (1 to 3 credit hours)

Study and travel course in London, England. An intercultural experience in travel and learning intended to provide students the opportunities to study and enjoy London theatre. Travel will include tours of Stratford, the National Theatre and the London Theatre Museum. Prerequisite: permission of the instructor.

446. INTERNATIONAL CINEMA (3 credit hours)

This course examines from a cultural and historical perspective a variety of international narrative film styles produced outside the Hollywood system. Many of the post-WW II major national cinemas will be explored, including those of West and East Europe, Scandinavia, Asia, and some developing countries. Prerequisite: COMM 140.

461. REGULATION OF AMERICAN BROADCASTING (3 credit hours)

A study of regulatory developments in broadcasting and self-regulation by the industry.

462. ADVANCED TELEVISION PRODUCTION/DIRECTION II

A production course allowing students to make practical application of skills learned in COMM 162, 241, 261, and 360. The focus of the course is on producing the cable program, "Campus Connection." A maximum of 9 credit hours may be earned. Three credit hours may be used toward Area or Emphasis or Restricted Elective. Remaining 6 hours credit may be used as free electives.

470. ADVANCED THEATRE STUDIES (3 credit hours)

A co-curricular laboratory course emphasizing advanced skills and individual mastery of one of the following areas: acting, directing or design and lighting. Prerequisite: COMM 170, 270 and 370.

475. THEATRE PRODUCTION (3 credit hours)

An intensive co-curricular course offered in the summer only, providing for the application of specific theatre related skills (acting, management, publicity, scene design, stagecraft, etc.) through practical work with the college's summer theatre productions.