Department of COMMUNICATION

Northwestern College meets the challenge of our constantly changing world with a diverse communication program that equips students for many kinds of careers and ministries. The need has never been greater for Christian men and women who can communicate clearly and powerfully through the spoken word, the written word, and through the vast array of electronic communication technologies. The Communication Department has responded to this need for preparing effective communicators by offering courses and programs which combine the development of personal interests and abilities with practical and theoretical training from a biblical worldview.

Mission Statement
The Communication Department at Northwestern College exists to prepare students for leadership in ministries or careers in communication-related fields. Through a careful balance of theoretical knowledge, hands-on skill, and the development of a Christ-centered worldview, our students will be critical thinkers and effective communicators.

Department Objectives
All students who successfully complete degrees through the Communication Department will:

1. Be able to identify the principal elements of the communication process and assess their importance to successful communication.
2. Be able to develop and deliver effective presentations using appropriate technology.
3. Demonstrate the ability to apply Christian/biblical values to communication activities.

To accomplish these objectives, the department offers the following degree programs: the Bachelor of Science in Electronic Media Communication; the Bachelor of Arts in Communication Studies; the Bachelor of Arts in Journalism; the Bachelor of Arts in Public Relations; the Bachelor of Arts in Theatre; the Bachelor of Science in Digital Media Arts with an emphasis in animation (see page 114); and the Associate in Applied Science and Bible in Electronic Media Communication (also offered on our Quito campus to Spanish Speaking students); and several minors.

Communication Studies Major Bachelor of Arts

The Communication Studies major is designed to prepare students for careers in communication consulting and analysis, speech writing, sales, organizational administration, as well as further graduate education in the areas of law, higher education, and ministry. The major combines practical skill development with breadth of study in the discipline of communication. The degree is granted upon completion of 125 credits as specified on pages 41–42 (40 credits must be in 3000- or 4000-level courses).

- **Natural World** mathematics course in core curriculum: MAT2055.

Communication Core . . . . . 19–20 cr

COM1005	Introduction to Communication Studies	2
COM2107	Communication Theory	4
COM3106	Communication in Groups and Organizations	4
COM3107	Intercultural Communication	4
COM3835	Communication Careers Seminar **or**	
BUS2135	Business Communication	1 or 2
COM4105	Mass Media and Society **[WCE, OCE]**	4

Communication Studies Required Courses . . . . . 18–19 cr

COM3105	Gender and Family Communication	4
COM4207	Global Communication and International Relations	4
COM4308	Communication Research Methods	4
SPE3175	Persuasion **or**	
SPE3176	Advanced Public Speaking and Speech Writing	4

Workshops: Five enrollments selected from EMC, JOU, SPE, or THE courses numbered 1625, 2625–2627, 2629, 3625, 4625-4627, at least two of which must be taken for credit. 2–3

Courses selected from the following:. . . . . 8–10 cr

COM4805 Special Topics in Communication is recommended
Choose from upper level courses with EMC, CMC, COM, JOU, PRL, SPE, THE prefix. Other courses may be applied with approval of department chairperson. Workshops do not apply.

Foreign Language . . . . . 0–8 cr
Must achieve second semester of first-year language sequence or higher. See page 40.

WCE = WRITTEN COMMUNICATION EMPHASIS.
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SEE PAGE 39 FOR EXPLANATION AND PREREQUISITES.

Communication Minor . . . . . 20 cr

Required Courses: COM1005, 2107, 3106, 3107, 4105; workshops—two enrollments selected from EMC, CMC, COM, JOU, PRL, SPE, THE courses numbered 1625,2625–2627,3625, 3835, 4625–4627. Remaining credits to be selected from courses with COM prefix.

Digital Media Arts Major - Animation Emphasis Bachelor of Science

Digital Media Arts Minor

Full details are given under Multidisciplinary Studies. See page 114.

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Electronic Media Communication Major Bachelor of Science

The Electronic Media Communication major is designed to prepare students for careers in radio, television, film, and other careers in electronic media, whether religious or secular. The development of skills in announcing, audio and video production, media writing, programming, and management are features of this program. Students will also develop a critical understanding of electronic media and its relationship to faith in today's world. Completion of the degree will also prepare students for graduate work in the field. The degree is granted upon completion of 125 credits as specified on pages 41–42 (40 credits must be in 3000- or 4000-level courses).

- **Fine Arts** course in core curriculum: COM2007
- **BIB/BIA Electives** course in core curriculum: LAF3700 Faith and Artistic Development in Film (CCCU course; Film Production Track only). (TRANSFER STUDENTS UNABLE TO COUNT LAF3700 FOR BIB/BIA ELECTIVES MUST TAKE IT AS AN ADDED COURSE.)

Required Courses . . . . . 25–27 cr

EMC1012	Introduction to Audio Production	3
EMC1013	Introduction to Video Production	4
EMC1016	Story Structure	4
EMC4115	Business of Media Management	4
EMC4845	Senior Project	3
COM3835	Communication Careers Seminar **or**	
BUS2135	Business Communication	1 or 2
COM4105	Mass Media and Society **[WCE, OCE]**	4

Workshops: Five enrollments from EMC courses numbered 1625, 2625–2627,3625, 4625-4627, at least two of which must be taken for credit. . 2–3

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Track . . . . . 24–27 cr

Choose from Film Production, Radio Production, Recording Arts, and Video Production. Requirements are listed below.

Film Production Track . . . . . 27 cr

EMC2036	Studio Operations	4
EMC3115	Screenwriting	4
EMC3135	Single Camera Production	3
EMC3137	Post-Production	3
LAF2706	Hollywood Production Workshop	4
LAF3709	Internship: Inside Hollywood	6
LAF3707	Professional Screenwriting **or**	
LAF4707	Professional Acting for the Camera	3

Radio Production Track . . . . . 24 cr

EMC2015	Electronic Journalism	2
EMC2016	Announcing	2
EMC2115	Broadcast Tech	2
EMC3115	Screenwriting	4
EMC3116	Principles of Programming	4
EMC3119	Media Ministries	2
EMC3125	Advanced Audio Production	3
EMC3126	Radio Production	3
EMC3225	Radio News	2

Recording Arts Track . . . . . 27 cr

EMC2115	Broadcast Tech	2
EMC3116	Principles of Programming	4
EMC3119	Media Ministries	2
EMC3125	Advanced Audio Production **or**	
EMC3126	Radio Production	3
CMP2705	Faith, Music, and Culture	3
CMP2706	Inside the Music Industry	3
CMP2707	Practicum "CMC Tour"	1

Select one of the following two sub-Tracks . . . . . 9 cr

Business Track

CMP3715	Strategic Management	3
CMP3716	Music Business Survey	3
CMP3717	Advanced Media Marketing	3

Technical Track

CMP3725	Advanced Studio Recording	3
CMP3726	Audio Engineering	3
CMP3727	Concert Production	3

Video Production Track . . . . . 24 cr

EMC2015	Electronic Journalism	2
EMC2016	Announcing	2
EMC2036	Studio Operations	4
EMC2115	Broadcast Tech	2
EMC3115	Screenwriting	4
EMC3119	Media Ministries	2
EMC3135	Single Camera Production	3
EMC3137	Post-Production	3
EMC3235	Television News	2

Electronic Media Communication Minor . . . . . 20 cr

Required Courses: EMC1012, 1013, 1016; workshops—two enrollments selected from EMC1625, 2625–2627, 3625, 4625–4627. Seven to nine additional credits in non-workshop courses with EMC prefix (seven credits must be upper-level).

Associate in Applied Science & Bible: Electronic Media Communication with a Biblical Worldview Theme . . . . .60 cr

The Associate of Arts in Applied Science and Bible program is designed to prepare students for employment or further study toward a higher degree. The emphasis is on marketable skills. The degree is granted upon completion of 60 credits as specified below.

Foundation Courses: Establishing the origin, nature, and significance of a biblical worldview; establishing oral and written communication skill . . . . . 14–16 cr

Foundations of Biblical Worldview . . . . . .10–12 cr

BIA1005 Biblical Worldview: Personal Responsibility (OR BIA1825 HONORS) 2
BIA2025 Biblical Worldview: Community & Culture 4
BIB1001 Old Testament History and Literature+ (OR BIB1825 HONORS) **or**
BIB1002 New Testament History and Literature+ (OR BIB1826 HONORS) 2–4
BIA2115 Principles of Biblical Interpretation* (OR BIA 2825 HONORS) 2

+COURSE FOR WHICH COMPETENCY MAY BE DEMONSTRATED. SEE PAGE 40.
*PREREQUISITE FOR ALL BIB-PREFIX EXPOSITION COURSES NUMBERED 2000 OR ABOVE.

Foundations of Communication . . . . . 4 cr

Written Communication:
ENG1105 Composition* (OR ENG1825 HONORS)

*NON-NATIVE SPEAKERS OF ENGLISH MAY SUBSTITUTE LAN1105 FOR ENG1105.

Exploration Courses: Exploring academic disciplines through a biblical worldview . . . . . .8 cr

Select courses from at least two of the following four areas:

Examining the Human Condition: History, Social Sciences
Select from HIS1005 or HIS1825; ANT1045, 2045; COM1005, 4105; ECO2201, 2211, 2212; GEO1005, 1015; POS1005, 2005; PSY1005, 2108; SOC1035, 2035

Reflecting God's Image: Fine Arts, Literature, Philosophy, & Foreign Language (FOREIGN LANGUAGE IS OPTIONAL)
Select from ART1005, 1825, 3065–3068, 3162, 3265, 3365, 4265; COM2007, 2135; LIT2135; MCH3007; MUH3106; MUS1075; MUS1825; THE 1055, THE3257; any course with LIT prefix or SPA3325; any course with PHI prefix, ART3365, BUS4435, EDU4415, MAT2825, or PSY4306; second semester of first-year language sequence or higher)

Understanding the Natural World: Science & Mathematics
Select from courses with BIO, CHE, MAT, PHY, or SCI prefixes.

Oral Communication:
SPE1075 Public Speaking (OR SPE1825 HONORS)

Immersion Courses: Probing the depths of a biblical worldview . . . . . .6 cr

Biblical Worldview: Texts & Contexts . . . . . 2–4 cr

Exposition: Select one course from the testament not studied in Foundations
If BIB1001/1825 is taken, select from BIB2215–3228, 3826–3827 If BIB1002/1826 is taken, select from BIB3231–3247, 3825, 3827

Biblical Electives (SELECT ANY ADDITIONAL BIA OR BIB COURSE) . . . . **2–4 cr**

Specialization: Study of electronic media communication through a biblical worldview . . . . . .30 cr

The Electronic Media Communication specialization is designed to prepare students for entry-level positions in electronic media communication, whether religious or secular. Skills in announcing, production, writing, and equipment usage are gained.

Required Courses . . . . . .15–17 cr

EMC1012 Introduction to Audio Production 3
EMC1013 Introduction to Video Production 4
EMC1016 Story Structure. 4
EMC2015 Electronic Journalism 2
EMC2016 Announcing 2
Workshops: Select two enrollments from EMC1625, 2625–2627, 3625, 4625–4627. 0–2

Selective Courses . . . . . .13–15 cr

Select courses from the following:
COM2007, 3006; DES3021; JOU2061, 4265; THE2165; any courses with EMC prefix (EXCEPT EMC4115)

Open Elective Courses: Further explorations through a biblical worldview. . . . . 0–2 cr

Select any courses to bring the total credits earned to at least 60.

Journalism Major Bachelor of Arts

The Journalism major is designed to prepare students for careers in professional print journalism and online media, including work for newspapers, magazines, and content-rich websites. Students learn a wide variety of professional skills, from basic interviewing and story structure to advanced investigative reporting techniques. The program emphasizes hands-on learning experience through the student newspaper and off-campus internships. Students learn to write news, features, editorials, reviews, and in-depth articles, while also learning about press law, photo journalism, journalism history, and professional standards and ethics. The degree is granted upon completion of 125 credits as specified on pages 41–42 (40 credits must be in 3000- or 4000-level courses).

- **Natural World** mathematics course in core curriculum: MAT2055.

Communication Core . . . . . 15–16 cr

COM1005	Introduction to Communication Studies	2
COM2107	Communication Theory	4
COM3835	Communication Careers Seminar **or**	
BUS2135	Business Communication	1 or 2
COM4105	Mass Media and Society **[WCE, OCE]**	4
COM4308	Communication Research Methods	4

Journalism Required Courses . . . . . 28–29 cr

EMC1013	Introduction to Video production	4
JOU2061	Writing for Mass Media	4
JOU3266	Community Journalism	2
JOU3267	Religion Writing	2
JOU3268	Persuasive Writing	2
JOU3269	Publication Production	2
JOU4265	Freelance Journalism	2
JOU4266	Investigative Reporting	2
WCM3055	Writing for the Web	2
WCM3056	Web Content Strategy	2
Select one of the following:		
JOU4846	Senior Project	2
JOU4995	Journalism Internship	2
Workshops:	Five enrollments selected from JOU courses numbered 2625-2627, 4625-4627, at least two of which must be taken for credit.	2–3

Foreign Language . . . . . 0–8 cr

Must achieve second semester of first-year language sequence or higher. See page 40.

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Journalism Minor . . . . . 20 cr

Required Courses: JOU2061, 4265. Four additional credits selected from courses with JOU prefix; workshops—two enrollments selected from JOU2625, 2627, 4625, 4627. Remaining courses selected from: any course with JOU prefix; any course with WCM prefix; CMC2241; DES2235, 2236, 3021; EMC2015, 3225, 3235; ENG3246, 3247.

Professional Writing Major Bachelor of Science

Full details are given under Multidisciplinary Studies. See page 119.

Public Relations Major Bachelor of Arts

The Public Relations major is designed to prepare students for careers in the diverse field of public relations. Career opportunities include media relations specialist, events planner/coordinator, press secretary, promotions manager, and marketing manager. With an emphasis on relating to the public, students learn to conceptualize and solve problems, gather information and conduct market research, think strategically, and communicate effectively through writing, persuasive speaking, presenting, and interpersonal networking. The degree is granted upon completion of 125–127 credits as specified on pages 41–42 (40 credits must be in 3000- or 4000-level courses).

- **Natural World** mathematics course in core curriculum: MAT2055.

Communication Core . . . . . 14 cr

COM1005	Introduction to Communication Studies	2
COM2107	Communication Theory	4
SPE3176	Advanced Public Speaking and Speech Writing	4
COM4105	Mass Media and Society **[WCE, OCE]**	4

Required Courses . . . . . 34–37 cr

JOU2061	Writing for Mass Media	4
BUS2135	Business Communication	2
PRL2085	Public Relations Principles and Concepts	4
PRL3385	PR Writing and Tactics	4
PRL3386	PR Events: Planning and Scripting	4
PRL3387	Political Communication	4
PRL4308	Public Relations Research Methods	4
PRL4385	Public Relations Cases and Campaigns	4

Workshops: Three enrollments selected from EMC, CMC, JOU, SPE courses numbered 1625, 2625–2627, 3625, 4625-4627, at least two of which must be taken for credit. 2–3

Internships: Two enrollments in PRL4995. 2–4
Additional credits in PRL4995 are encouraged and can apply to free electives.

Foreign Language . . . . . 0–8 cr
Must achieve second semester of first-year language sequence or higher. See page 40.

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Public Relations Minor . . . . . 20 cr

Required Courses: JOU2061; PRL2085, 4385; workshops—two enrollments selected from JOU2625; EMC1625, 2625, 2626, 2627; CMC2625. Remaining courses selected from: any course with PRL prefix.

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Theatre Major Bachelor of Arts

The Theatre major is designed to prepare students for careers in professional and community theatre, church drama ministries, and theatre management. Students develop skills in acting, directing, design (sets and costumes), casting, voice, movement, lighting, sound, stage management, and production management. Students acquire strong academic training while meeting the concrete challenges offered by actualized productions. The program provides numerous opportunities to be involved in campus productions both on stage as well as backstage. The degree is granted upon completion of 125 credits as specified on pages 41–42 (40 credits must be in 3000- or 4000 - level courses).

- **Fine Arts** course in core curriculum must include THE1055.
- **Literature** course in core curriculum must include LIT2119.

Communication Core . . . . . 7–8 cr

COM1005	Introduction to Communication Studies	2
COM2107	Communication Theory	4
COM3835	Communication Careers Seminar **or**	
BUS2135	Business Communication	1 or 2

Theatre Requirements . . . . . 24–25 cr

THE1051	Acting I	4
THE1056	Drama and Ministry	2
THE2035	Movement for the Actor	2
THE2136	Voice and Speech for the Actor **[OCE]**	2
THE2165	Introduction to Stage Technologies	4
THE3257	History of the Theatre **[WCE]**	4
THE4156	Directing	4
Workshops:	Five enrollments selected from THE courses numbered 2625–2627, 2629, 4625-4629, at least two of which must be taken for credit.	2–3

Elective courses selected from the following . . . . . 14–16 cr
(WORKSHOP COURSES DO NOT APPLY)

LIT3136	Shakespeare	2
SPE2125	Oral Interpretation	1–2
THE2045	Children's Theatre	2
THE2046	Creative Dramatics	2
THE3152	Advanced Acting Styles (MAY BE REPEATED FOR CREDIT)	4
THE3158	Design for the Theatre	4
THE3166	Theatre Management	4
THE4805	Special Topics in Theatre	4
THE4995	Theatre Performance Internship	1–3
THE4996	Theatre Production Internship	1–3

Foreign Language . . . . . 0–8 cr
Must achieve second semester of first-year language sequence or higher. See page 40.

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OCE = ORAL COMMUNICATION EMPHASIS.

Theatre Minor . . . . . 20 cr

Required Courses: THE1055; workshops—two enrollments selected from THE courses numbered 2625, 2626, 2627, 4625, 4626, 4628. Remaining courses selected from: any course with THE prefix; COM2107, 4105.

RICK BUSCH