

# COMMUNICATION STUDIES

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

## Minors in Communication Studies

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

### COM 110 • Basic Communication 4 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, Spring, Summer.*

### COM 130A • Producing Video for Social Media 4 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.*

## Communication Studies 2

### **COM 164 • Basic Communication Skills 4 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: Fall, Spring.*

### **COM 170A • Introduction to Media Production 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 4 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 149 (may be taken concurrently). Offered: January, Occasionally spring.*

### **COM 209 • Health Communication 4 Credits**

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

*Prerequisites: CHL 110 (may be taken concurrently). Offered: Spring, odd # years.*

### **COM 210 • Perspectives on Human Communication 4 Credits**

Examination of the communication discipline through the exploration of career areas 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 2 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, 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: Occasionally fall, odd # 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 2 Credits**

Communication practices and problems found in organizations. Communication concerns related to organizational structure, conflict, effectiveness, roles (emphasizing leadership), work processes, and decision making.

*Offered: Fall.*

**COM 249 • Introduction to Public Relations 2 Credits**

An overview of the strategic communication industry, as well as an understanding of how PR may enhance work in related fields such as marketing, journalism, relational communication, graphic design, media production, ministry, health, human resources, environmental studies, corporate social responsibility, politics, lobbying and government relations, and psychology.

*Offered: Fall.*

**COM 264 • Storytelling 2 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 277 • Interpersonal Communication 2 Credits**

Theory and pragmatics related to person-to-person (dyadic) communication. Explores issues such as self-identity, self-esteem, perception, listening, emotions, gender, conflict, and nonverbal communication. Opportunity to evaluate and develop personal interaction skills.

*Offered: Fall, Spring.*

**COM 302 • Media Law 4 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 4 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 • Communication of Gender and Sexuality 4 Credits**

Examines the force of rhetoric on historical and social movements related to gender and sexuality since 1800. Concentrates on topics that cross gender and sexuality lines and impact modern individuals. Considers verbal and nonverbal gender differences and similarities.

*Prerequisites: [GES 130; GES 160 or GES 149]; Contemporary Western Life and Thought (L) course or World Cultures (U) course. Offered: Fall.*

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

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

*Prerequisites: GES 104; [GES 130; GES 160 or GES 149]; Contemporary Western Life and Thought (L) course or World Cultures (U) course. Offered: Occasionally January.*

**COM 323 • Event Management & Leadership 4 Credits**

Designing integrated communication approaches for conferences, sporting events, 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 and COM 249 or Consent of instructor. 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 2 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.

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

**COM 350 • Corporate Communication 4 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.

*Prerequisites: COM 248 and COM 249 or Consent of instructor. Offered: January.*

**COM 352 • Broadcast Journalism 2 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.

*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: Fall, Spring.*

**COM 357 • Principles of Digital Marketing 2 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.

*Prerequisites: BUS 220. Offered: Spring. Special Notes: This course carries cross credit in business.*

**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 studies. Offered: Fall.*

**COM 366 • Strategic Social Media in Organizations 2 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.*

**COM 367 • Advanced Interpersonal Conflict 2 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 2 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 369 • Social Media Analytics 2 Credits**

Organization leaders today expect communication professionals to make data-driven decisions and demonstrate results. Social Media Analytics provides language and tools to meet these expectations. Through a hands-on simulation, students will learn how to understand social media data and apply this information to help improve the success of communication programs.

*Prerequisites: COM 366 (may be taken concurrently). Offered: Fall.*

**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: This course may be repeated for credit.*

**COM 372 • 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 373 • Digital Filmmaking 4 Credits**

Hands-on, single-camera production on location. Areas of study include: cinema verité, documentary, and experimental/music video.

*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 4 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 213. Offered: Spring.*

**COM 376 • Public Relations Writing and Strategies 4 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 249 or Consent of instructor. Offered: Spring, even # years.*

## Communication Studies 6

### **COM 377 • Relational Communication 2 Credits**

An examination of the theory and application of intimate relationships, building on concepts from Interpersonal Communication. Explores issues such as attraction, self-disclosure, dialectical tensions, love languages and attitudes, disengagement and breakups, turning points, and forgiveness. theories and practical ways to approach these. Opportunity to evaluate and develop relational interaction skills. *Corequisites: COM 277 (may be taken concurrently). Offered: Fall, Spring.*

### **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, Spring, odd # years.*

### **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: Occasionally spring.*

### **COM 400 • Family Communication 4 Credits**

Examines communication patterns that help or hinder relationships within the family system. Approaches to, and impacts of, conflict, power, stress, intimacy, and family health are studied. Explores the family system in light of Christian attitudes and life patterns.

*Prerequisites: Junior standing. Offered: Spring.*

### **COM 460 • Topics in Organizational Communication 2 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. Offered: Occasionally fall. Special Notes: This course may be repeated if a different topic is emphasized.*

### **COM 462 • Topics in Relational Communication 2 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 464 • Dating, Mating, & Relating: Lifespan Communication 4 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. Offered: Fall, Spring. Special Notes: This course may be repeated for credit.*

### **COM 491 • Communication Internship and Seminar 4 Credits**

A supervised applied learning experience in structured, off-campus settings, such as corporations, governmental offices, nonprofit organizations, television and radio stations, and corporate media departments. Includes a seminar in which students process internship experiences, discuss work-life topics, and prepare for initial job searches. Requires minimum of 135 hours in internship setting.

*Prerequisites: Junior standing or Consent of department. Offered: Fall, Spring, Summer. Special Notes: This course may be repeated for credit.*

**COM 495 • Capstone: Relational Communication 2 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 learning in the relational communication emphasis.

*Prerequisites: COM 220; COM 277; COM 363; COM 377. Offered: Spring.*

**COM 496 • Capstone: Organizational Communication 2 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; COM 376 (may be taken concurrently); Senior standing. Offered: Spring.*