

# COMMUNICATION & MEDIA STUDIES DEPARTMENT

David Eshelman, Head

CES 124

(479) 964-0890

deshelman@atu.edu

<https://www-old.atu.edu/cj/profiles/deshelman.php>

The Communication and Media Studies Department offers majors in communication (speech and theatre options) and in journalism. In addition, the department offers minors in journalism, communication, social media, and theatre. Students are involved in both the theoretical and applied dimensions of human communication in these programs. Consequently, students interested in further study and those interested in immediate career opportunities are served. With faculty guidance on the proper selection of courses, students can prepare for:

1. Graduate school
2. Recreational or professional theatre
3. Print or broadcast journalism
4. Public relations
5. Business or government employment requiring communication expertise

Being able to speak effectively has been recognized as an indicator of the well-educated person throughout recorded history. The ancient Greeks studied the theory and practice of communication under the label of "rhetoric," which also has taken a central role in American education since Harvard was founded in 1636. Even in today's technologically sophisticated world, good human communication skills are vitally important for one's personal and professional life. The study of communication in its original form, speech, or its evolved stages of print and electronic communication can prepare the student for citizenship in a democratic society, for more satisfying relationships, and for occupational success.

For more information, please visit [www.atu.edu/cj](http://www.atu.edu/cj) (<https://www.atu.edu/cj/>)

## Programs

- Communication, Bachelor of Arts (<https://catalog.atu.edu/undergraduate/programs/arts-humanities/communication-media-studies/communication-ba/>)
  - Communication, Bachelor of Arts (<https://catalog.atu.edu/undergraduate/programs/arts-humanities/communication-media-studies/communication-ba/communication-ba/>)
  - Technical and Professional Communications, Certificate in Proficiency (<https://catalog.atu.edu/undergraduate/programs/arts-humanities/communication-media-studies/communication-ba/technical-professional-communications-cp/>)
  - Theatre and Film Production, Bachelor of Arts (<https://catalog.atu.edu/undergraduate/programs/arts-humanities/communication-media-studies/communication-ba/theatre-film-production-ba/>)
- Digital Content Creation, Bachelor of Arts (<https://catalog.atu.edu/undergraduate/programs/arts-humanities/communication-media-studies/digital-content-creation-ba/>)
- Digital Content Creation, Certificate in Proficiency (<https://catalog.atu.edu/undergraduate/programs/arts-humanities/communication-media-studies/digital-content-creation-cp/>)
- Journalism Minor (<https://catalog.atu.edu/undergraduate/programs/arts-humanities/communication-media-studies/journalism-minor/>)
- Journalism, Bachelor of Arts (<https://catalog.atu.edu/undergraduate/programs/arts-humanities/communication-media-studies/journalism-ba/>)
  - Broadcast Journalism, Certificate of Proficiency (<https://catalog.atu.edu/undergraduate/programs/arts-humanities/communication-media-studies/journalism-ba/broadcast-journalism-cp/>)
  - Journalism, Bachelor of Arts (<https://catalog.atu.edu/undergraduate/programs/arts-humanities/communication-media-studies/journalism-ba/journalism-ba/>)
  - Print Journalism, Certificate of Proficiency (<https://catalog.atu.edu/undergraduate/programs/arts-humanities/communication-media-studies/journalism-ba/print-journalism-cp/>)
  - Public Relations, Certificate of Proficiency (<https://catalog.atu.edu/undergraduate/programs/arts-humanities/communication-media-studies/journalism-ba/public-relations-cp/>)
- Social Media Minor (<https://catalog.atu.edu/undergraduate/programs/arts-humanities/communication-media-studies/social-media-minor/>)
- Social Media, Bachelor of Arts (<https://catalog.atu.edu/undergraduate/programs/arts-humanities/communication-media-studies/social-media-ba/>)
- Speech Communication Minor (<https://catalog.atu.edu/undergraduate/programs/arts-humanities/communication-media-studies/speech-communication-minor/>)
- Theatre Minor (<https://catalog.atu.edu/undergraduate/programs/arts-humanities/communication-media-studies/theatre-minor/>)

## Courses Communication

### COMM 1003 Introduction to Communication

This course is an introduction to the discipline of communication studies and explores the various theoretical perspectives on communication processes. The purpose of this course is to demonstrate how communication theory can be applied to everyday communication situations to solve problems in their public, professional, and private lives.

### COMM 1023 Exploration of Media and Communication

This course offers an overview of the modern communication and media landscape. Students will explore and be exposed to the different avenues that a professional life in communication and media may take, such as journalism, social media, public relations, film making and broadcasting. In addition, students will examine the deeper knowledge of communication ranging from theory, crisis communication, rhetoric and interpersonal communication.

### COMM 1111 Individual Events Practicum

Prerequisite: Consent of instructor.

Preparation and performance of a variety of public speaking events.

**COMM 1121 Individual Events Practicum**

Prerequisite: Consent of instructor.  
Preparation and performance of a variety of public speaking events.

**COMM 2003 Public Speaking**

Prerequisite: ENGL 1013 or equivalent.  
Fundamentals of composition, delivery, and logical reasoning. Effective utilization of basic visual aids will be included.

**COMM 2013 Voice and Diction**

A course for majors and non-majors. A study of the effective use of the voice, including optimum breathing methods, proper vocal technique, improvement of articulation, use of the dialects, and familiarity with the International Phonetic Alphabet (IPA).

**COMM 2023 Communication Research and Writing**

This course teaches majors the fundamentals of conducting scholarly research, accepted citation standards, and effective writing techniques for the communication discipline. Course includes a survey of the sub-areas of the discipline and lecture, discussion, research, presentations, and writing scholarly papers.

**COMM 2111 Debate Practicum**

Prerequisite: Consent of instructor.  
Case research and participation in public debate.

**COMM 2121 Debate Practicum**

Prerequisite: Consent of instructor.  
Case research and participation in public debate.

**COMM 2173 Business and Professional Speaking**

An introduction to a variety of communication skills to help achieve effectiveness on the job including skill sets such as verbal and listening skills, oral presentation techniques, small group problem solving/ leadership, interviewing, and organizational communication.

**COMM 3003 Interpersonal Communication**

This course teaches students the fundamental practice of effective dyadic communication in social, familial, and work environments. Specifically, the course focuses on topics such as self-concept, perception, listening, conversations, language, nonverbal communication, emotions, and conflict management in relationship.

**COMM 3013 Intercultural Communication**

An examination of communication variables in different cultures and how to better understand and more effectively communicate across diverse cultures.

**COMM 3023 Introduction to Linguistics**

Cross-listed: ENGL 3023, FR 3023, GER 3023, SPAN 3023.  
Offered: Fall.  
Prerequisite: ENGL 1023 or equivalent.

A study of basic concepts of language, comparative characteristics of different languages, and the principles of linguistic investigation.

**COMM 3033 Interviewing Principles and Practices**

Prerequisite: COMM 2003 or consent of instructor.  
A course for both majors and non-majors that uses interviewing theory as a framework for developing skills in preparing for and practicing various types of interviews.

**COMM 3053 Health Communication**

This course provides an overview of current communication research and practice in various medical and care contexts including patient/provider interactions, provider/provider communication, patient/family interactions, communication and social support related to chronic and terminal illness, promotion and marketing of health information through health campaigns, communication within health care organizations, consumer advocacy, and the politics of healthcare.

**COMM 3063 Oral Interpretation**

Theory and practice of intelligent and effective oral reading of prose and poetry.

**COMM 3073 Group Communication**

Examines theory and procedures used when communicating in groups and teams. Areas of inquiry include principles of group formation and development, working in teams, leadership, conflict management, and discussion methods involving decision-making and policy implementation.

**COMM 3111 Debate Practicum**

Prerequisite: Consent of instructor.  
Case preparation, brief writing, and participation in public debate.

**COMM 3121 Debate Practicum**

Prerequisite: Consent of instructor.  
Case preparation, brief writing, and participation in public debate.

**COMM 3123 Argumentation**

Prerequisite: COMM 1003, COMM 2003 or equivalent, or consent of instructor.  
Designed to develop research, critical thinking, and persuasive speaking ability. Includes lecture, discussion, research, study of debates, classroom debates, and presentations.

**COMM 3133 Digital Civility**

This course explores the emergence of the digital public sphere and impacts on American culture, politics, and mediated relationships. It focuses on the way post-truth culture shapes Americans views of themselves and their relationships to one another. It goes on to provide practical strategies for navigating this challenging universe, including online research skills and conflict management techniques to build consensus and generate effective public action.

**COMM 3163 Writing for Performance**

Students will learn to communicate orally through the medium of aesthetic texts such as monologues and plays. This course teaches skills necessary to all forms of dramatic writing, with emphasis on plot structure, character development, and dialogue.

**COMM 3263 Podcast/Radio Theatre Writing**

This course aims to introduce students to audio drama through reading, listening, performing, recording, and editing. The primary emphasis of the course, however, is on writing - teaching such practical skills as adaptation, monologue-writing, serial writing, and original script-writing.

**COMM 3513 Media Criticism**

Prerequisite: COMM 1003.  
This class explores differing approaches for critiquing media ranging from print, television, film, music, politics, and digital communication. Given that today's public sphere is increasingly variegated, students must develop a greater sense of awareness of the ways that these practices have impacted our public sphere. This means developing media literacy skills. Students will be equipped with the critical vocabulary necessary to articulate the ways that media shape our communication environment and social consciousness.

## Journalism

### JOUR 1023 Exploration of Media and Communication

This course offers an overview of the modern communication and media landscape. Students will explore and be exposed to the different avenues that a professional life in communication and media may take, such as journalism, social media, public relations, film making and broadcasting. In addition, students will examine the deeper knowledge of communication ranging from theory, crisis communication, rhetoric and interpersonal communication.

### JOUR 1163 Basic Digital Photography

Cross-listed: ART 1163 Basic Digital Photography, an introduction to the medium, its history, techniques and theory.

This course will teach students the basics of photographic composition, lighting, camera and lens operation, editing and printing using the digital format. \$25 course fee.

### JOUR 1411 Print Practicum

Students will learn practical skills in the areas of writing, layout and design and photography while working an assigned number of hours each week for the student newspaper.

### JOUR 1421 Print Practicum

Students will learn practical skills in the areas of writing, layout and design and photography while working an assigned number of hours each week for the student newspaper.

### JOUR 1811 Broadcast Practicum

Practical work experience in the studios of KXRJ FM and Tech television productions.

Note: Only four hours count for the journalism major.

### JOUR 1821 Broadcast Practicum

Practical work experience in the studios of KXRJ FM and Tech television productions.

Note: Only four hours count for the journalism major.

### JOUR 1911 Multimedia Practicum

Practical work experience in the multimedia lab including work as Web news manager, producer, Web content director.

### JOUR 1921 Multimedia Practicum

Practical work experience in the multimedia lab including work as Web news manager, producer, Web content director.

### JOUR 2133 Introduction to Mass Communication

An introduction to the mass communication process and industry.

### JOUR 2143 Media Writing

A study of and practice in writing news stories.

### JOUR 2153 Introduction to Telecommunication

A study of the technical, legal, programming, advertising and journalistic aspects of the telecommunication industry with practical exercises in radio, television and the Internet.

### JOUR 2163 Introduction to Multimedia

Prerequisite: JOUR 2133.

Introduction to Digital Multimedia is designed to teach fundamental principles of multimedia to give students a working understanding of digital media formats and their applications.

### JOUR 2173 Introduction to Film

Cross-listed: ENGL 2173.

Prerequisite: ENGL 1013 or equivalent.

A study of film as an art form with particular attention to genres, stylistic technique and film's relation to popular culture. This course may not be repeated for credit after the completion of ENGL 2173. \$15 course fee.

Note: JOUR 2173 may be used to fulfill the fine arts General Education requirement.

### JOUR 2253 Basic Video Production

Students learn media production using the tools of cameras, audio production, and editing. This hands-on application will develop the physical and mental skills necessary to evolve in the TV production field.

### JOUR 2263 Media and Society

There are many significant changes to contemporary media. About these changes, we need to think critically about recent media developments as well as the many enduring relationships between media and society. In Media and Society, we take an interdisciplinary approach with a sociological focus to answer questions like how do people use the media in their everyday lives? and how has the evolution of technology affected the media and how we use them? Our approach to media allows us to cover a wide range of questions. In addition, this class incorporates the latest scholarship and data that address enduring media topics, as well as new concerns raised by the role of digital platforms, the impact of misinformation online, and the role of media during the COVID-19 pandemic.

### JOUR 2411 Print Practicum

Students will learn practical skills in the areas of writing, layout and design and photography while working an assigned number of hours each week for the student newspaper.

### JOUR 2421 Print Practicum

Students will learn practical skills in the areas of writing, layout and design and photography while working an assigned number of hours each week for the student newspaper.

### JOUR 2511 Sports Media Practicum

Practical work experience with the ATU athletics program including job shadowing and work as commentator, producer, director or technician.

### JOUR 2521 Sports Media Practicum

Practical work experience with the ATU athletics program including job shadowing and work as commentator, producer, director or technician.

### JOUR 2811 Broadcast Practicum

Practical work experience in the studios of KXRJ FM and Tech television productions.

Note: Only four hours count for the journalism major.

### JOUR 2821 Broadcast Practicum

Practical work experience in the studios of KXRJ FM and Tech television productions.

Note: Only four hours count for the journalism major.

### JOUR 2911 Multimedia Practicum

Practical work experience in the multimedia lab including work as Web news manager, producer, Web content director.

### JOUR 2921 Multimedia Practicum

Practical work experience in the multimedia lab including work as Web news manager, producer, Web content director.

### JOUR 3133 Media Management and Diversity

An analysis of the problems in managing newspapers, magazines and other mass media.

**JOUR 3143 News Reporting**

Prerequisite: ENGL 1013 or 1043 and JOUR 2143.  
A study of news gathering and writing techniques.

**JOUR 3153 Feature Writing**

Prerequisite: Permission of the instructor.  
A study of and practice in writing of newspaper features and magazine articles.

**JOUR 3163 News Photography**

Prerequisite: ENGL 1013 or 1043.  
A study of the use of the camera, communication through pictures, news value in pictures, and the history of photojournalism.

**JOUR 3173 Public Relations Principles**

A study of public opinion and the role of the mass media in shaping it, including practice in public opinion research, communications techniques and solving public relations problems.

**JOUR 3183 Digital News Writing**

Prerequisite: JOUR 2143 or 3143.  
Principles and techniques of writing and production of radio and television news. Two hour class, two hour laboratory.

**JOUR 3193 New Media News Gathering**

Prerequisite: JOUR 2143, JOUR 3183 or consent of instructor.  
Study and practice in producing news packages, including training and experience in new and traditional news gathering, preparing scripts and digital video, and operating cameras, editing decks, and other studio and field equipment.

**JOUR 3273 Public Relations Writing**

Prerequisite: JOUR 3173.  
Provides the knowledge and skill training for students to become effective public relations writers. The course will focus on style and content of writing news releases, speeches, newsletters, brochures, annual reports and other public relations communications.

**JOUR 3283 Digital Media Production**

Students learn media production using the tools of cameras, film, audio production, lighting, drone photography, editing, and mobile TV production. This hands-on application will develop the physical and mental skills necessary to evolve in the TV production field.

**JOUR 3411 Print Practicum**

Students will learn practical skills in the areas of writing, layout and design and photography while working an assigned number of hours each week for the student newspaper.

**JOUR 3421 Print Practicum**

Students will learn practical skills in the areas of writing, layout and design and photography while working an assigned number of hours each week for the student newspaper.

**JOUR 3583 Sports Reporting**

Students will provide journalistic coverage of sports and its impact through a variety of story types including preview stories, event coverage stories, feature stories and commentary.

**JOUR 3714 Copy Editing**

Prerequisite: JOUR 2143 and 3143.  
A study of copy reading, headline writing, design, and problems and policies of editing the news. Three hours lecture, two hours laboratory arranged.

**JOUR 3811 Broadcast Practicum**

Practical work experience in the studios of KXRJ FM and Tech television productions, including work as manager, producer, or director.  
Note: Only four hours count for the journalism major.

**JOUR 3821 Broadcast Practicum**

Practical work experience in the studios of KXRJ FM and Tech television productions, including work as manager, producer, or director.  
Note: Only four hours count for the journalism major.

**JOUR 3911 Multimedia Practicum**

Practical work experience in the multimedia lab including work as Web news manager, producer, Web content director.

**JOUR 3921 Multimedia Practicum**

Practical work experience in the multimedia lab including work as Web news manager, producer, Web content director.

## Theatre

**TH 2273 Introduction to Theatre**

ACTS Common Course - DRAM 1003.  
Prerequisite: ENGL 1013 or equivalent.  
A study of theatre as an art form with particular attention to scenic, dramatic, literary and historic elements.  
Note: TH 2273 may be used to fulfill the fine arts general education requirement.

**TH 2511 Practicum in Set Construction and Lighting**

Credit will be given for forty hours of participation in these elements of stagecraft.

**TH 2521 Practicum in Set Construction and Lighting**

Credit will be given for forty hours of participation in these elements of stagecraft.

**TH 2611 Practicum in Costume and Makeup**

Credit will be given for forty hours of participation in these elements of stagecraft.

**TH 2621 Practicum in Costume and Makeup**

Credit will be given for forty hours of participation in these elements of stagecraft.

**TH 2703 Acting Theories and Techniques**

An introduction to standard acting techniques, including method acting.

**TH 2711 Acting Practicum**

Prerequisite: Consent of instructor.  
Credit will be given for a large part in a major production or for a small part preceded by a series of smaller parts in previous productions.

**TH 2721 Acting Practicum**

Prerequisite: Consent of instructor.  
Credit will be given for a large part in a major production or for a small part preceded by a series of smaller parts in previous productions.

**TH 3263 Narrative Film Production**

A course studying the fundamental skills in film-making, including narrative structure, shot planning, camera work, and editing.

**TH 3513 Stagecraft Techniques**

An introductory course for both majors and non-majors who want to learn the technical aspects of dramatic productions. A study of construction fundamentals and skills involved in scenic art. This course also introduces the student to the production process, theatre job descriptions, professional hierarchy, and technical specialist collaboration. This course requires a weekly lab in addition to the class for supervised practice of class skills.

**TH 3523 Principles of Theatrical Lighting**

Prerequisite: TH 3513, or consent of instructor.

An introduction to lighting design, including the history of theatrical lighting, electrical theory and practice, lighting control systems, color theory and creative process. This course requires a weekly lab in addition to the class for supervised practice of class skills and familiarization with the production process.

**TH 3711 Practicum in Stage Management**

Prerequisite: Consent of Instructor.

Student will be given credit for stage-managing a full-length production or a slate of one-acts.

Note: Each number may be taken for credit one time with a maximum of 7 practicum credits counted toward the major.

**TH 3721 Practicum in Stage Management**

Prerequisite: Consent of Instructor.

Student will be given credit for stage-managing a full-length production or a slate of one-acts.

Note: Each number may be taken for credit one time with a maximum of 7 practicum credits counted toward the major.

**TH 3731 Practicum in Acting**

Prerequisite: Consent of Instructor.

Credit will be given for a large part in a major production or for a small part preceded by a series of smaller parts in previous productions.

**TH 3741 Practicum in Acting**

Prerequisite: Consent of Instructor.

Credit will be given for a large part in a major production or for a small part preceded by a series of smaller parts in previous productions.

**TH 3803 Directing Theories and Techniques**

An introduction to standard directing techniques.

**TH 3811 Directing Practicum**

Prerequisite: Consent of instructor.

Credit will be given for directing a one act play.

**TH 3821 Directing Practicum**

Prerequisite: Consent of instructor.

Credit will be given for directing a one act play.

**TH 3833 Advanced Directing**

Prerequisite: TH 3811, and consent of instructor.

Credit will be given for directing a full length play.

- Frances Roberson (<https://www.atu.edu/cj/profiles/froberson.php>)
- Megan Toland (<https://www.atu.edu/cj/profiles/mtoland1.php>)

## Faculty Professors

- Gabriel Adkins (<https://www.edu/cj/profiles/gadkins.php>)
- David Eshelman (<https://www.atu.edu/cj/profiles/deshelman.php>)
- Jay Hudkins (<https://www.atu.edu/cj/profiles/jhudkins.php>)
- Sangki Lee (<https://www.atu.edu/cj/profiles/slee15.php>)
- Hanna Norton (<https://www.atu.edu/cj/profiles/hnorton.php>)
- Thomas Vaughn (<https://www.atu.edu/cj/profiles/tvaughn.php>)

## Associate Professors

- Alexis Johnson (<https://www.atu.edu/cj/profiles/ajohnson93.php>)
- Virginia Jones (<https://www.atu.edu/cj/profiles/vjones7.php>)

## Assistant Professors

- Tommy Mumert (<https://www.atu.edu/cj/profiles/tmumert.php>)
- Billy Reeder (<https://www-old.atu.edu/cj/profiles/wreeder.php>)