
DIVISION OF HUMANITIES

Samuel J. Swisher, *Chair*

Five departments constitute the Division of Humanities. They are English, History and Political Science, Communication Studies, Modern Languages, and Philosophy.

ENGLISH DEPARTMENT

Bachelor of Arts Degree: *Major*—English

Associate of Arts Degree: Emphasis in English

Minor: English

English Certification: Offers courses leading to certification in English (grades 9-12) in Secondary Education under the Bachelor of Science in Education degree (see Division of Education for details)

Mission and Purpose of the English Department

The mission of the English Department is to provide an excellent education in the field of English in a distinctively Christian environment that integrates Christian faith and learning in preparing graduates for personal and career effectiveness.

Goals of the English Department

- 1) To help students develop skills in the art of written communication with principles for effective style and concrete development
- 2) To aid students in developing a factual knowledge base for analysis and interpretation of literature
- 3) To provide a framework for developing appreciation of literature as a fine art
- 4) To explore styles and genres of literature from many cultures
- 5) To encourage a lifelong interest in reading
- 6) To increase students' conscious awareness of the English language and general linguistic principles

Objectives for the English Major

- 1) The English major will demonstrate skill in the art of written communication, utilizing the principles of effective style (i.e., diction, sentence structure, stylistic variety, and organization) and concrete development
- 2) The English major will apply a factual knowledge base to the analysis and interpretation of literature. (The knowledge base includes an understanding of character, setting, theme, point of view, symbolism, and irony)
- 3) The English major will communicate an appreciation for literature as a fine art, for writing as a significant rhetorical tool, and for linguistics as a foundational aspect of language study
- 4) The English major will explain the general linguistic principles that characterize the English language

Requirements for BA Degree with Major in English

- 1) Complete the campuswide General Education requirements (with the language requirement) and the Graduation Requirements (see **Academic Policies** for both).
- 2) Pass two semesters (at least 6 hours) of *one* modern language with a grade of C or higher.
- 3) Meet the following departmental exit requirements:
 - a) Pass an exit interview
 - b) Pass a portfolio review
- 4) Pass each of the following Major Course Requirements with a grade of C or higher

Major Course Requirements: 40 hours

| | | | |
|---------|------------------------------|---------|-------------------------------|
| LIT 233 | American Literature I | LIT 303 | World Classics in Translation |
| LIT 243 | American Literature II | LIT 333 | Shakespeare |
| LIT 253 | English Life & Literature I | LIT 343 | Intro to Drama as Literature |
| LIT 263 | English Life & Literature II | ENG 481 | Senior Seminar |

In addition to the 22 hours listed above: To complete the Major Course Requirements, take 18 hours, as follows: one 3-hour advanced writing course, one 3-hour advanced English language course, 6 hours of 400 level, 3 hours of 300-400 level, and 3 hours of any level from English Department courses (excluding ENG 011, 013, 111-411, and 213).

Requirements for the AA Degree with Emphasis in English

- 1) Complete the required courses for the AA degree and the Graduation Requirements (see **Academic Policies** for both).
- 2) Complete 27 semester hours as follows:
 - a) Nine (9) hours in literature and/or writing courses from the course offerings listed for English (in addition to the General Education requirements of 6 hours in composition and 6 hours in literature).
 - b) Two semesters of modern language.
 - c) Ten to 12 hours of electives from any academic department.

Requirements for a Minor in English

A grade of C or higher is required in all courses for the minor.

English: 24 hours

6 hours must be at the 300 level or 400 level (NOTE: The following courses will **not** count toward the English minor: ENG 011, 013, 100-400, 102, 111-411, 213.)

Course Offerings

ENGLISH (ENG)

ENG 013 English Fundamentals

3 hours

Introduces students to standard written English. Focuses on basic sentence structure and paragraph writing, with attention being given to spelling and vocabulary building. Offered fall and spring semesters.

ENG 104 English Composition I

3 hours

Introduces students to patterns of exposition, academic writing, and library research. Emphasizes the process of writing

throughout the course. Prerequisite: English sub-score of 18 or higher, or grade of C or higher in ENG 013 Offered fall and spring semesters.

ENG 106 English Composition II **3 hours**
Introduces students to argumentation. Focuses on rhetorical strategies of persuasion and use of rhetoric in writing. Includes further practice in research and synthesis of sources. Prerequisite: grade of C or higher in ENG 104. Offered fall and spring semesters.

ENG 291-3 Special Topics **1-3 hours**
A study of topics to meet special needs. Prerequisite: Consent of instructor. Offered upon sufficient demand.

ENG 313 Creative Writing (same as CAM 313) **3 hours**
Explores the writer's role in the creative process. Students will develop individual techniques for creativity in writing fiction, poetry, and drama. Prerequisite: ENG 106 or consent of instructor. Offered fall semester.

ENG 363 Composition Theory and Practice **3 hours**
Introduces students to theories underlying the practice of writing in an academic setting. Designed for Secondary Education majors, to enhance understanding of methods of teaching and using writing in the classroom. Prerequisites: ENG 104 and 106 or equivalent composition coursework. Offered fall semester, even years.

ENG 391-3 Advanced Topics **1-3 hours**
A study of topics to meet special needs. Prerequisite: Consent of instructor. Offered upon sufficient demand.

ENG 413 Structure of the English Language **3 hours**
Introduces students to linguistics, with a focus on American English. Gives attention to syntax (using a transformational grammar approach), phonology, morphology, semantics, language acquisition, and sociological influences on language. Prerequisite: Junior standing or consent of instructor. Offered fall semester, odd years.

ENG 423 History of the English Language **3 hours**
Studies the development of the English language from its beginning to the present. Prerequisite: Junior standing or consent of instructor. Offered spring semester, even years.

ENG 481 Senior Portfolio **1 hour**
Assists students in creating both an academic and a professional portfolio that analyze their prior learning and its application to their career and/or further studies. Eight-week course that should be taken in the student's final year of study. Offered fall semesters.

ENG 491-3 Advanced Topics **1-3 hours**
A study of topics to meet special needs. Prerequisite: Consent of instructor. Offered upon sufficient demand.

ENGLISH AS A SECOND LANGUAGE (ESL)

ESL 011 English Conversation **3 hours**
Provides practice in conversation skills including speaking, listening, pronunciation, vocabulary, and American idioms. Offered fall and spring semesters.

ESL 012 Reading and Writing **3 hours**
Focuses on development of reading comprehension and basic writing skills. Offered fall and spring semesters.

ESL 013 American Culture **3 hours**
Introduces international students to US and Missouri culture, history, and government with a focus on preparation for further studies. This offering includes an exam over both the US and Missouri Constitutions in order to fulfill the requirements as set forth in Missouri State Statute 170.11. Offered fall and spring semesters.

LITERATURE (LIT)

LIT 103 Introduction to Literature **3 hours**
Introduces the study of literary genres. Incorporates critical analysis of poetry, short fiction, drama, and the novel. Includes creative and critical writing. Prerequisite: ENG 104. Offered as needed.

- LIT 133 Introduction to American Literature** 3 hours
Presents an overview of American literature; acquaints students with major authors, periods, and/or literary movements. Prerequisite: ENG 104. Offered as needed.
- LIT 153 Introduction to British Literature** 3 hours
Presents an overview of British literature; acquaints students with major authors, periods, and/or literary movements. Prerequisite: ENG 104. Offered as needed.
- LIT 233 American Literature I** 3 hours
Surveys American literature from the Colonial period to the Civil War. Acquaints the student with the American way of life as seen through its literature; shows the progression and development of American writing and the influence of a country's history upon its literature. Prerequisites: ENG 104 and 106 or consent of instructor. Offered fall semester.
- LIT 243 American Literature II** 3 hours
Surveys American literature from the Civil War to World War II. Prerequisites: ENG 104 and 106 or consent of instructor. Offered spring semester.
- LIT 253 English Life and Literature I** 3 hours
Provides a chronological study of English literature from *Beowulf* through the Renaissance; examines the relationship between the life and the literature of the period in which it was produced. Prerequisites: ENG 104 and 106 or consent of instructor. Offered fall semester.
- LIT 263 English Life and Literature II** 3 hours
Presents a chronological study of English literature from the Restoration through James Joyce. Prerequisites: ENG 104 and 106 or consent of instructor. Offered spring semester.
- LIT 291-3 Special Topics** 1-3 hours
A study of topics to meet special needs. Prerequisite: Consent of instructor. Offered upon sufficient demand.
- LIT 302 Young Adult Literature** 3 hours
Acquaints the student with a variety of contemporary authors as well as a wide range of contemporary books written for young adults. Students read a number of novels dealing with many social, ethical, and ethnic issues, and make a series of class presentations as well as prepare and present a thematic unit. Designed primarily for Secondary Education majors. Prerequisites: ENG 104, 106, and 6 hours of literature, or consent of instructor. Offered spring semester.
- LIT 303 World Classics in Translation** 3 hours
Provides an intense study of Greek and Roman classics. Prerequisites: ENG 104 and 106 or consent of instructor. Offered spring semester, odd years.
- LIT 333 Shakespeare** 3 hours
Studies major sonnets, tragedies, histories, and comedies by Shakespeare. Gives attention to the author's life, the intellectual and cultural background of the period, and critical studies of the works. Prerequisites: ENG 104 and 106 or consent of instructor. Offered spring semester, even years.
- LIT 343 Introduction to Drama as Literature (same as THR 343)** 3 hours
Introduces the study of drama as literature from its classical beginning through its contemporary development. Prerequisites: ENG 104 and 106 or consent of instructor. Offered fall semester, even years.
- LIT 373 The Writings of C.S. Lewis and J.R.R. Tolkien** 3 hours
Provides an intense study of the major works of C.S. Lewis and J.R.R. Tolkien. Focuses on the ways in which the authors' views shape their writing and the development of fantasy literature. Prerequisites: ENG 104 and ENG 106. Offered fall semester, even years, or alternating summers.
- LIT 383 The Novels of Jane Austen** 3 hours
Provides an intense study of the major works of Jane Austen. Emphasizes gender and class distinctions. Prerequisites: ENG 104 and 106. Offered spring semester, odd years.
- LIT 391-3 Advanced Topics** 1-3 hours
A study of topics to meet special needs. Prerequisite: Consent of instructor.
- LIT 433 The American Novel** 3 hours
Introduces the American novel as a genre, focusing on the unique aspects of the development of the novel within United

States culture. Focuses on representative works of nineteenth-century and twentieth-century authors. Prerequisites: LIT 233 and 243 or consent of instructor. Offered fall semester, even years.

LIT 434 American Poetry **3 hours**
Studies the poetry of the United States from the Colonial period to the present. Gives special attention to the multicultural nature of indigenous American poetry. Prerequisites: LIT 233 and 243 or consent of the instructor. Offered spring semester, odd years.

LIT 435 American Drama **3 hours**
A study of the drama of the United States from both a historical and literary perspective. Emphasis will be upon the production techniques and theatrical aspects of drama. Prerequisite: LIT 283 or consent of instructor. Offered spring semester, even years.

LIT 436 American Short Fiction **3 hours**
An introduction to the short story as developed by native writers and the significance of the genre as a cultural phenomenon. Prerequisites: ENG 104, 106, and junior standing. Offered fall semester, odd years.

LIT 443 Medieval and Renaissance Literature **3 hours**
An intensive study of the courtly tradition upon the literature of the periods covered. Special emphasis is placed upon the Arthurian legend. Prerequisites: ENG 104, 106, and junior standing, or consent of instructor. Offered spring semester, even years.

LIT 445 Romanticism in English Literature **3 hours**
A course designed for close examination of the gothic and historical novel in the late eighteenth-century and early nineteenth-century. Prerequisites: ENG 104, 106, and junior standing, or consent of instructor. Offered fall semester, odd years.

LIT 446 The Victorian Period **3 hours**
A critical examination of major works by eminent Victorian poets, novelists, and essayists. Emphasis will include cultural influences upon English life during the reign of Queen Victoria. Prerequisites: ENG 104, 106, and junior standing, or consent of instructor. Offered spring semester, even years.

LIT 491-3 Advanced Topics **1-3 hours**
Selected topics to meet special needs. Prerequisite: Consent of instructor.

HISTORY & POLITICAL SCIENCE DEPARTMENT

Bachelor of Arts Degree: *Major*—History

Minor: History

Social Studies Certification: Offers courses leading to certification in social studies (grades 9-12) in secondary education under the Bachelor of Science in Education degree (see Division of Education for details)

Goals

- 1) That students will obtain an awareness, understanding, and appreciation of past and present cultures, events, and persons, in accordance with a quality liberal arts education.
- 2) That students will learn and be able to apply the principles of a Christian worldview to the study of history.
- 3) That students will develop critical thinking and analytical skills in preparation for graduate study or for their chosen profession.

Statement of Mission and Purpose for the History Department

The mission of the History Department is to provide an excellent education in the field of History in a distinctively Christian environment that integrates Christian faith and learning in preparing graduates for personal and career effectiveness.

Objectives for the History Major

- 1) The History major will identify major chronological eras and the important events associated with them
- 2) The History major will identify the causes and consequences of important historical events and analyze their significance
- 3) The History major will analyze primary source documents as to their meaning, purpose and significance
- 4) The History major will utilize historical research methods by completing a research- oriented written assignment and research presentation
- 5) The History major will write a major historical research paper containing a thesis, a clear argument, and will present it at an undergraduate conference

Requirements for BA Degree with Major in History

- 1) Complete the campuswide General Education requirements and the Graduation Requirements (see **Academic Policies** for both)
- 2) Pass each of the following Major Course Requirements with a grade of C or higher; these requirements include the 18 hours of Controlled Electives

Major Course Requirements: 39 hours

| | | | |
|---------|------------------|---------|---------------------|
| GEO 103 | World Geography | HST 223 | U.S. History II |
| HST 153 | World History I | HST 499 | Senior Seminar |
| HST 163 | World History II | PLS 113 | Intro to Government |
| HST 213 | U.S. History I | | |

Controlled Electives: To complete the Major Course Requirements, choose 18 hours from 300- and 400-level HST and PLS courses; they must include at least two courses in non-United States history.

Requirements for Minor

A grade of C or higher is required in all courses for the minor.

History: 18 hours

HST 153, 163, 213, 223; plus 6 hours of electives in history at the 300 level or above

Course Offerings

GEOGRAPHY (GEO)

GEO 103 World Geography

3 hours

Studies the major components of the discipline of geography with particular reference to the major regions of the world. Offered fall semester.

HISTORY (HST)

HST 153 World History I (– to 1600)

3 hours

A survey of major world civilizations from the dawn of recorded events to A.D. 1600 with emphasis on the interrelationship of ancient cultures, medieval civilization, and the Renaissance and Reformation era. Offered fall semester.

HST 163 World History II (1600 to present)

3 hours

Surveys major developments in world civilization since A.D. 1600 with an emphasis on the age of exploration, colonialism, the Enlightenment, modern ideologies, the great world wars, and interrelated cultural movements. Offered spring semester.

HST 213 United States History I

3 hours

Presents a general study of the major diplomatic, political, religious, social, economic, and military trends in American history from the period of European exploration through the Reconstruction Era. Offered fall and spring semesters.

HST 223 United States History II

3 hours

Presents a general study of the major diplomatic, political, religious, social, economic, and military trends in American history from the end of the Reconstruction Era to the present. Offered fall and spring semesters.

HST 291-3 Special Topics

1-3 hours

Select topics focusing on one aspect (social, diplomatic, political, etc.) or a particular period of history. Prerequisite: Consent of instructor.

HST 303 Introduction to Research Methods

3 hours

Provides instruction in proper methods for doing historical research. Examines the construction of “history” through the analysis of primary and secondary sources. Examines the influence of primary sources and theory on the construction of historical interpretation. Incorporates field trips to introduce students to historical preservation. Offered fall semester.

HST 304 History and Hollywood

3 hours

Presents in-depth studies of selected Hollywood films made to portray historical eras, people, and events; analyzes their relationship to the historical facts underlying them. May be applied toward the General Education requirements. Prerequisite: One of the following: HST 153, 163, 213, or 223. Offered summer terms, and fall and spring semesters as needed.

HST 305 The Middle Ages

3 hours

Studies the growth and development of the cultures and civilizations of Western Europe between A.D. 500 and A.D. 1300 with a special emphasis on the relationship between church, state, and society. Prerequisite: 6 hours of history or consent of instructor. Offered fall semester, odd years.

HST 309 The Renaissance

3 hours

Presents an in-depth study of the European intellectual movement, which occurred during the period A.D. 1300-1600. Emphasizes the rebirth of classical culture, including art, literature, and the study of the humanities. Prerequisite: 6 hours of history or consent of instructor. Offered spring semester, even years.

HST 310 The Reformation Era

3 hours

Studies the personalities, issues, and events involved with the religious struggles of the 16th and 17th centuries; includes the Protestant and Catholic Reformations and ending with the Peace of Westphalia in 1648. Prerequisite: 6 hours of history or consent of instructor. Offered fall semester, even years.

HST 383 Leaders of the Reformation Era

3 hours

Presents an in-depth study of the lives, beliefs, and legacies of Martin Luther and John Calvin, two of the greatest leaders of the Reformation. Prerequisite: 6 hours of history or consent of instructor. Offered spring semester, odd years.

HST 391-3 Advanced Topics

1-3 hours

Select topics focusing on one area (social, diplomatic, political, etc.) or a particular period of history. Special emphasis on critical analysis of and research in original sources. Prerequisites: 6 hours of history and junior standing.

HST 413 U.S. Civil War and Reconstruction

3 hours

Traces the political, military, economic, social, and religious events during the period 1840-1877 with special emphasis on the cause of the Civil War and the adjustments of Reconstruction that have affected subsequent American history. Prerequisites: 6 hours of history and junior standing or consent of instructor. Offered spring semester, odd years.

HST 443 The History of Slavery **3 hours**
Examines the development of slavery in the Atlantic World; the growth of the institution from the Classical Era, its continuation in the Colonial Era, and its survival to the Present. The course examines the roots of the system in Precolonial Africa and its continuation in the Americas. Prerequisite: 6 hours of history or consent of instructor. Offered spring semester, even years.

HST 473 Colonial American History **3 hours**
Reviews West European colonization in North America with major attention given to the establishment and development of British America. This course examines British imperialism, the development of slavery, the economic relationship between Colonial America and Europe, and the roots of the American Revolution. Prerequisite: 6 hours of history or consent of instructor. Offered fall semester, even years.

HST 483 The Atlantic World (1492-1900) **3 hours**
Examines the construction of the Atlantic World after 1492, the interaction between Afro-European and indigenous peoples in the Americas, the creation of colonial societies, and the emancipation of slavery. Explores the impact of European discovery, of the founding of European settlements, of the establishment of a plantation system, and of economic trade within the Atlantic World. Emphasizes the social, economic, environmental, and political consequences. Prerequisite: 6 hours of history or consent of instructor. Offered fall semester, odd years.

HST 491-3 Advanced Topics **1-3 hours**
Select topics focusing on one aspect (social, diplomatic, political, etc.) or a particular period of history. Special emphasis on critical analysis of and research in original sources. Prerequisites: 6 hours of history and junior standing.

HST 499 Senior Seminar **3 hours**
Serves as an intensive research and writing course designed to provide an understanding of the objectives and necessary skills for the historian's craft; prepares students for graduate study. Students produce and present a major research paper in an academic forum, either an undergraduate conference or colloquium. Students are introduced to the field of historiography and will gain practical experience in historical research methods. Prerequisite: History major with senior standing. Offered spring semester.

POLITICAL SCIENCE (PLS)

PLS 113 Introduction to Government **3 hours**
Presents the organization, principles, and administration of the United States' federal and state governments with special emphasis on the Constitution of Missouri as an example of a state constitution. Gives special attention to the relations between the federal government and the states and between states. Offered spring semester.

PLS 131 U.S. and Missouri Constitutions **1 hour**
Provides a fundamental awareness and understanding of the Constitution of the United States and the Constitution of the State of Missouri, in order to fulfill the requirements as set forth in Missouri State Statute 170.11. Offered fall and spring semesters.

PLS 191-3 Special Topics **1-3 hours**
Courses offered to meet special needs of students.

PLS 291-3 Special Topics **1-3 hours**
Courses offered to meet special needs of students.

PLS 463 The American Presidency **3 hours**
Examines the office of president, from George Washington to the present, with a focus on the evolution of presidential power, those men who were influential in setting precedents, and the modern-day functions of the office. Prerequisites: HST 213 or PLS 113. Offered fall semester, odd years.

PLS 491-3 Special Topics **1-3 hours**
Courses offered to meet special needs of students.

DEPARTMENT OF COMMUNICATION STUDIES

The Communication Studies Department offers a generalist and specialized approach. Its programs are a viable option for students seeking careers in various media communication-related areas; its courses are designed to provide a comprehensive and contemporary program of study and practical experiences for students interested in pursuing careers or graduate studies in the field.

Bachelor of Arts Degree: *Majors*—Media Communication, Public Relations

The BA should be sought by those who plan to attend graduate school.

Bachelor of Science Degree: *Major*—Media Communication, Public Relations

Minors: Media Communication, Public Relations

Statement of Mission and Purpose for the Communication Studies Department

The mission of the Communication Studies Department is to provide an excellent education in the field of communication studies in a distinctively Christian environment that integrates Christian faith and learning in preparing graduates for personal and career effectiveness.

Goals of the Communication Studies Department

- 1) To provide instruction, guidance, and learning experiences that will prepare students with the fundamental knowledge needed for the various professional applications in media communication.
- 2) To furnish motivation and resources that enable students to attain their full potential in their area of concentration.
- 3) To promote an appreciation for and encourage the serious study of and experimentation in the field of media communication.
- 4) To sustain an environment based on Christian ideals that is conducive to creative expression and successful communication.

Objectives for the Communication Studies Department Majors

Media Communication

- 1) The Media Communication major will demonstrate knowledge of theories and concepts in communication theory, including interpersonal, group, mass media and intercultural communication
- 2) The Media Communication major will demonstrate on-the-job skills and expertise in interpersonal communication, managerial skills and performance of hands-on duties
- 3) The Media Communication major will demonstrate skill and knowledge of technical and performance skills necessary for presentation of a public informative speech
- 4) The Media Communication major will demonstrate skill, knowledge and values needed to research and write at the graduate level

Public Relations

- 1) The Public Relations major will demonstrate the understanding of public relations by implementing and proposing a multi-part public relations plan for clients and organizations.
- 2) The Public Relations major will understand the different kinds of PR tools available and be able to use the best method(s) for delivering PR messages to appropriate audiences.

- 3) The Public Relations major will conduct themselves with professionalism and have a strong work ethic when dealing with internship opportunities and on-the-job practical training.
- 4) The Public Relations major will be able to communicate using above average presentations skills when pitching and delivering ideas and research to various audiences.

Requirements for BA or BS Degree with Major in Media Communication

- 1) Complete the campuswide General Education requirements (with the language requirement, if seeking the BA) and the Graduation Requirements (see **Academic Policies** for both).
- 2) Pass each of the Major Course Requirements listed with a grade of C or higher.

Major Course Requirements: 43-45 hours

| | | | |
|-----------|-------------------------------------|---------|-----------------------------|
| CAM 102 | Writing for Media | CAM 401 | Senior Capstone Project |
| CAM 103 | Intro to Public Relations & Media | CAM 433 | Media Law & Ethics I |
| CAM 233 | Broadcast Journalism | CAM 463 | Media Law & Ethics II |
| CAM 243 | Broadcast Basics & Audio Production | CAS 201 | Interpersonal Communication |
| CAM 373 | Video Production | CAS 363 | Voice & Diction |
| CAM 381-3 | Comm./PR Supervised Internship | | |

Controlled Electives: In addition to the 29-31 hours listed above, complete 14 hours from the following courses:

| | |
|----------|--|
| 3 hours: | CAS 303 -or- CAS 423 |
| 3 hours: | One of the following: CAM 253, 333, 413, 453, 473 |
| 3 hours: | CAM 313 -or- CAM 323 |
| 5 hours: | Five of the following: CAM 100, 111, 171, 200, 211, 271, 300, 311, 371, 400, 411, 471. |

Recommended Electives: The following courses are recommended, but **not required**, for Media Communication majors: ART 253, CAS 323, CAM 353, and CAM 481 -or- 482

Requirements for BA or BS Degree with Major in Public Relations

- 1) Complete the campuswide General Education requirements (with the language requirement, if seeking the BA) and the Graduation Requirements (see **Academic Policies** for both).
- 2) Pass each of the Major Course Requirements listed with a grade of C or higher.

Major Course Requirements: 42-44 hours

| | | | |
|-----------|-----------------------------------|---------|--|
| ART 253 | Digital Photography | CAM 413 | PR Special Events, Fundraising & Non-Profits |
| CAM 103 | Intro to Public Relations & Media | CAM 453 | PR Strategies & Tactics |
| CAM 233 | Broadcast Journalism | CAM 473 | PR Case Studies & Research |
| CAM 253 | PR Writing & Production Research | CAS 323 | Advanced Public Speaking & Debate |
| CAM 333 | Media Relations & Social Media | MKT 313 | Principles of Marketing |
| CAM 381-3 | Comm/PR Supervised Internship | | |
| CAM 401 | Senior Capstone Project | | |

Controlled Electives: In addition to the 32-34 hours listed above, complete 10 hours from the following courses:

| | |
|----------|---|
| 1 hour: | BIS 201 -or- BIS 261 |
| 3 hours: | CAS 303 -or- CAS 423 |
| 3 hours: | CAM 433 -or- CAM 463 |
| 3 hours: | Three of the following: CAM 100, 111, 171, 200, 211, 271, 300, 311, 371, 400, 411, 471. |

Recommended Electives: The following courses are recommended, but **not required**, for Public Relations majors: CAM 102, CAM 323, CAM 373, CAS 363, MKT 323

Requirements for Minors

A grade of C or higher is required in all courses for the minor.

Media Communication: 19 hours

CAM 102, 103, 233, 243, 373, 433, & 1 hour from 100, 111, 171

Public Relations: 19 hours

CAM 103, 253, 453, 413 or 473, 433 or 463 or MKT 313; & 1 hour from CAM 100,111,171

Course Offerings

Related courses may be found also in the Art, Business, and English Departments.

MEDIA COMMUNICATION—MEDIA (CAM)

CAM 100, 200, 300, 400 Journalism: Newspaper **1 hour**

Provides introduction to theory as well as practice in newspaper writing, layout, photojournalism, editing, and advertising. Students will spend a minimum of 48 hours on the newspaper staff. Weekly staff meetings. Students who enroll for upper-level credit may be required to hold editorial positions and attend weekly editorial staff meetings. The 400-level course may be repeated for credit. Lab fee. Prerequisites: CAM 102, 213, and previous levels of the course and/or consent of instructor. Offered fall and spring semesters.

CAM 102 Writing for Media **3 hours**

Provides instruction in journalistic writing skills for print, electronic media, and public relations. Emphasizes newsgathering, interviewing, feature writing, and editing. Class members are staff reporters for the university newspaper. Work is subject to classroom analysis and criticism. Offered fall semester, odd years.

CAM 103 Introduction to Mass Communication **3 hours**

Helps students learn ways in which the public relations industry and the media are linked. Topics include the history of public relations, advertising, newspapers, radio, television, and the web. Covers communication tactics and best practices for media relations, community relations, consumer relations, and social media. Offered spring semester.

CAM 111, 211, 311, 411 Journalism: Magazine **1 hour**

Provides introduction to theory as well as practical experience in magazine layout, photography, and copywriting. Students will spend a minimum of 48 hours on the magazine staff. Students who enroll for upper-level credit may be required to hold editorial positions. The 400-level course may be repeated for credit. Lab fee. Prerequisite(s): Previous level of course and/or consent of instructor. Offered fall and spring semesters.

CAM 171, 271, 371, 471 Broadcast Project **1 hour**

Provides students with opportunities to create and produce content suitable for a magazine-style television show. Students in the course will work in teams to plan, shoot, write, and edit a cohesive and professional-looking show (15-30 minutes) with news segments featuring stories about the Hannibal community. Lab fee. Offered fall and spring semesters.

CAM 233 Broadcast Journalism **3 hours**

Explores methods and styles of journalistic reporting in broadcast environments, including fundamentals of gathering information and of investigating, writing, and reporting stories. Lab fee. Prerequisite: CAM 102. Offered fall semester.

CAM 243 Broadcast Basics & Audio Production **3 hours**

Introduces students to broadcast licensing, allocation of electromagnetic spectrum, scriptwriting, audio production, and the basics of video production and camera work. Prepares students for more advanced broadcast production work. Lab fee. Prerequisites: CAM 101, 102. Offered fall semester, even years.

CAM 253 Public Relations Writing & Production **3 hours**

Emphasizes for various audiences and stakeholders. Focuses on creating strong public relations message points. Topics will include writing quality press releases, public service announcements, newsletters, media kits, talking points for

interviews, and writing for public relations presentations and campaigns. Offered spring semester, odd years.

CAM 291-3 Special Topics **1-3 hours**
Select topics within the communication field. Prerequisite: Consent of instructor.

CAM 313 Creative Writing (same as ENG 313) **3 hours**
Explores the writer's role in the creative process. Students will develop individual techniques for creativity in writing fiction, poetry, and drama. Prerequisite: ENG 106 or consent of instructor. Offered fall semester.

CAM 323 Media Literacy **3 hours**
Examines the mass media as it reflects and influences the attitudes, values, behaviors, and stereotypes of a given culture. Analyzes media messages by considering the keys (process, context, framework, and production values) to interpreting media messages. Prerequisites: CAM 101, 102. Offered spring semester, odd years.

CAM 333 Media Relations & Social Media **3 hours**
Focuses on the relationship between a public relations professional and the media. Provides instruction on how to handle an interview, how to get stories covered, and other topics. Also addresses the increasing use of social media in public relations. Offered fall semester, even years.

CAM 353 Magazine Production (same as ART 353) **3 hours**
Provides instruction in the structure of the magazine industry and applies copywriting, editing, and layout skills to a literary magazine project. Prerequisite: ART 205 or consent of instructor. Offered spring semester.

CAM 373 Video Production **3 hours**
Provides advanced training in writing, directing, shooting, and editing of video projects. Includes a survey of television industry news and programming production, content and license allocation regulation, and detailed instruction and assignments involving video camera work. Culminates in long-form individual and team production of commercial and promotional projects, long-form videos, and original group video production. Prerequisite: CAM 343. Offered spring semester, odd years.

CAM 381-3 Communication/Public Relations Supervised Internship **1-3 hours**
Provides practical experience within the communication field. Students will spend a minimum of 48 hours in their chosen field, working and training under the supervision of a professional in the field. Prerequisites: A major or minor in media communication; CAM 101, 102; CAS 101; and consent of instructor. Offered by fall and spring semesters.

CAM 391-3 Advanced Topics **1-3 hours**
Select topics within the communication field. Prerequisite: Consent of instructor.

CAM 401 Senior Capstone Project **1 hour**
Requires majors to plan, prepare, organize, produce, and present a creative or written portfolio-style project demonstrating proficiency, thorough knowledge, and performance skills in their chosen track. Topics may vary by track and area of interest, but must be approved in advance by the Communication Studies Department. Lab fee. Prerequisite: Senior status. Offered fall semester.

CAM 413 Public Relations Special Events, Fundraising, and Non-Profits **3 hours**
Provides advanced strategies to event planning and fundraising. Also covers issues related to managing public relations for non-profit organizations. Offered spring semester, even years.

CAM 433 Media Law and Ethics I **3 hours**
Explores legal and ethical issues related to historical and contemporary media outlets, including self-governing rules of conduct for the communications industry. Covers issues involved in copyright, libel/slander, decency, and freedom of press and speech among other areas. Provides training in management practices. Prerequisites: CAM 101 and junior or senior standing. Offered fall semester.

CAM 453 Public Relations: Strategies and Tactics **3 hours**
Introduces students to approaches and strategies in public relations. Students learn about career paths in public relations and conduct an intensive PR campaign. Prerequisite: Junior or senior standing. Offered fall semester.

CAM 463 Media Law and Ethics II **3 hours**
Provides further description and analysis of media law, ethical case studies, and self-governing rules of conduct in media communication professions. Basics of media communication First Amendment provisions are applied. Students will study and apply legal and ethical issues related to media communication law. Ethical decisions will be discussed using case

studies and student/professor-directed projects and presentations. Prerequisites: CAM 101, CAM 433, and junior or senior standing. Offered spring semester.

CAM 473 Public Relations: Case Studies & Research **3 hours**
Explores methods for measuring successful public relations campaigns. Students learn how to research and apply findings to specific public relations cases and situations. Students will write a research-based plan for a company or public official in crisis. Prerequisites: Junior or senior standing, and CAM 453 or instructor consent. Offered spring semester, even years.

CAM 481-2 Advanced Video Production **1-2 hours**
Provides video production experience in campus- and other projects. Lab fee. Prerequisites: CAM 373, senior media communication major with broadcast communication track, and consent of instructor. Offered fall and spring semesters.

CAM 491-3 Advanced Topics **1-3 hours**
Select topics within the communication field. Prerequisite: Consent of instructor.

COMMUNICATION STUDIES—SPEECH COMMUNICATION (CAS)

CAS 101 Introduction to Speech Communication **3 hours**
Introduces and applies communication theories to speech and practical communication experiences ranging from interpersonal communication and small group process to preparation and delivery of platform speeches. Offered fall and spring semesters.

CAS 201 Interpersonal Communication **3 hours**
Presents principles of interpersonal speech communication in development of societal, educational, and vocational relationships. Prerequisite: CAS 101. Offered spring semester, even years.

CAS 291-3 Special Topics **1-3 hours**
Select topics within the communication field. Prerequisite: Consent of instructor.

CAS 303 Communication Theory **3 hours**
Provides a detailed overview and investigation of human communication theories; includes history, models, and application of theories. Offered spring semester, odd years.

CAS 323 Advanced Public Speaking & Debate **3 hours**
Advanced Public Speaking addresses several types of public speaking situations. The course includes the practice of personal narrative speaking, informative speaking, persuasive speaking, and Monroe's motivational speaking. Course also addresses persuasive speaking by using a refutation style of argumentation for a final argument/debate style speech. Prerequisite: CAS 101. Offered fall semester.

CAS 363 Voice and Diction **3 hours**
Provides instruction in on-air media performance techniques as well as vocal mechanics; emphasizes vocal quality, diction, breathing, and interpretation. Prerequisite: CAM 101. Offered spring semester, even years.

CAS 381-3 Communication Practicum **1-3 hours**
Provides opportunities for practical experience within the student's chosen communication field. Involves a minimum of 48 hours of supervised work and training under a professional in the field. Prerequisites: A major or minor in media communication; CAS 101, 201, 303; and consent of instructor. Offered by arrangement.

CAS 391-3 Advanced Topics **1-3 hours**
Select advanced topics within the communication field. Prerequisites: Junior standing and consent of instructor.

CAS 423 Rhetorical Theory **3 hours**
Examines the history and theory of rhetoric from the classical to modern eras, applying standards for effective communication with an emphasis on persuasion. Provides an introduction to the radio and television broadcast industry and to the newest media technology. Credit: 3 semester hours. Prerequisites: CAS 323, 401. Offered fall semester, odd years.

CAS 491-3 Advanced Topics **1-3 hours**
Select advanced topics within the communication field. Prerequisites: Senior standing and consent of instructor.

DEPARTMENT OF MODERN LANGUAGES

The Modern Language Department offers courses in support of the Bachelor of Arts programs.

Goals

Spanish and French are offered to help students deepen their understanding of the people who speak these languages. The study of languages and literature can lead students to higher evaluations of the cultural, social, political, and economic settings and to higher relationships with the people.

These courses aim toward enabling students to speak, read, and understand the language with some freedom and accuracy as soon as possible. Topics covered include conversation, grammar, composition, and reading.

Course Offerings

NOTE: To meet special modern language requirements of students, Special Topics courses (MLN 191-3 and 291-3) and Advanced Topics courses (MLN 391-3) are offered as needed.

MODERN LANGUAGES (MLN)

SPANISH

MLN 110 Elementary Spanish I **3 hours**
Introduces students to the fundamentals of the Spanish language with attention to grammar, composition, and conversation. The course is for those who have not studied Spanish or have completed only one hour of high school Spanish. Offered fall semester.

MLN 111 Elementary Spanish II **3 hours**
Provides a continuation of MLN 110 with additional study in grammar, composition, and conversation. Prerequisite: MLN 110 or satisfactory proficiency. Offered spring semester.

MLN 210 Intermediate Spanish I **3 hours**
Reviews fundamentals. Extensive study of grammar, composition, and conversation. Prerequisite: MLN 111 or satisfactory proficiency. Offered fall semester.

MLN 211 Intermediate Spanish II **3 hours**
A continuation of MLN 210 with emphasis on accelerated reading. Prerequisite: MLN 210 or satisfactory proficiency. Offered spring semester.

FRENCH

MLN 120 Elementary French I **3 hours**
Introduces students to the fundamentals of the French language with attention to grammar, composition, and conversation. The course is for those who have not studied French or have completed only one hour of high school French. Offered fall semester, odd years.

MLN 121 Elementary French II **3 hours**
Provides a continuation of MLN 120 with additional study in grammar, composition, and conversation. Prerequisite: MLN 120 or satisfactory proficiency. Offered spring semester, even years.

MLN 220 Intermediate French I **3 hours**
Reviews fundamentals. Extensive study of grammar, composition, and conversation. Prerequisite: MLN 121 or satisfactory proficiency. Offered upon sufficient demand.

MLN 221 Intermediate French II **3 hours**
A continuation of MLN 220 with emphasis on accelerated reading. Prerequisite: MLN 220 or satisfactory proficiency. Offered upon sufficient demand.

DEPARTMENT OF PHILOSOPHY

The Philosophy Department offers courses to support other departments.

Requirements for Minor

A grade of C or higher is required in all courses for the minor.

Philosophy: 18 hours

PHL 213, 253, and 313, plus 9 additional PHL hours. HON 304 or SCI 303 may be used instead of PHL hours.

Course Offerings

PHILOSOPHY (PHL)

PHL 213 Introduction to Philosophy (same as THE 213) **3 hours**
Surveys the basic problems, procedures, and systems of philosophy aimed at assisting the student in the development of a critical and constructive attitude toward knowledge. Prerequisite: Sophomore standing. Offered spring semester, odd years.

PHL 253 Introduction to Logic **3 hours**
Examines basic principles of critical thinking. Gives special attention to forming proper arguments, the detection of fallacies, and the use of Venn diagrams to assess the validity of categorical syllogisms. Offered fall semester.

PHL 291-3 Special Topics **1-3 hours**
Courses offered to meet special needs of students. Prerequisite: Consent of instructor.

PHL 313 Christian Ethics (same as THE 313) **3 hours**
Studies Biblical principles for personal and societal conduct. Examines contemporary cultural issues like abortion, capital punishment, sexual relationships, and war in the light of biblical teachings. Prerequisite(s): BIB 113 and 123 or BIB 143. Offered fall semester, even years.

PHL 323 Comparative Religions (same as THE 323) **3 hours**
Provides a historical and descriptive introduction to the major religions of the world. Attention is given to comparing major non-Christian religions to orthodox Christianity. Prerequisite: Junior standing or consent of instructor. Offered spring semester, even years.

PHL 391-3 Advanced Topics

1-3 hours

Courses offered to meet special needs of students. Prerequisite: PHL 213 or consent of instructor.

PHL 491-3 Advanced Topics

1-3 hours

In-depth studies to meet special needs of students. Prerequisites: PHL 213 and junior standing or consent of instructor.
