

Communication Major

The Communication Major prepares students to use their God-bestowed gifts of language and image use. The grace and power of words provide a foundation for Communication study. Students explore how language and images can be employed to create meaningful messages that can influence, equip, encourage, and teach. Students are challenged to be agents of truth, reflection, transformation and reconciliation in a way that celebrates God's faithfulness and uses all means of media to be instruments of positive change for Christ.

The Communication Discipline

The Communication Major consists of 39-41 hours of core classes beyond the General Education Core. For the General Communication Major, the student takes 30 hours of core classes and then picks 9 hours of Communication electives. The Communication Major also offers a Public Relations Concentration (39 hours) and a Theatre Concentration (41 hours). Classes are designed to give students knowledge of theory and an opportunity to practice it in real-world settings. As a result, short internships or practicums are woven into several of the courses, with a 3-hour professional internship required as an upper classman. Students of other majors can get a Communication Minor by completing 18 hours of coursework in the department.

Why Study Communication at Montreat College?

Every Communication course blends a Biblical worldview with scholarship. Christ composed parables, demonstrated visually with miracles, and preached to communicate truth. The Communication major allows students to examine the disciplines of Public Relations, Mass Media, Public Speaking, and Theatre. Students learn that communicating to other people is a wide knowledge area, incorporating audience analysis, live presentations, mediated messages, and written communication that can change the world for Christ.

Montreat College is set apart, a beautiful piece of God's world. What better place to spend four years, becoming part of a wonderful community, and learning together what it means for you to use communication as a tool to make a difference in the world.

How Can You Get Involved?

- *The Whetstone* (Montreat College's student newspaper) and *Q* (Montreat College's literary magazine) provide student journalists, photographers, poets, and writers a significant voice in campus affairs.
- Students have the opportunity to write, produce and direct original plays and video shorts for Film Production, Playwriting, and Acting for Camera.

- Special Topic courses are regularly offered that provide students with unique opportunities, such as broadcast journalism and webcasting.
- Student filmmaking is becoming an increasing presence on our campus providing opportunities to gain experience in producing, directing, camera, sound, acting, and writing.
- Students in public relations and communication methods have to plan and sometimes conduct PR events and do meaningful quantitative and qualitative research on our campus.
- Students are encouraged to attend regional and national communication conferences and to present their research there.
- Students are required to do a professional internship as upperclassmen, and several short internships before that, that will provide professional employment experience and contacts that make a difference after graduation.

Off-Campus Study Opportunities

Off-campus study opportunities are a great asset to any student. These study programs provide opportunities to obtain professional and life experiences that give polish and maturity to a student. They also provide opportunities to meet and work with professionals that can serve as mentors or job contacts after graduation.

The CCCU provides many such programs (see Off-Campus Study Opportunities further in the catalogue), but four of these may be of particular interest to Communication Majors: the Los Angeles Film Studies Center; the Contemporary Music Center in Nashville, Tennessee; and the American Studies Program in Washington, DC. Courses from an off-campus study program may substitute for certain Communication Major courses where it is deemed appropriate by your advisor and the department chair.

After Graduation

Upon completion of the Communication program at Montreat College, the student has a wide selection of options. One might become an advertising executive, lobbyist, producer, public relations specialist, reporter, speech writer, journalist, editor, video engineer, web designer, broadcast technician, screen writer, publisher, public speaker, photojournalist, marketing researcher, teacher, online marketing specialist, film crew, film director, communication studies researcher....the list goes on and on. After working in the field, students may consider graduate study to further expand their career choices. Government agencies and private companies eagerly look to the present generation to staff their offices as a source of youthful creativity, mature beliefs, and a strong communication background.

At the end of the day, everyone communicates. Being able to effectively communicate through mass media, verbally, or in written form means that you are able to get your ideas across to others. Completing this program also

means you are able to research and listen to others well, too. The skills of effective listening and communication insure you will be a vital participant in whatever career field and ministry God prepares for you.

Requirements for a Major in Communication

√ Degree Component

- Completion of the General Education Core (52* credits)
- MT 114 Elementary Probability and Statistics
- Completion of the General Education Competencies
- Completion of the Communication Major Core (18 credits)
- Completion of a Communication Concentration (24-26 credits)
- Completion of required electives to bring total up to 120 credits (~24-26 credits)
- Completion of 27 credits at the 300-level or above
- Completion of the Departmental Exam
- Completion of 120 credit hours with a minimum GPA of 2.0 (two terms and 32 credit hours must be completed at Montreat College)

*CM 220 in the major can count toward oral expression competency in the Gen-Ed.

Communication Major Core (18 credits)

- CM 220 Rhetoric & Public Speaking (3)
- CM 203 Communication & Culture (3)
- CM 228 Media Studies (4)
- CM 342 Communication Research Methods (4)
- IS 310 Pre-Practicum (1)
- CM 441 Internship (3)

Choose from five Communication Concentrations:

- General Communication (25 credits)
- Digital Media Production (25 credits)
- Journalism (24 credits)
- Public Relations (25 credits)
- Theatre (25 credits)

General Communication Concentration (25 credits)

The General Communication Concentration is designed to give students exposure to the Communication field's wide knowledge base. Students receive training in web design, graphic design & photojournalism, news writing, public relations planning, public speaking, and grant writing, while exploring the sociological and cultural implications of communication and media studies. The major strives to balance theoretical exploration with an opportunity to learn practical skills. Students have the freedom to focus the General Communication Major according to their interests by taking 9 additional Communication Electives of their choice.

General Communication Courses

- CM 313 Public Relations (3)
- CM 344 Nonprofit Organizational Communication (4)
- CM 346 Web Studies & Design (3)
- CM 348 Newswriting (3)
- CM 349 Graphics & Photojournalism (3)
- 9 hours of Communication electives (see list following concentrations)

Four Year Plan: Bachelor Science in Communication General Communication Concentration			
Freshman Year			
Fall Semester		Spring Semester	
IS 102 Foundations of Faith and Learning	2	CS 102 Computer Applications & Concepts	3
BB 101 Survey of Old Testament	3	BB 102 Survey of New Testament	3
EN 101 English Composition	3	EN 102 English Composition II	3
CM 203 Communication and Culture	3	CM 220 Public Speech & Rhetorical Analysis	3
Gen-Ed Natural Science	4	Gen-Ed Natural Science	3
Physical Education Course	1		
	16		15
Sophomore Year			
Fall Semester		Spring Semester	
CM 228 Media Studies*	4	CM 313 Public Relations*	3
CM 348 Newswriting*	3	Concentration Elective	3
Gen-Ed Literature	3	Elective	3
MT 114 Elementary Probability and Statistics	3	Gen-Ed Humanities	3
HS 101 History of World Civilization I	3	HS 102 History of World Civilization II	3
	16		16
Junior Year			
Fall Semester		Spring Semester	
CM 346 Web Studies and Design*	3	CM 349 Graphics and Photojournalism*	3
Gen-Ed Social Science	3	CM 342 Comm. Research Methods*	4
Gen-Ed Humanities	3	Gen-Ed Humanities	3
Elective	3	IS 310 Pre-Internship	1
Elective	3	Elective	3
	15		14
<i>Completion of the General Education competencies by the end of the junior year.</i>			
Junior Summer			
CM 441 Internship			3
Senior Year			
Fall Semester		Spring Semester	
CM 344 Nonprofit Organizational Comm.	4	Concentration Elective	3
Elective	3	Concentration Elective	3
Elective	3	Elective	3
Elective	3	Physical Education Course	1
		IS 461 Seminar on Faith and Life	2
	13		12
<i>Completion of 27 credits at the 300-level or above.</i>			
<i>Completion of the Departmental Exam by the end of the Senior Year.</i>			
Total hours required for degree:			120

*Offered every other year

**See General Education for optional course offerings

Digital Media Production Concentration (26 credits)

A concentration in digital media production is designed to expose students to the craft of videography, defined as the process of capturing moving images on electronic media. This includes pre-production, visual design, handling a camera, directing actors, scheduling & budgets, lighting, sound capture, digital editing, and distribution considerations. Students can take videography skills into a number of fields, including PR & marketing, youth & camp ministries, ethnographic research, travel & nature documentaries, and narrative filmmaking.

Digital Media Courses

- CM 249 Digital Media Production (4)
- TH 335 Playwriting/Screenwriting (3)
- CM 318 Film History & Theory (4)
- CM/TH 202 Acting for Camera (3)
- CM 329 Film Production (4)
- 9 hours of Communication electives (see list following concentrations)
- Los Angeles Film Studies Program*

*Students are expected to apply to the CCCU's LA Film Studies Program (16 credits, including internship). Exceptions can be made for financial hardship. The 16 hours for this semester away would substitute for Montreat College courses. If students do not get into the LA Film Studies Program or legitimately cannot attend due to financial constraints, it is recommended that they do a practicum in addition to the required internship. The optional practicum and required internship should focus on the area of videography in which the student is interested.

Four Year Plan: Bachelor of Science in Communication Digital Media Production Concentration			
Freshman Year			
Fall Semester		Spring Semester	
IS 102 Foundations of Faith and Learning	2	CS 102 Computer Applications and Concepts	3
BB 101 Survey of Old Testament	3	BB 102 Survey of New Testament	3
EN 101 English Composition	3	EN 102 English Composition II	3
CM 203 Communication and Culture	3	CM 220 Public Speech and Rhetorical Analysis	3
Gen-Ed Natural Science	4	Gen-Ed Natural Science	3
Physical Education Course	1		
	16		15
Sophomore Year			
Fall Semester		Spring Semester	
CM 228 Media Studies*	4	CM/TH 202 Acting for the Camera	3
CM 249 Digital Media Production	3	Concentration Elective	3
Gen-Ed Literature	3	Elective	3
MT 114 Elementary Probability and Statistics	3	Gen-Ed Humanities	3
HS 101 History of World Civilization I	3	HS 102 History of World Civilization II	3
	16		16
Junior Year			
Fall Semester		Spring Semester	
CM 318 Film History and Theory*	4	TH 335 Playwriting/Screenwriting*	3
Gen-Ed Social Science	3	CM 342 Communication Research Methods*	4
Gen-Ed Humanities	3	Gen-Ed Humanities	3
CM 329 Film Production	4	IS 310 Pre-Internship	1
Elective	3	Elective	3
	17		14
<i>Completion of the General Education competencies by the end of the junior year.</i>			
Junior Summer			
CM 441 Internship			3
Senior Year			
Fall Semester		Spring Semester	
Concentration Elective	3	Concentration Elective	3
Elective	3	Elective	3
Elective	3	Elective	3
Elective	3	Physical Education Course	1
		IS 461 Seminar on Faith and Life	2
	14		13
<i>Completion of 27 credits at the 300-level or above.</i>			
<i>Completion of the Departmental Exam by the end of the Senior Year.</i>			
Total hours required for degree:			120

*Offered every other year

**See notes about the LA Film Studies Program

***See General Education for optional course offerings

Journalism Concentration (24 credits)

A concentration in journalism exposes students to the field of journalism in general, proper news data gathering & reporting, news editing considerations, layout & design, convergent journalism, visual rhetoric, internet news considerations, photojournalism, blogging, & digital editing.

Journalism Courses

- CM 249 Digital Media Production (4)
- CM 346 Web Studies & Design (3)
- CM 347 News Editing (3)
- CM 348 News Writing (3)
- CM 349 Graphics & Photojournalism (3)
- 9 hours of Communication electives (see list following concentrations)

*Students are recommended to take CM 341 Practicum (3), in addition to CM 441 Internship (3), in order to gain more experience in the journalism industry. The optional practicum and required internship should focus on the area of journalism in which the student is interested.

Four Year Plan: Bachelor of Science in Communication Journalism Concentration			
Freshman Year			
Fall Semester		Spring Semester	
IS 102 Foundations of Faith and Learning	2	CS 102 Computer Applications and Concepts	3
BB 101 Survey of Old Testament	3	BB 102 Survey of New Testament	3
EN 101 English Composition	3	EN 102 English Composition II	3
CM 203 Communication and Culture	3	CM 220 Public Speech and Rhetorical Analysis	3
Gen-Ed Natural Science	4	Gen-Ed Natural Science	3
Physical Education Course	1		
	16		15
Sophomore Year			
Fall Semester		Spring Semester	
CM 228 Media Studies*	4	CM 347 News Editing*	3
CM 348 News Writing*	3	Concentration Elective	3
Gen-Ed Literature	3	Elective	3
MT 114 Elementary Probability and Statistics	3	Gen-Ed Humanities	3
HS 101 History of World Civilization I	3	HS 102 History of World Civilization II	3
	16		15
Junior Year			
Fall Semester		Spring Semester	
CM 346 Web Studies and Design*	3	CM 349 Graphics and Photojournalism*	3
Gen-Ed Social Science	3	CM 342 Communication Research Methods*	4
Gen-Ed Humanities	3	Gen-Ed Humanities	3
CM 249 Digital Media Production	3	IS 310 Pre-Internship	1
Elective	3	Elective	3
	15		14
<i>Completion of the General Education competencies by the end of the junior year.</i>			
Junior Summer			
CM 441 Internship			3
Senior Year			
Fall Semester		Spring Semester	
Concentration Elective	3	Concentration Elective	3
Elective	3	Elective	3
Elective	3	Elective	3
Elective	3	Physical Education Course	1
Elective	1	IS 461 Seminar on Faith and Life	2
	13		12
<i>Completion of 27 credits at the 300-level or above.</i>			
<i>Completion of the Departmental Exam by the end of the Senior Year</i>			
Total hours required for degree:			120

*Offered every other year

**See General Education for optional course offerings

Public Relations Concentration (25 credits)

The Public Relations Concentration offers a wide range of courses designed to effectively prepare students for the many skills required by a public relations practitioner. Students will be exposed to web design, graphic design, grant writing, news writing, communication theory, and marketing & communication research methods. Students are also required to complete a 3-hour internship in the public relations sector, providing them with professional experience and contacts.

Public Relations Courses

- CM 249 Digital Media Production (4)
- CM 313 Public Relations (3)
- CM 344 Nonprofit Organizational Communication (4)
- CM 346 Web Studies & Design (3)
- CM 349 Graphics & Photojournalism (3)
- 9 hours of Communication electives (see list following concentrations)
(Recommended: BS 230 Principles of Marketing (3) and BS 338 Marketing Research (3))

Four Year Plan: Bachelor of Science in Communication Public Relations Concentration			
Freshman Year			
Fall Semester		Spring Semester	
IS 102 Foundations of Faith and Learning	2	CS 102 Computer Applications and Concepts	3
BB 101 Survey of Old Testament	3	BB 102 Survey of New Testament	3
EN 101 English Composition	3	EN 102 English Composition II	3
CM 203 Communication and Culture	3	CM 220 Public Speech and Rhetorical Analysis	3
Gen-Ed Natural Science	4	Gen-Ed Natural Science	3
Physical Education Course	1		
	16		15
Sophomore Year			
Fall Semester		Spring Semester	
CM 228 Media Studies*	4	CM 313 Public Relations*	3
CM 249 Digital Media Production	3	Elective	3
Gen-Ed Literature	3	Elective	3
MT 114 Elementary Probability and Statistics	3	Gen-Ed Humanities	3
HS 101 History of World Civilization I	3	HS 102 History of World Civilization II	3
	16		15
Junior Year			
Fall Semester		Spring Semester	
CM 346 Web Studies and Design*	3	CM 349 Graphics and Photojournalism*	3
Gen-Ed Social Science	3	CM 342 Communication Research Methods*	4
Gen-Ed Humanities	3	Gen-Ed Humanities	3
Concentration Elective (BS 230 recommended)	3	IS 310 Pre-Internship	1
Elective	3	Elective	3
	15		14
<i>Completion of the General Education competencies by the end of the junior year.</i>			
Junior Summer			
CM 441 Internship			3
Senior Year			
Fall Semester		Spring Semester	
CM 344 Nonprofit Organizational Comm.	4	Concentration Elective (BS 338 recommended)*	3
Elective	3	Concentration Elective	3
Elective	3	Elective	3
Elective	3	Physical Education Course	1
		IS 461 Seminar on Faith and Life	2
	13		12
<i>Completion of 27 credits at the 300-level or above.</i>			
<i>Completion of the Departmental Exam by the end of the Senior Year.</i>			
Total hours required for degree:			120

*Offered every other year

**See General Education for optional course offerings

Theatre Concentration (25 credits)

The Theatre Concentration allows students to explore the field of theatre and blend it with a communication curriculum. Students have an opportunity to study stage acting, acting for camera, directing, voice & movement, stagecraft, and writing for stage and screen. Students will also gain experience in grant writing, public relations, web design, public speaking, and communication theory. Students must do a 3-hour internship in the theatre or film field, as an upperclassman. The goal is to effectively prepare students in the writing, directing, creating, and performing of professional theatre whether it is in a ministry setting in a church or in missions, a nonprofit regional theatre, or the pursuit of a career in Los Angeles or New York.

Theatre Courses

- CM 249 Digital Media Production (4)
- TH 110 Theatre History (3)
- TH 202 Acting for Camera (3)
- TH 230 Acting (3)
- TH 317 Directing (4)
- TH 330 Advanced Acting (3)
- 6 hours of Communication or Theatre electives (see list following concentrations)

Four Year Plan: Bachelor of Science in Communication Theatre Concentration			
Freshman Year			
Fall Semester		Spring Semester	
IS 102 Foundations of Faith and Learning	2	CS 102 Computer Applications and Concepts	3
BB 101 Survey of Old Testament	3	BB 102 Survey of New Testament	3
EN 101 English Composition	3	EN 102 English Composition II	3
CM 203 Communication and Culture	3	CM 220 Public Speech and Rhetorical Analysis	3
Gen-Ed Natural Science	4	Gen-Ed Natural Science	3
Physical Education Course	1		
	16		15
Sophomore Year			
Fall Semester		Spring Semester	
CM 228 Media Studies*	4	TH 110 Theatre History	3
TH 230 Acting	3	CM/TH 202 Acting for the Camera	3
Gen-Ed Literature	3	Elective	3
MT 114 Elementary Probability and Statistics	3	Gen-Ed Humanities	3
HS 101 History of World Civilization I	3	HS 102 History of World Civilization II	3
	16		16
Junior Year			
Fall Semester		Spring Semester	
CM 249 Digital Media Production	3	TH 317 Directing	4
Gen-Ed Social Science	3	TH 330 Advanced Acting	3
Gen-Ed Humanities	3	CM 342 Communication Research Methods	4
Elective	3	Gen-Ed Humanities	3
Elective	3	IS 310 Pre-Internship	1
	15		15
<i>Completion of the General Education competencies by the end of the junior year.</i>			
Junior Summer			
CM 441 Internship			3
Senior Year			
Fall Semester		Spring Semester	
Concentration Elective	3	Concentration Elective	3
Elective	3	Elective	3
Elective	3	Elective	3
Elective	3	Physical Education Course	1
		IS 461 Seminar on Faith and Life	2
	12		12
<i>Completion of 27 credits at the 300-level or above.</i>			
<i>Completion of the Departmental Exam by the end of the Senior Year.</i>			
Total hours required for degree:			120

*Offered every other year

**See General Education for optional course offerings

Communication Major Electives (9 Credits)

(If a course below is not required for your concentration, you may use it as a Communication elective)

CM 106	Theatre Production (1)
CM 205-206	Theatre Production (1, 1)
CM 249	Digital Media Production (4)
CM 313	Public Relations (3)
CM 318	Film History & Theory (4)
CM 329	Film Production (4)
CM 340	Musical Theatre (3)
CM 341	Practicum (1-3)
CM 344	Nonprofit Organizational Communication (4)
CM 346	Web Studies & Design (3)
CM 347	News Editing (3)
CM 348	News Writing (3)
CM 349	Graphics & Photojournalism (3)
CM 441	Internship (3) (in addition to your required internship)
CM 480	Special Topics in Communication (1-3)
CM 491	Senior Thesis (2)
BS 209	Principles of Management (3)
BS 230	Principles of Marketing (3)
BS 307	Organizational Behavior (3) (BS 209 pre-req. or professor permission)
BS 336	Principles of Advertising (3) (BS 230 pre-req. or professor permission)
BS 338	Marketing Research (3)
BS 435	Consumer Behavior (3) (BS 230 pre-req. or professor permission)
CC 201	Foundations of Church & Culture (3)
CC 403	Cross-Cultural Communication (4)
EN 271	Business Communication (3)
EN 311	Creative Nonfiction Writing (3)
EN 313	Poetry Writing (3)
EN 317	Short Story Writing (3)
EN 325	Literary Magazine Editing (2)
EN 326	Writing Children's Literature (3)
EN 329	Outdoor & Nature Writing (3)
MB 131	Introduction to Digital Sound Recording (3)
MB 461-462	Music Business Seminar (1, 1)
OE 306	Leadership and Group Dynamics (3)
PY 320	Social Psychology (3) (PY 202 pre-req. or professor permission)
SC 206	Social Problems (SC 204 pre-req. or professor permission)
TH 202	Acting for the Camera (3)
TH 220	Voice and Movement (3)
TH 230	Beginning Acting (3)
TH 232	Stagecraft (3)

TH 317	Directing (3)
TH 330	Advanced Acting (3)
TH 333	Theatre Ensemble (4)
TH 335	Playwriting/Screenwriting (3)
TH 492	Theatre Practicum (3)

Communication Minor

Communication is an excellent subject to combine with other majors. EVERYONE communicates! And effective communication is required for every career. If you can communicate well, you are much more apt to be successful in your field. Furthermore, the exploration of what it means to communicate, how we create our own culture and a sense of what it means to be a human are topics that are relevant across all disciplines.

Requirements for a Minor in Communication (18 credits)

CM 220 Public Speech and Rhetorical Analysis (3)

CM 203 Communication and Culture (3)

CM 228 Media Studies (4)

Choose a minimum of eight (8) additional hours from the Communication Core and/or elective courses.