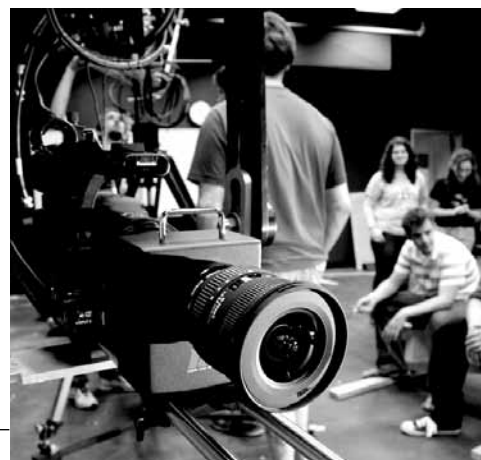


# COMMUNICATION & MEDIA STUDIES

## DIVISION



Pete Muir, M.A.  
Division Chair

The Communication & Media Studies Division is a growing academic division at Cornerstone. We are passionate about instructing, equipping and mentoring students to take their graduation portfolios into their first jobs as skilled agents of reconciliation who seek to influence their culture.

Our students will carry with them the ability to employ valued communication theory in their specialized areas, evaluate and discern the ethical practices of communication, and present mastery of skills with professional expertise. They will also demonstrate proficiency in the analysis and interpretation of popular culture, with leadership, creativity and integrity.

To accomplish these goals, we offer our students majors and minors in audio production, communication studies, media production (with emphases in film and video), journalism (with emphases in writing, public relations and visual communication), and theatre (with emphases in music theatre and theatre arts).

Our students have access to the latest equipment and gear from the Center for Academic Media Services (CAMS). Newly remodeled classrooms have two new shooting stages, two music recording studios and a fully equipped editing room with major non-linear editing platforms. Experienced professors, with decades of professional connections in each of the media fields, assist and mentor students through their internships. Students also benefit from the media-rich Grand Rapids/West Michigan marketplaces.

Cornerstone theatre majors and minors have numerous opportunities each year to participate in award-winning productions. *The Herald* campus weekly newspaper was named best university newspaper in its division in 2008. Our media students have earned multiple honors from the prestigious NRB Awards of Excellence for video production, and our students produced the winning short film for Michigan Hospice Association's film contest.

We have assembled a superb faculty to meet the needs of our growing program. They bring a firm commitment to Christ, and have strong academic credentials combined with decades of professional experience. They demonstrate their passion for teaching as they encourage their students to go further, faster and deeper than they have in their own professional careers.

As you seek where God is calling you – we hope you will consider our courses and programs – so that you will find your “sweet spot” in service to Him and within the media-saturated marketplace.

## DEGREES

Bachelor of Arts (B.A.)  
Bachelor of Science (B.S.)

## MAJORS

Audio Production (B.A.)  
Communication Studies (B.A.)  
Communication Arts Group (Secondary Education; B.A.)  
Journalism – News-Editorial Emphasis (B.S.)  
Journalism – Public Relations Emphasis (B.S.)  
Journalism – Visual Communication Emphasis (B.S.)  
Language Arts Group (Elementary Education; B.A.)  
Media – Film Emphasis (B.A.)  
Media – Video Emphasis (B.A.)  
Theatre – Music Theatre Emphasis (B.A.)  
Theatre – Theatre Arts Emphasis (B.A.)

## MINORS

Audio Production  
Communication Studies  
Communication Arts Group (Secondary Education)  
Digital Media  
Graphic Design  
Journalism – News-Editorial  
Journalism – Public Relations  
Journalism (Secondary Education)  
Language Arts Group (Elementary Education)  
Media  
Photography  
Theatre

## CRITERIA FOR GRADUATION AS A DIVISION MAJOR:

See the Academic Information section under Graduation Requirements.

Degree information for the Bachelor of Arts and Bachelor of Science degrees along with major and minor listings by division can be found in the catalog section entitled Degree Information.

## FACULTY

**Muir, Pete**, Assistant Professor of Communication and Media Studies (2006) (Chair); B.Bus (1995), Queensland University of Technology; M.A. (2000), Queensland University of Technology

**Anderson, David R.**, Associate Professor of Communication and Media Studies (2004); B.A. (1965), California State University; M. Div. (1968), Fuller Seminary

**Blanchard, Alan D.**, Associate Professor of Journalism (2003), Journalism Dept. (2007) (Director), Executive Director of the Cornerstone Journalism Institute (2003); B.A. (1988), Eastern New Mexico University; Ph.D. (cand.), Michigan State University

**Detwiler, Timothy J.**, Professor of Communication and Media Studies (1979) (Associate Provost); B.A. (1977), Cedarville College; M.A. (1982), Temple University; Ph.D. (1991), Pennsylvania State University

**Duff, Desiree C.**, Associate Professor of Communication and Media Studies (1999); B.A. (1979), Cedarville College; M.A. (1982), Purdue University; Ph.D. (cand.), Michigan State University

**Hunter, Jennifer K.**, Associate Professor of Theatre (2000); B.M. (1997), Southwest Baptist University; M.F.A. (2000), Baylor University

**Sindorf, Kathleen O.**, Associate Professor of Communication and Media Studies (2005); B.A. (1975), Cornerstone University; M.A. (1976), University of Michigan

## BACHELOR OF ARTS MAJORS & MINORS

### AUDIO PRODUCTION MAJOR *(does not require a minor)*

Required Courses	Credit Hours
MDA-121 Introduction to Electronic Media . . . . .	3
MDA-161 Audio/Video Technical Production. . . . .	3
MDA-261 Audio Production I . . . . .	3
MDA-262 Live Sound Production with Lab . . . . .	4
MDA-271 Video Production I. . . . .	3
MDA-272 Deconstructing Popular Music Production . . . . .	3
MDA-281 Audio Production II. . . . .	3
MDA-319 Mass Media Literacy . . . . .	3
MDA-380 Internship . . . . .	4
Choose one of the following . . . . .	3
MDA-355 Media History, Business and Ethics	
MUS-460 Music Business	
MUS-113 Aural Perception I . . . . .	1
MUS-117 Music Theory I . . . . .	3
MUS-171 Introduction to Music Technology . . . . .	3
Upper level audio strand . . . . .	12
COM-400 Senior Seminar in Communication Studies. . . . .	3
Total. . . . .	54

Upper Level Audio Strands	Credit Hours
Choose one of three tracks	
<u>Music Production</u>	
MDA-381 Mixing and Mastering. . . . .	3
MDA-382 Music Producing I . . . . .	3
MDA-484 Music Producing II . . . . .	3
MDA-486 Cornerstone Music Co./CCM project . . . . .	3

### Radio Production

MDA-354	Announcing and Reporting .....	3
MDA-362	Radio Production .....	3
MDA-461	Cornerstone Student Radio Station I .....	3
MDA-463	Cornerstone Student Radio Station II .....	3

### Audio Post-Production

MDA-337	Creativity in Video Production .....	3
MDA-357	Dramatic Video Production .....	3
MDA-358	Documentary Production .....	3
MDA-363	Audio for Post Production .....	3

## **AUDIO PRODUCTION MINOR** *(for Media majors only.)*

<b>Required Courses</b>	<b>Credit Hours</b>	
MDA-161	Audio/Video Technical Production .....	3
MDA-262	Live Sound Production with Lab .....	4
MDA-272	Deconstructing Popular Music Production .....	3
MDA-281	Audio Production II .....	3
MUS-113	Aural Perception I .....	1
MUS-117	Music Theory I .....	3
MUS-171	Intro to Music Technology .....	3
Total .....		20

## **AUDIO PRODUCTION MINOR** *(for non-media majors only.)*

<b>Required Courses</b>	<b>Credit Hours</b>	
MDA-121	Intro to Electronic Media .....	3
MDA-161	Audio/Video Technical Production .....	3
MDA-261	Audio Production I .....	3
MDA-262	Live Sound Production with Lab .....	4
MDA-281	Audio Production II .....	3
MDA-319	Mass Media Literacy .....	3
MUS-171	Intro to Music Technology .....	3
Total .....		22

## **COMMUNICATION STUDIES MAJOR** *(does not require a minor)*

<b>Required Courses</b>	<b>Credit Hours</b>	
COM-315	Communication Theory .....	3
COM-321	Group Communication .....	3
COM-322	Advanced Public Speaking .....	3
COM-325	Rhetorical Criticism .....	3
COM-369	Communication Research Methods .....	3
COM-380	Internship .....	3
COM-212	Interpersonal Communication .....	3
MDA-319	Mass Media Literacy .....	3
COM-400	Senior Seminar .....	3
COM-311	Intercultural Communication .....	3
One of the following: .....	3	
JRN-201	Newswriting & Reporting	
MDA-318	Writing for the Electronic Media	
JRN-313	Feature Writing	
JRN-321	Editorial, Columns & Opinions	
ENG-317	Creative Non-Fiction	
Choose one cognate: .....	15	
<u>Broadcast Communication Cognate</u>		
MDA-161	Intro to Electronic Media .....	3
MDA-362	Radio Production .....	3
MDA-354	Announcing & Reporting .....	3
THR-242	Intro to Theatre .....	3
COM-241	Oral Interpretation .....	3

<u>Strategic Communication Cognate</u>		
COM-326	Organizational Communication .....	3
BUS-213	Business Communication .....	3
COM-161	Intro to Public Relations .....	3
COM-262	Advertising Practices.....	3
COM-363	Media Relations .....	3
	Total Core .....	33
	Total Cognate .....	15
	Total Major .....	48

## COMMUNICATION STUDIES MINOR

Required Courses	Credit Hours
COM-321 Group Communication .....	3
COM-322 Advanced Public Speaking.....	3
COM-212 Interpersonal Communication.....	3
COM-311 Intercultural Communication .....	3
MDA-319 Mass Media Literacy .....	3
COM-315 Communication Theory .....	3
Total.....	18

## COMMUNICATION ARTS GROUP MAJOR FOR SECONDARY TEACHERS

Required Courses	Credit Hours
COM-112 Communication in Culture .....	3
COM-212 Interpersonal Communication.....	3
COM-311 Intercultural Communication .....	3
COM-315 Communication Theory .....	3
COM-321 Group Communication .....	3
COM-322 Advanced Public Speaking.....	3
COM-325 Rhetorical Criticism .....	3
JRN-201 News Writing and Reporting I.....	3
JRN-313 Feature Writing.....	3
MDA-121 Introduction to Electronic Media .....	3
MDA-319 Mass Media Literacy .....	3
One of the following:.....	3
COM-241 Introduction to Oral Interpretation	
THR-242 Introduction to Theatre	
Total .....	36

## COMMUNICATION ARTS GROUP MINOR FOR SECONDARY TEACHERS

Required Courses	Credit Hours
COM-212 Interpersonal Communication.....	3
COM-311 Intercultural Communication .....	3
COM-315 Communication Theory .....	3
JRN-201 News Writing & Reporting I .....	3
JRN-313 Feature Writing.....	3
MDA-319 Mass Media Literacy .....	3
One of the following:.....	3
COM-241 Introduction to Oral Interpretation	
THR-242 Introduction to Theatre	
Total .....	21

## DIGITAL MEDIA MINOR

<b>Required Courses</b>		<b>Credit Hours</b>
PHO-235	Principles of Visual Communication (KCGD-113)	3
MDA-261	Audio Production I	3
MDA-271	Video Production I	3
<i>Kendall College of Art &amp; Design Courses</i>		
KCDR-131	Drawing I	3
KCDR-132	Drawing II	3
KCDM-317	Web Design I	3
KCDM-232	3D Modeling	3
KCDM-294	2D Animation I	3
Total		24

## GRAPHIC DESIGN MINOR

<b>Required Courses</b>		<b>Credit Hours</b>
PHO-235	Principles of Visual Communication (KCGD-113)	3
JRN-213	Print/Web Media Graphics	3
<i>Kendall College of Art &amp; Design Courses</i>		
KCDS-142	Design Drawing I	3
KCDS-143	Design Drawing II (pre KCDS-142)	3
KDGD-112	Graphics Studio I	3
KDGD-122	Graphics Studio II (pre KCGD-112, KCDS-142)	3
KCGD-214	Typography I (pre KCGD-112, KCDS-142)	3
KCGD-222	Graphics Studio III (pre KCGD-122, KCDS-143)	3
Total		24

## LANGUAGE ARTS GROUP MAJOR FOR ELEMENTARY TEACHERS

<b>Required Courses</b>		<b>Credit Hours</b>
COM-212	Interpersonal Communication	3
COM-315	Communications Theory	3
ENG-223	Introduction to Literature	3
ENG-224	World Literature	3
ENG-226	Introduction to Creative Writing	3
ENG-321	Children's Literature	3
JRN-201	Newswriting and Reporting I	3
MDA-319	Mass Media Literacy	3
ENG-212	Writing in Culture	3
Two of the following:		6
COM-241	Introduction to Oral Interpretation	
COM-311	Intercultural Communication	
COM-321	Group Communication	
THR-242	Introduction to Theatre	
One of the following:		3
ENG-322	Practice of Criticism	
ENG-324	Literacy Modernisms	
ENG-326	Contemporary Literature	
ENG-328	Selected Authors and Eras	
ENG-334	American Renaissance in the 19 <sup>th</sup> Century	
ENG-344	British Literature to 1700	
ENG-353	Linguistic History of English	
Total		36

## LANGUAGE ARTS GROUP MINOR FOR ELEMENTARY TEACHERS

<b>Required Courses</b>		<b>Credit Hours</b>
COM-212	Interpersonal Communication.....	3
COM-311	Intercultural Communication.....	3
ENG-223	Introduction to Literature.....	3
ENG-224	World Literature.....	3
ENG-226	Introduction to Creative Writing.....	3
ENG-321	Children’s Literature.....	3
MDA-319	Mass Media Literacy.....	3
<b>Total.....</b>		<b>21</b>

## MEDIA MAJOR – FILM/VIDEO *(does not require a minor.)*

<b>Required Courses</b>		<b>Credit Hours</b>
COM-400	Senior Seminar in Communication Studies.....	3
MDA-121	Intro to Electronic Media.....	3
MDA-232	Film A-Z.....	4
MDA-261	Audio Production I.....	3
MDA-271	Video Production I.....	3
MDA-282	Video Production II.....	3
MDA-319	Mass Media Literacy.....	3
MDA-352	Faith, Film, and Culture.....	3
MDA-380	Internship.....	4
Media electives (see below).....		15
Film or Video emphasis (see below).....		6
MDA-232 is a prerequisite for media elective courses		
<b>Total.....</b>		<b>50</b>

<b>Electives</b>		
Five of the following.....		15
MDA-252	Film Industry Intensive Experience	
MDA-255	Basic Film Editing	
MDA-337	Creativity in Video Production	
MDA-353	Producing for Film	
MDA-354	Announcing and Reporting	
MDA-356	Corporate Video Production	
MDA-357	Dramatic Video Production	
MDA-358	Documentary Production	
MDA-359	Multi-Cam Production	
MDA-372	Music Video Production	
MDA-375	Deconstructing Cinema	
MDA-376	Intermediate Screenwriting	
MDA-377	Illusions of Light	
MDA-379	Cornerstone University Production Company <i>(Invitation only)</i>	

<b>Film Emphasis Required Courses</b>		<b>Credit Hours</b>
MDA-250	Writing for Film.....	3
MDA-254	Film History.....	3

<b>Video Emphasis Required Courses</b>		
MDA-318	Writing for Media.....	3
MDA-355	Media History, Business and Ethics.....	3

## MEDIA MINOR *(Non-media majors only.)*

<b>Required Courses</b>		<b>Credit Hours</b>
One of the following:.....		3-4
MDA-121	Intro to Electronic Media	
MDA-232	Film A-Z	
MDA-261	Audio Production I.....	3
MDA-271	Video Production I.....	3

MDA-319	Mass Media Literacy	3
Two of the following:		6
MDA-250	Writing for Film	
MDA-281	Audio Production II	
MDA-282	Video Production II	
MDA-318	Writing for Media	
MDA-352	Faith, Film, and Culture	
MDA-355	Media History, Business, and Ethics	
Total		18-19

## MEDIA MINOR *(for Media majors only)*

### Film Emphasis

MDA-250	Writing for Film	3
MDA-254	Film History	3
Upper level media electives		12
Total		18

### Video Emphasis

MDA-318	Writing for Media	3
MDA-355	Media History, Business, and Ethics	3
Upper level media electives		12
Total		18

## PHOTOGRAPHY MINOR

### Required Courses

	Credit Hours	
PHO-235	Principles of Visual Communication	3
PHO-236	Intro to Digital Photography	3
PHO-238	Documentary Photography	3
PHO-303	Photography Studio Techniques	3
PHO-301	Color Photography	3
MDA-271	Video Production I	3
PHO-261	The Herald/Photography Practicum	3
Total		21

## THEATRE MAJOR *(does not require a minor)*

### Required Courses

	Credit Hours	
COM-400	Senior Seminar in Communication Studies	3
DAN/KIN-129	Beginning Dance	1
THR/KIN-188	Fight Choreography	1
THR-242	Introduction to Theatre	3
THR-248	Theatre Production Lab I	1
THR-340	Principles of Acting	3
THR-342	Theatre History I – to 1850	3
THR-344	Stagecraft, Production & Management	3
THR-347	Theatre History II – since 1850	3
THR-348	Theatre Production Lab II	1
THR-380	Internship	3
THR-441	Play Directing	3
Total Required		28
Theatre Arts or Music Theatre Emphasis		18 or 20
Total		46 or 48

Choose one of the following emphases for the theatre major:

### Theatre Arts Emphasis

	Credit Hours	
THR-249	Theatre Practicum	3
THR-346	Contemporary American Theatre	3
THR-341	Stage Construction and Design	3
THR-343	Acting & Directing Shakespeare	3

THR-445	Advanced Acting	3
THR-447	Advanced Directing	3
Theatre Arts Emphasis Total		18
<b>Music Theatre Emphasis</b>		
DAN/KIN-181	Modern Dance	1
DAN/KIN-183	Jazz Dance I	1
DAN/KIN-184	Jazz Dance II	1
DAN/KIN-185	Fundamentals of Ballet	1
DAN/KIN-186	Broadway Dance	1
DAN/KIN-187	Fundamentals of Tap Dance	1
MUP-X01 or X11	Chancel Singers or Chorale (2 semesters)	2
MUS-113	Aural Perception I	1
MUS-117	Music Theory I	3
MUA-X29	Applied Voice (7 semesters)	7
THR-245	Music Theatre Performance Workshop	1
Music Theatre Emphasis Total		20

## THEATRE MINOR

Required Courses		Credit Hours
THR-242	Introduction to Theatre	3
THR-340	Principles of Acting	3
One of the following:		3
THR-342	Theatre History I – to 1850	
THR-347	Theatre History II – since 1850	
THR-344	Stagecraft, Production & Management	3
One of the following:		3
THR-269	Theatre Practicum	
THR-346	Contemporary American Theatre	
THR-441	Play Directing	3
Total		18

## BACHELOR OF SCIENCE MAJORS & MINORS

### JOURNALISM MAJOR – NEWS-EDITORIAL EMPHASIS (Bachelor of Science)

Students seeking a major in journalism with a news-editorial emphasis are not required to complete a minor.

Required Courses		Credit Hours
ENG-319	Advanced Grammar	3
JRN-201	News Writing & Reporting I	3
JRN-202	News Writing & Reporting II	3
JRN-213	Print/Web Media Graphics	3
JRN-261	The Herald (6 semesters)	0
JRN-313	Feature Writing	3
JRN-318	Editing Books, Magazines, Newspapers, Online	3
JRN-380	Internships	6
JRN-400	Senior Seminar (JRN/worldview capstone in spring 3 <sup>rd</sup> or 4 <sup>th</sup> yr)	3
JRN-401	Mass Media Ethics, History, Law	3
MDA-271	Video Production I	3
PHO-236	Intro to Photography	3
**WJC (Wash. Journ. Center Semester) or CSM (Chicago Semester)		15-16
Total		51-52 hrs

\*\*The Washington Journalism Center (WJC) is a semester-long study program in Washington, DC, created for students interested in the field of journalism. While in Washington students will take classes focusing on the history and future of the media and how it relates to the public as well as to their personal writing skills. These classes – Foundations for Media Involvement; Reporting in Washington; and Washington, News and Public Discourse – combined with an internship at a top news publication will help students learn to integrate their faith in a journalism career. Students

## **Journalism Major (News-Editorial Emphasis) Four Year Program Illustration**

(No minor required for journalism major emphasis of news editorial, visual communications or public relations.)

### **Freshman year**

IDS-101	Creativity, Innovation & Problem Solving	2
IDS-103	CU Foundations I	1
IDS-104	CU Foundations II	1
ENG-212	Writing in Culture	3
MAT-110	College Math	3
KIN-100	Principles of Wellness	2
KIN-1XX	Activity Course	1
JRN-261	Herald (2 semesters)	0
JRN-201	News Writing & Reporting I	3
JRN-202	News Writing & Reporting II	3
JRN-213	Print/Web Media Graphics	3
<b>Total</b>		<b>24</b>

### **Sophomore year**

REL-204	New Testament History & Literature	3
JRN-261	Herald (2 semesters)	2
Lab Science Course		4
PSY/SOC course		3
PHO-236	Intro to Digital Photography	3
JRN-380	Internship	3
COM-112	Communication In Culture	3
PHI-211	Philosophy in Culture	3
REL-104	Old Testament History & Literature	3
<b>Total</b>		<b>24</b>

### **Junior year**

JRN-261	Herald (2 semesters)	0
JRN-380	Internships	3
SCI-311	Science In Culture	3
REL-352	Christian Beliefs and History	3
JRN-313	Feature Writing	3
JRN-318	Book, Magazine, Newspaper & Online Editing	3
HIS-114	World Civilization II	3
<b>Total</b>		<b>36</b>

### **Senior year**

JRN-380	Internship	6
IDS-311	Imagination In Culture	3
ENG-319	Advanced Grammar	3
JRN-400	Senior Seminar in Communication Studies	3
JRN-401	Mass Media Ethics, History, Law	3
WJC		10
<b>Total</b>		<b>34</b>

*Note: Journalism majors must register for 6 semesters of JRN-261 The Herald for zero credit or one credit semesters.*

will also participate in service learning opportunities as well as live with families in home stays as part of the WJC experience. The WJC classes may substitute for some journalism courses at Cornerstone University.

## **JOURNALISM – NEWS-EDITORIAL MINOR**

### **Required Courses**

	<b>Credit Hours</b>	
JRN-201	News Writing & Reporting I	3
JRN-202	News Writing & Reporting II	3
JRN-213	Print/Web Media Graphics	3
JRN-261	The Herald (take 3 semesters for 0 credit)	0
JRN-313	Feature Writing	3
PHO-236	Intro to Photography	3
One of the following:		3
JRN-238	Photojournalism II	
JRN-319	Converging Media	
JRN-320	Sports Writing	
JRN-321	Editorials, Columns, Opinion Writing	

**Total** ..... 18

## **JOURNALISM MAJOR – PUBLIC RELATIONS EMPHASIS (Bachelor of Science)**

Students seeking a major in journalism with a public relations emphasis are not required to complete a minor.

### **Required Courses**

	<b>Credit Hours</b>	
COM-161	Intro to Public Relations	3
COM-262	Advertising Principles	3
COM-361	Advertising Practices	3
COM-362	Public Relations Campaigns	3
COM-363	Media Relations	3
COM-365	Writing for Public Relations	3
COM-369	Communication Research Methods	3
JRN-201	News Writing & Reporting I	3
JRN-213	Print/Web Media Graphics	3
JRN-261	The Herald (6 semesters)	0
JRN-380	Internships	12
JRN-400	Senior Seminar (capstone in spring 3 <sup>rd</sup> or 4 <sup>th</sup> yr)	3
JRN-401	Mass Media Ethics, History, Law	3

MDA-271	Video Production I . . . . .	3
PHO-236	Intro to Photography . . . . .	3
Total . . . . .		51 hrs

## JOURNALISM – PUBLIC RELATIONS MINOR

Required Courses		Credit Hours
COM-161	Intro to Public Relations . . . . .	3
COM-262	Advertising Principles . . . . .	3
COM-362	Public Relations Campaigns . . . . .	3
COM-369	Communication Research Methods . . . . .	3
One of the following: . . . . .		3
COM-361	Advertising Practices	
COM-363	Media Relations	
COM-364	Special Events and Promotions	
COM-365	Writing for Public Relations	
JRN-201	News Writing & Reporting I . . . . .	3
JRN-213	Print/Web Media Graphics . . . . .	3
JRN-261	The Herald (take 3 semesters for 0 credit) . . . . .	0
Total . . . . .		21

## JOURNALISM MAJOR – VISUAL COMMUNICATION EMPHASIS

(Bachelor of Science)

Students seeking a major in journalism with a visual communications emphasis are not required to complete a minor.

Required Courses		Credit Hours
JRN-201	News Writing & Reporting I . . . . .	3
JRN-213	Print/Web Media Graphics . . . . .	3
JRN-261	The Herald (6 semesters) . . . . .	0
JRN-380	Internships (6 cr. hrs for 2 summer semesters) . . . . .	12
JRN-400	Senior Seminar (capstone in spring 3 <sup>rd</sup> or 4 <sup>th</sup> yr) . . . . .	3
JRN-401	Mass Media Ethics, History, Law . . . . .	3
JRN-404	Seminar in News Photography . . . . .	3
MDA-271	Video Production I . . . . .	3
MDA-262	Video Production II . . . . .	3
PHO-235	Principles of Visual Communication . . . . .	3
PHO-236	Intro to Digital Photography . . . . .	3
PHO-238	Documentary Photography . . . . .	3
PHO-301	Color Photography . . . . .	3
PHO-302	Photo Editing . . . . .	3
PHO-303	Photography Studio Techniques . . . . .	3
Total . . . . .		51 hrs

(See page 95 for details about photography minor)

## JOURNALISM MINOR FOR SECONDARY TEACHERS

General Education Core Exceptions		Credit Hours
ENG-223	Introduction to Literature (required) . . . . .	3
Required Courses		Credit Hours
EDU-466	Journalism Practicum . . . . .	3
JRN-201	News Writing & Reporting I . . . . .	3
JRN-202	News Writing & Reporting II . . . . .	3
JRN-213	Print/Web Media Graphics . . . . .	3
JRN-319	Mass Media Literacy . . . . .	3
JRN-261	The Herald (take 3 semesters for 0 credit) . . . . .	0
JRN-313	Feature Writing . . . . .	3
JRN-318	Book, Magazine, Newspaper & Online Editing . . . . .	3
PHO-236	Photojournalism I . . . . .	3
Total . . . . .		24



**COM-361 Advertising Practices 3/2**  
An extension of the principles learned in COM-262 to give students a variety of experiential opportunities with the conceptual thinking, creative campaign planning, audience analysis, budgeting, writing commercials, pitching presentations and measurement methods involved in advertising. Through interplay with experts from various advertising agencies, students will learn first-hand what's involved in an advertising career, as well as how to integrate a working knowledge of advertising into a variety of communications or business career options. Prerequisite: COM-262

**COM-362 Public Relations Campaigns 3/4**  
An examination of the evolution of campaigns, the various forms of local and national ad campaigns, targeting the audience, and selecting media buys and budgeting. Students will analyze case studies, examine both successful and unsuccessful campaigns and crisis management, and work with external organizations to implement new campaigns and programs, work with the media and represent their organization well. Prerequisite: COM-262

**COM-363 Media Relations 3/4**  
A "hands-on" course on working effectively with the media, developing media relationships, and representing businesses and ministries effectively as a media spokesperson. Students will be given a variety of opportunities in planning and practicing on-mic and on-camera interviews, as well as experience with live press conferences. Prerequisite: COM-161

**COM-364 Special Events and Promotions 3/4**  
Examines the elements of the event planning process, creative brainstorming, budgeting, overcoming obstacles, attracting sponsorships, soliciting volunteers, and evaluating success. Practical field experiences will be explored, including meeting professional meeting planners and visiting venues. Prerequisite: COM-161

**COM-365 Writing for Public Relations 3/4**  
An advanced course building on the skills of strategic communication and decision making, applying them to the practice of writing public relations messages for multiple audiences. The student will learn about organizations, publics, the media, and how to prepare public relations messages for a variety of print and electronic media. Prerequisite: COM-161.

**COM-369 Communication Research Methods 3/4**  
Students learn qualitative and quantitative approaches in conducting and analyzing research in communication. Students gain "hands-on" research experience and analytical, scientific writing, and oral presentation skills. They become familiar with public opinion polling, survey techniques, focus groups, external research services and consultants, media and clipping analysis, and other research methods, including the ethical considerations in conducting research with human subjects. Course focuses are results-based decision making, measuring program effectiveness, measuring staff and counselor performance, and evaluation and reporting on results. This course will prepare students for graduate work as well as many job options in communication and business involving research, analysis, and documentation. Prerequisite: MAT-110, COM-112

**COM-380 Internship 1 - 6/1**  
Practical work experience using communication theory and skills in an appropriate setting relevant to the student's area of emphasis. Prerequisite: Institutional requirements on page 40; COM-112.

**COM-400 Senior Seminar in Communication Studies 3/2**  
Examines, from a Christian worldview, the ethical and vocational issues associated with the study of human symbolic interaction. The interactions between philosophy, theory and practice will be analyzed. Prerequisite: senior status.

**COM-463 Secondary Language Arts Methods (ENG-463) 3/2**  
Focuses on the content-specific pedagogy for teaching the language arts curriculum in public or private secondary schools. Prerequisite: Admission to and good standing in the Teacher Education program.

**COM-490 Independent Study 3 - 6/1**  
An independent project-related course. Students work closely with a professor in the choosing of a topic, its design, and in the developing of a plan for its completion. Prerequisite: approval of the division chair.

## DANCE

**DAN/KIN-129 Beginning Dance 1/4**  
An introduction to the fundamentals of movement for the actor, with emphasis on developing awareness of the body as a creative, expressive instrument. An overview of basic dance techniques will be included.

**DAN/KIN-181 Modern Dance 1/4**  
Emphasis on modern dance technique and fundamentals of improvisation and choreography. Fundamental exercises and analysis of time, space and dynamics as they apply to elements of dance with emphasis on movement, structural alignment and integration.

**DAN/KIN-183 Jazz Dance I 1/4**  
Fundamentals of jazz technique, basic vocabulary and combinations. Areas to develop include jazz walks, isolations, arabesque, grand plies and various turns.



## JOURNALISM

**JRN-201 News Writing & Reporting I 3/1**  
Information gathering, development of news judgment, and writing of basic news stories will be studied, along with news style, structure, readability, news sources, and interviewing techniques.

**JRN-202 News Writing & Reporting II 3/2**  
The advanced application of news writing assignments, focusing on advanced reporting skills, including in-depth interviews. Use of survey research, information graphics, and electronic data retrieval, as well as news judgment in public affairs reporting.  
Prerequisite: JRN 201

**JRN-213 Print/Web Media Graphics 3/2**  
Application of InDesign electronic-based pagination, basic elements of designing and producing print media on computer. Introduction to Photoshop software applications as well.

**JRN-261 The Herald or  
PHO-261 Photography Practicum 3 – 1/1**  
Students self-select one of the following two photography discipline areas to get hands-on experience: commercial/studio photography or digital media photography. Photography-oriented minors and majors, in particular, have a choice of gaining experience in commercial/studio photography or in digital media photography in this practicum or a mixture of the two. Students who minor in photography are required to take the practicum for 3 semesters for 1 credit hour. Photography practicum may be taken for more than 1 credit hour per semester, with permission of instructor.

**JRN-313 Feature Writing 3/2**  
Exposure to writing the feature story, interviewing, personality profiles, and the human interest story for newspapers and magazines.

**JRN-318 Editing Books, Magazines, Newspapers Online 3/2**  
Course introduces student to basics of editing in book publishing arena, as well as how to create a book proposal. Also includes the study of the evaluation and processing of news. Emphases include editorial decision making, copy and picture editing, headline writing, and basic page layout and design, along with the use of graphs and charts for magazines, newspapers and online media.

**JRN-320 Sports Writing 3/2**  
An overview of the sports writing discipline in print media, including the basics of covering athletic events and writing profile stories.

**JRN-321 Editorials, Columns, Opinion 3/4**  
Study of the nature and purpose of newsprint editorial commentary and column writing.

**JRN-380 Internship 3/1**  
Supervised training on a community newspaper. Required for a major; must be taken for a total of 6 credit hours, usually as two separate internships. Prerequisites: JRN-201 and JRN-202, plus 2 semesters of JRN-261 or with permission of instructor.

**JRN-400 Senior Seminar in Communication Studies 3/2**  
An examination, from a Christian worldview, of the ethical and vocational issues associated with the study of human symbolic interaction. The interactions between philosophy, theory and practice will be analyzed. Prerequisite: senior status

**JRN-401 Mass Media Ethics, History & Law 3/4**  
Study of media ethics, history and law, including libel, contempt, obscenity, privacy, free press, fair trial, and regulatory agencies. Emphases include the law of news gathering and dissemination, first amendment principles of press freedom, prior restraint, access to information, and electronic media content regulation. Prerequisite: junior or senior status, or with permission of the instructor.

**JRN-402 Reporting Public Affairs 3/4**  
Coverage of state, city and federal government, school board meetings and courts, with an emphasis on investigative reporting. Includes internship option of covering Michigan Legislature for semester. Prerequisite: junior or senior status, with permission of instructor.

**JRN-490 Independent Study 3-9/1**  
Provides opportunity for qualified students to pursue a topic of individual interest. Prerequisite: junior or senior status, or with permission of instructor and division chair.

## MEDIA

**MDA-121 Introduction to Electronic Media 3/2**  
An overview of the skills, teamwork, and career options in this industry, offering “hands-on” experience with a television crew, radio announcing, interviews and producing and editing audio and video projects. An exploratory course, it gives students the opportunity to visit stations and meet media professionals, as well as learning skills for a wide variety of careers. Co-requisite: COM-112.

- MDA-161 Audio/Video Technical Production 3/2**  
 Coverage of the basics of being an A/V Technician. The course covers cabling and component interconnect as well as system design. This class will also teach the student how to provide the basic audio visual technical support needed in a typical environment.
- MDA-232 Film A-Z 4/2**  
 Overview of the key processes, individual components, and procedures of basic film production as it is applied in a variety of forms in the theatrical and broadcast entertainment industries. Students are introduced to the entire film production, distribution and exhibition timeline through a series of practical lessons with heavy emphasis on hands-on work with each of the elements that create a strong and effective film production. Corequisite: COM-112; pre-requisite: MDA-282
- MDA-250 Writing for Film 3/2**  
 Survey of a variety of genres developed by writers in the scripting of a film production. Emphases include both theoretical and practical concerns of this contemporary art form. Prerequisite: ENG-114
- MDA-252 Film Industry Intensive Experience 3/2**  
 Introduction to the world of film via an intensive one-week travel experience through the Vancouver or Los Angeles film industry. Students meet and interact with professionals who have made significant contributions to the art of film and who guide their careers from a biblical worldview. Prerequisite: MDA-232 or instructor's permission
- MDA-254 Film History – 1903 to Present 3/2**  
 An examination of film throughout its key movements: start-up from nickelodeons through silents, talkies through the studio system, film goes to war, film fights television, the new Hollywood and the digital arena. The course will interweave the impact – and at times lack thereof – of the institutional church when it interlaces with the film industry across these historical time periods.
- MDA-255 Basic Film Editing 3/2**  
 The learning of basic techniques and skills for transferring digital film into basic nonlinear editing software; organizing, structuring and selecting scenes and segments via traditional linear selection procedures; and putting together segments into scenes to tell a compelling story. Prerequisite: MDA-232
- MDA-261 Audio Production I 3/2**  
 An overview of basic audio engineering, covering topics pertaining to collection and arrangement of sound within the recorded environment and basic auditory skills as they apply to the recording engineer.
- MDA-262 Live Sound Production 4/2**  
 Extension of theories and techniques used in MDA-261 and application to a live sound reinforcement context. Other topics include signal flow, speaker coverage, feedback control, equipment management, amplification wattage and basic troubleshooting. Students will complete a lab component mixing live sound for Cornerstone events. Prerequisite: MDA-261
- MDA-271 Video Production I 3/2**  
 An exploration of the elements of video production from a theoretical and practical perspective through the three phases of production. Students will gain an understanding of the fundamental process and technology of video production through the “hands-on” application of exercises and projects.
- MDA-272 Deconstructing Popular Music Production 3/2**  
 Coverage of the basic production methodology of musical genres from the conception of rock and roll in the 1950s through to current musical trends. Particular attention will be given to the development of CCM.
- MDA-281 Audio Production II 3/2**  
 An extension of the skills and concepts introduced in Audio Production I, as students refine and learn to apply their knowledge of audio collection, arrangement, coloring, and sweetening in a variety of production types. Both group and individual productions and the opportunity for professional critiques by Cornerstone University Radio personnel will be given. Prerequisite: MDA-261 or MUS-171 for music majors.
- MDA-282 Video Production II 3/2**  
 An extension of Video Production I, as students apply the principles and skills of camera, lighting, sound, directing, producing, editing, etc. for a variety of production environments and purposes. Students will work on both group and individual productions to benefit the community and communicate with their publics. Prerequisite: MDA-271
- MDA-318 Writing for Electronic Media 3/2**  
 A “hands-on” class where students learn the basics of broadcast writing in one semester – news writing, advertising, documentaries, and dramatic script writing. Students are able to explore where their interests and skills lie and grow in learning to express themselves in all these different forms of media writing. Prerequisite: MDA-121
- MDA-319 Mass Media Literacy 3/2**  
 Focus on the integration of a critical media skills program into an elementary or secondary school curriculum. A study of the various methods for analyzing, evaluating, and controlling the impact of the mass media. Prerequisite: COM-112.

- MDA-337**                      **Creativity in Video Production**                      **3/4**  
 An advanced video/audio course that focuses on experimentation in the form and format of video production. Students will be required to use audio and visuals to create artistic expressions that transcend specific genres and categorizations.  
 Prerequisite: MDA-261 and MDA-271.
- MDA-352**                      **Faith, Film, and Culture**                      **3/4**  
 An overview of multiple generational time periods when the church and Hollywood went through parallel growth spurts and values changes. The course traces the values of eight key films and compares with the impact the Church movements had upon the same cultural shifts. Prerequisites: MDA-121
- MDA-353**                      **Producing for Film**                      **3/2**  
 A thorough analysis of all details that a film's producer must provide for each production. Class work will include interviews with several working producers who share how they create and orchestrate a film production from initial green light through its final delivered master. Prerequisite: MDA-232 or instructor's permission
- MDA-354**                      **Announcing and Reporting**                      **3/4**  
 A multi-faceted class with individualized professional coaching for on-camera performances. This class trains the individual talent's voice and presence in tone, diction, breath support, articulation, and style and also gives experience to those desiring to be shooters, directors, and producers on how to coach and work with talent.
- MDA-355**                      **Media History, Business, and Ethics**                      **3/2**  
 A historical approach to understanding the innovations and people who birthed broadcasting in America, as well as a working knowledge of stations, networks, ratings, and FCC regulations. It will also examine the ethics involved in decision-making in many different aspects of careers in the media. Prerequisites: MDA-121, MDA-232
- MDA-356**                      **Corporate Video Production**                      **3/4**  
 A production skills class with an emphasis on working together as a team to produce excellent quality productions that measure up to industry standards. This class has applications in the genre of corporate production as well as opportunities in students' area of interest and specialization. Prerequisites: MDA-232
- MDA-357**                      **Dramatic Video Production**                      **3/4**  
 A production skills class with an emphasis on working with scripts and actors to produce excellent quality productions that measure up to industry standards. This class has applications in the genre of dramatic production as well as opportunities in students' area of interest and specialization. Theatre majors are encouraged to take this course to learn more about working with audio and video directors and adjusting their craft to the media. Prerequisite: MDA-232
- MDA-358**                      **Documentary Production**                      **3/4**  
 A production skills class with an emphasis on working together as a team to produce excellent quality productions that measure up to industry standards. This class has applications in the genre of documentary production as well as opportunities in students' area of interest and specialization. Prerequisite: MDA-232
- MDA-359**                      **Multi-Camera Production**                      **3/4**  
 A production skills class with an emphasis on the expertise and teamwork demanded by multi-camera productions and how to produce excellent quality productions that measure up to industry standards. This class has applications in the genre of multi-camera production as well as opportunities in students' area of interest and specialization. Prerequisite: MDA-232
- MDA-362**                      **Radio Production**                      **3/4**  
 Expansion of the elements of production of content for terrestrial and internet broadcasting including producing commercials, live on-air feeds, and programming and podcasts. Prerequisite: MDA-281 or MDA-272
- MDA-363**                      **Audio for Post-Production**                      **3/4**  
 Examination of the fundamentals of sound for motion pictures covering the evolution of sound technology through to advanced surround sound editing and foley construction. Prerequisite: MDA-281, MDA-272
- MDA-372**                      **Music Video Production**                      **3/4**  
 A production skills class with an emphasis on working together as a team to produce excellent quality productions that measure up to industry standards. This class has applications in the genre of music video production as well as opportunities in students' area of interest and specialization. Musicians are encouraged to take this course to learn more about the production values involved in successful video communication of their art and to experience working with cameramen and directors on actual music videos.  
 Prerequisite: MDA-232
- MDA-375**                      **Deconstructing Cinema**                      **3/2**  
 Observation and analysis of the construction of movies within the three phases of production: pre-production (scripting and semiotics), production (capture) and post-production (assembling of meaning). Particular attention will be given to the formation of worldview messages through the juxtaposition of visual and audio content.



<b>PHO-302 (JRN-302)</b>	<b>Photo Editing</b>	<b>3/2</b>
Use and preparation of photographs for the print media; mastery of software for editing photographs. Prerequisite: JRN-236		
<b>PHO-303</b>	<b>Photography Studio Techniques</b>	<b>3/4</b>
Use of a camera in a controlled environment, studio lighting for photographs used in advertising, newspapers, magazines, public relations and marketing brochures and campaigns. Prerequisite: PHO-236		
<b>PHO-404 (JRN-404)</b>	<b>Seminar in News Photography</b>	<b>3/4</b>
Field experience of the photograph as a means of communicating information, ideas and opinion in single photographs, photo pages and photo stories. Prerequisite: junior status; JRN-301 and JRN-302; or with permission of instructor.		
<b>THEATRE</b>		
<b>THR-188</b>	<b>Fight Choreography</b>	<b>1/6</b>
Development of advanced specialty skills and techniques of fight choreography. This physical activity class will focus on the awareness and development of the mechanics of the body as a tool for the actor with emphasis on stage fighting, stage stunt work and on complex stage combat techniques and choreography.		
<b>THR-242</b>	<b>Introduction to Theatre</b>	<b>3/1</b>
The exploration of what theatre is and how the various roles in preparation and participation of theatre synergize. The course will introduce theatre history and literature with some participation in the areas of acting and stagecraft. Emphasis will be placed on reading and attending plays.		
<b>THR-245</b>	<b>Music Theatre Performance Workshop</b>	<b>1/2 (Offered fall semesters only)</b>
Music theatre performance experiences in a workshop setting culminating in a formal performance at the end of the semester. Will focus on opportunities for developing repertory and techniques for auditions.		
<b>THR-248</b>	<b>Theatre Production Lab I</b>	<b>1/1</b>
Evaluation of acting and crew work for all major productions.		
<b>THR-249</b>	<b>Theatre Practicum</b>	<b>3</b>
Emphasizes practical applications of theory, methods, skills and ethics involved in putting together a theatre production.		
<b>THR-340</b>	<b>Principles of Acting</b>	<b>3/2</b>
Introduction to the basics of acting, including theatrical terminology, improvisation, scene study and character analysis. Emphasis will be placed on an acting method based on the works of Cohen and Stanislavski. Prerequisite: THR-242.		
<b>THR-341</b>	<b>Stage Construction and Design</b>	<b>3/4</b>
Exploration, development and application of theatrical set design and the artistic and practical aspects of stage lighting. Special focus placed on lighting and designing involving instruments, electricity, color theory and design elements such as application of theory, visual communication of setting, drafting and historical reference. Basic instruction in computer assisted design programs.		
<b>THR-342</b>	<b>Theatre History I – to 1850</b>	<b>3/3</b>
Historical investigation of theatre and dramatic literature from primitive time to 1850. Prerequisite: THR-242 or permission of the instructor.		
<b>THR-343</b>	<b>Acting and Directing Shakespeare</b>	<b>3/4</b>
Students will explore and experience the language of Shakespeare through exercises and scene work. The student will learn how to employ the meaning, music and power of the language by directing, acting and creating living characters onstage.		
<b>THR-344</b>	<b>Stagecraft, Production &amp; Management</b>	<b>3/3</b>
Basic principles of costume, make-up, set design, lighting techniques and construction of scenery. The course also provides the study of business aspects of theatre including marketing strategies, analysis, the art of producing theatre and an overview of stage management. Prerequisite: THR-242		
<b>THR-346</b>	<b>Contemporary American Theatre</b>	<b>3/J-Term</b> (alternate years)
Study of American Theatre as it relates to contemporary theatre. The student will apply learning through observation and criticism of 10 or more Broadway productions. Prerequisite: THR-242		
<b>THR-347</b>	<b>Theatre History II – since 1850</b>	<b>3/3</b>
Historical investigation of theatre and dramatic literature from 1850 to present. Prerequisite: THR-242 or permission of the instructor.		
<b>THR-348</b>	<b>Theatre Production Lab II</b>	<b>1/1</b>
Evaluation of acting and crew work for all major productions. Prerequisite: THR-248.		



