Communications

College of Arts and Science
Dr. Fernando Arzola Jr., Associate Dean

COMMUNICATIONS MAJOR – B.S.

Primary Faculty, Rockland: Darlene Pinkerton, Dr. Sharron Greaves

Student Learning Goals
In keeping with Nyack College’s Core Values of Social Relevance, Academic Excellence, Global Engagement, Intentional Diversity, and Personal Transformation, the Communications Department seeks to fulfill the following goals for its students.

Graduates from the Communication major will:

• Demonstrate a clear understanding of the professional fields of Communication, including the ability to creatively apply techniques and theories to local and global situations.
• Appreciate global and intercultural forms of communication, developing appropriate skills for the use of selected media forms in different cultures.
• Identify and evaluate principles of the communication arts and media from historic and contemporary practice.
• Communicate effectively and creatively with individuals, teams, and large groups, both in writing and orally.
• Integrate biblical, spiritual, and professional principles within a Christian world view.

The Communications major at Nyack is focused on mass media communications with specific emphasis on radio and television production, and digital media. In addition to a solid liberal arts and biblical perspective, students also receive a broad range of business and practical hands-on courses to prepare them for managerial and technical positions in mass media communications or corporate communications. It is also the intent of this mix of course work to prepare Christian students as effective professionals and to provide a strong biblical ethical foundation.

In addition to traditional classroom activities, students will be given the opportunity for internships both on campus (WNYK) and off campus (local cable TV or other NYC venues). The New York metropolitan area offers vast opportunities for communications students within the film, advertising, TV and radio fields.

Students who major in communications may expect to be prepared for careers in areas that use speaking, writing and dramatic skills, such as broadcast production, public relations, sales and advertising, and more. The major is excellent preparation for graduate work in Education, Ministry, Law, Business or further concentration in an area of communications.
Program Assessment
The following assessments are used to assess program effectiveness.

<table>
<thead>
<tr>
<th>Assessment</th>
<th>Context</th>
<th>Location in Program</th>
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<tbody>
<tr>
<td>1. Ability to pursue graduate studies, internships or seek employment in a communication related field by creating a professional media production or portfolio presentation.</td>
<td>COM 420 Senior Project</td>
<td>Senior Year</td>
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<td>2. Ability to apply classroom learning in the professional environment through student, site supervisor and instructor survey and a 3-5 page final paper at the end of the internship.</td>
<td>COM 490 Internship</td>
<td>Junior &amp; Senior Years</td>
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<td>3. Ability to apply communication skills for the use of selected media forms in different cultures through a series of essays, journal entries and a 5-10 page final paper.</td>
<td>COM 470 Christian Worldview for Communications</td>
<td>Junior &amp; Senior Years</td>
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<td>4. Ability to develop research skills, evaluate information from various sources and create a 5-10 page documentary proposal and media production</td>
<td>COM 413 Documentary Production</td>
<td>Junior &amp; Senior Years</td>
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No Prior year assessments. Assessments will be instituted Fall 2009.

126 credit hours, distributed as follows, are required for the Bachelor of Science degree:

**Liberal Arts and Science Core Component** .................................................................................................................. 37

**Foreign Language Component** ................................................................................................................................. 6

**Bible and Ministry Minor Curriculum** .......................................................................................................................... 15

**Major Field Component (39 credits)**

- COM 107 – Introduction to Communications ......................................................... 3
- COM 108 – Public Speaking .................................................................................... 3
- COM 210 – Storytelling for Communications ......................................................... 3
- COM 212 – Mass Media and Society ......................................................................... 3
- COM 243 – Interpersonal Communications ............................................................ 3
- COM 307– Aesthetics and Design ............................................................................. 3
- COM 428 – Ethical Issues in Mass Communications ................................................ 3
- COM 470- Christian Worldview in Communications (Worldview Elective).............. 3
- One of the following four concentrations ........................................................... 15

**Miscellaneous/Liberal Arts Elective Component (29 credits)**

- Miscellaneous Electives .......................................................................................... 20
- Liberal Arts Electives ............................................................................................ 9

**Total credits required** ................................................................................................................................. 126
Concentrations

General (15 credits)
Taking 15 credits offered through the Communications Department will qualify a student for the General Communications Concentration if the following qualifications are met:
1. All 15 credits must be upper division credits.
2. At least one course from each concentration must be taken as part of the General Communication Concentration.
3. None of the credits apply as part of the student’s other requirements for Communications.

Audio Production (15 credits)
- COM 440- Topics : Practicum ................................................................. 3
- COM Elective ................................................................................................. 3
- COM 236-Basic Audio Production ................................................................. 3
- COM 336-Advanced Audio Production ......................................................... 3
- COM 490 – Internship .................................................................................. 3

Radio Production (15 credits)
- COM 195-Radio Workshop (3 semesters) ...................................................... 3
- COM 115-Announcing for Electronic Media .................................................. 3
- COM 236-Basic Audio Production ................................................................. 3
- COM 337-Voice and Articulations ................................................................. 3
- COM 490 – Internship ................................................................................. 3

TV/Film Production (15 credits)
- COM TV Production Elective ........................................................................ 3
- COM 244 Intro to Film and TV Production ................................................... 3
- COM 315-Scriptwriting for Film and TV ....................................................... 3
- COM 344-Advanced Film and TV Production ............................................. 3
- COM 471-Video Workshop (3 semesters) ..................................................... 3
### Communications Major Suggested Program Plan

**FIRST YEAR: Fall**
- PMN 101- Intro to Spiritual Form. ..2
- INT 112- Found. For Excellence ...2
- ENG 101- College Writing I ..........3
- Fine Arts requirement .................3
- HIS 113- Hist. Of World Civ. I ........3
- Elective ...........................................3

**SECOND YEAR: Fall**
- BIB 201- New Testament Lit. ........3
- Soc Sci elective .................................3
- ENG 201 or 202- Global Lit. I or II.3
- Liberal Arts Electives .................3
- COM 307- Aesthetics & Design ......3

**THIRD YEAR: Fall**
- BIB 303 Christian Thought ...........3
- Concentration Requirement ..........6
- Elective ............................................3
- Laboratory Science .......................4

**FOURTH YEAR: Fall**
- COM 470- Worldview for Comm...3
- Concentration Requirement ............3
- Elective ...........................................6
- Foreign Language .........................3

**FIRST YEAR: Spring**
- BIB 102- Old Testament Lit. ..........3
- COM 212- Mass Media & Soc. ..........3
- ENG 102- College Writing II .........3
- HIS 114- Hist. Of World Civ. II ....3
- COM 107- Intro to Comm. ...............3
- INT 101- Info Literacy .................1

**SECOND YEAR: Spring**
- COM 108- Public Speaking ............3
- COM 210- Storytelling for Comm....3
- COM-Elect. .....................................3
- Math elective .................................3
- Liberal Arts Electives .................6

**THIRD YEAR: Spring**
- BIB-Elective ....................................3
- COM243- Interpersonal Comm..........3
- Concentration Requirement ..........3
- SOC 347- Multicultural America ......3
- Elective ..........................................3

**FOURTH YEAR: Spring**
- PHI 101- Intro. To Philosophy ......3
- PMN 201- Nyack Heritage ...........1
- COM 428- Ethical Iss Mass Com ....3
- Concentration Requirement ..........3
- Foreign Language .........................3
- Electives .........................................2