



West Virginia Wesleyan College

UNDERGRADUATE 2015 - 2016 CATALOG

Buckhannon, WV 26201-2998
Phone (304) 473-8000

Admissions (304) 473-8510 (Local)
1-800-722-9933
www.wvwc.edu

NOTICE OF NONDISCRIMINATION/AFFIRMATIVE ACTION

West Virginia Wesleyan College, a private educational institution, is committed to the principle of equal opportunity for all qualified persons, welcomes students of all backgrounds and takes pride in the diversity of its faculty and staff. It assures students of access to all the privileges, programs and activities generally accorded or made available at the College. West Virginia Wesleyan College strongly supports affirmative action principles and does not discriminate on the basis of race, color, national origin, sex, sexual orientation, age, disability, or religious affiliation in the administration of its educational programs, admissions policies, financial aid programs, athletics, co-curricular activities or other College administered programs.

In accordance with the Student Right to Know and Campus Security Act, complete information regarding campus security policies and campus crime statistics can be obtained from the Vice President for Student Development.

SCHOOL OF SOCIAL AND BEHAVIORAL SCIENCE

Director: Karen Miller

Departments: Communication, Criminal Justice, Media Studies, Political Science, Psychology, Public Relations, and Sociology

COMMUNICATION

ASSOCIATE PROFESSOR: Mu Hu

ASSISTANT PROFESSORS: Peter W. Galarneau, Jr., Jenna McNallie

INSTRUCTOR: Jessica Fabbriatore

The Communication Department pursues the study of how humans make and interpret meaning through the design, delivery and evaluation of messages as individuals, in media, and in various cultures and contexts. In pursuit of this overall goal, three fields of study are offered: Communication Studies, Media Studies, and Public Relations.

The Communication Studies major focuses on the design and impact of messages on the individual in various contexts and cultures. The Media Studies major examines and practices the delivery of various news media and information to audiences in the traditional media and the multiple and interactive ways of the new digital and electronic media. The Public Relations major studies the design, delivery and impact of communication as organizations strive to build relationships between themselves and their various publics.

All three majors emphasize analytical thinking, writing and oral expression, and require an internship which creates a bridge between theory and applied knowledge. This broad communication background is accomplished through the Communication core of five courses (15 credit hours) required of all three majors. Students undecided about a major may take core courses before selecting their particular major. Core courses include: COMM 105, 318, 320, 327, and an internship (COMM 495, 496, or COMM 497). This broad background together with each major's required and elective courses prepares communication department graduates to apply their knowledge and skills to careers in business, not-for-profit organizations, public relations, broadcasting, print and new media platforms, or service-oriented fields. These majors also prepare our graduates for graduate study in such areas as interpersonal communication, organizational behavior, instructional communication, public relations, or integrated marketing communication.

Majors and minors, as well as non-majors, benefit from a flexible program of courses and co-curricular activities, such as serving as disc jockeys and staff for C92-FM, the campus radio station, or writing, editing or serving as staff for *The Pharos*, the campus newspaper, and individually tailored internships. In consultation with department faculty, students may select courses that will prove helpful in achieving individual goals. *Majors and minors within the department may not be combined.*

Requirements for Communication Studies Major

38 semester hours including COMM 105, 121 or 220, 221, 226, 318, 320, 324, 325, 327, 329, 495, and 5 hours of electives in communication. Also required is one semester of participation in C92-FM Radio or *The Pharos* newspaper.

Requirements for Communication Studies Minor

15 semester hours including COMM 105, 221, 226, 320, 327; also required is one semester of participation in either C92-FM radio or *The Pharos* newspaper.

Requirements for Media Studies Major

48 semester hours including COMM 105, 138, 139, 230, 232, 234, 235, 239, 240, 318, 320, 327, 330, 335, 336, 337, 341 or 343, 438 and 497. Also required are two semesters of participation in C92-FM radio and two additional semester of participation in either C92-FM radio or *The Pharos* newspaper. In addition, media studies majors must complete at least four semesters of participation with major responsibilities (e.g. executive board membership in radio or an editorial position in newspaper or yearbook) in either C92-FM radio or *The Pharos* newspaper. Students may concurrently count their semesters with major responsibilities towards their requirements for participation.

Requirements for Media Studies Minor

18 semester hours including COMM 138, 139, 230, 232, 235, 239, 240; and 444, or 234 plus either 341 or 343. Also required is one semester of participation in C92-FM radio and one additional semester of participation in either C92-FM radio or *The Pharos* newspaper. In addition, media studies minors must complete at least two semesters of participation with major responsibilities (e.g. executive board membership in radio or an editorial position in newspaper or yearbook) in either C92-FM radio or *The Pharos* newspaper. Students may concurrently count their semesters with major responsibilities towards their semester requirements for participation.

Requirements for Public Relations Major

40 semester hours including COMM 105, 230, 232, 234, 235, 240, 318, 320, 327, 342, 341 or 343, 444, 496, and 3 hours of electives in communication. Also required are two semesters of participation in C92-FM radio and two additional semesters of participation in either C92-FM radio or *The Pharos* newspaper.

COMM 105. Introduction to the Communication Discipline. 3 hrs.

An introduction to the development of the communication discipline. Subjects covered in the course include theories, practices, and the history of the discipline and its various fields. This course will address social scientific literacy through reading, writing, database usage, and APA style guidelines.

COMM 121. Intercultural Communication Within the United States. 3hrs.

A theoretical and practical survey of the intrapersonal and interpersonal dimensions of communication between co-cultures in the United States. Examination of the distinctive cultural orientations, behaviors, expectations, and values that affect our ability to communicate effectively with people from diverse cultures and co-cultures. *This course satisfies the United States Cultural Studies requirement for the General Studies Curriculum.*

COMM 138. Introduction to Newspaper Practicum. 0-1 hr.

The student will be trained to become a regular staff member of *The Pharos*, participating in all paper activities and meetings. Each student will be responsible for compiling a portfolio reflecting the individual contribution he or she made to their assigned area – either reporting, editing, layout and design, photography, public relations/advertising, or a combination thereof. *Offered every semester.*

- COMM 139. Introduction to Radio Broadcasting.** **0-1 hr.**
The student will be trained to become a regular staff member of C92-FM participating in all station activities and meetings. The student will fulfill all requirements to become a certified and licensed radio broadcaster.
- COMM 188, 288, 388, 488. Special Topics.** **1-3 hrs.**
A course or seminar on selected topic within the discipline that is not otherwise represented in the curriculum.
- COMM 211. Fundamentals of Human Communication.** **3 hrs.**
An introduction to the fundamental concepts involved in any communication situation. Contemporary theories in intrapersonal, interpersonal, small group, and public address will be studied. Practical communication experience will be provided through classroom exercises, group projects and speeches. *Students are required to earn a C or better in this course in order to graduate. Prerequisite:* ENGL 102.
- COMM 220. The Cultural Impact on Organizations.** **3 hrs.**
With the increase of globalization, forms of communication within organizations can be culturally diverse. Expectations have shifted from working with individuals with a common background to working with individuals from different cultures and/or countries. This impacts how organizations function and individuals work together in areas such as leadership, group communication, and decision-making. This course examines how culture impacts aspects of organizational communication and the daily interactions of people and messages within organizations. *This course satisfies the International Cultural Studies requirement for general studies. Offered May term.*
- COMM 221. Interpersonal Communication.** **3 hrs.**
A study of the situational and developmental views in building interpersonal communication and its influence in the enhancement, maintenance, and/or deterioration of relationships. Students will explore interpersonal communication theories, styles, competence levels and coding structures. Emphasis will also be given to various relational contexts, functions and patterns. *Prerequisite:* COMM 211. *Offered fall semester, even years.*
- COMM 226. Argument and Evidence.** **3 hrs.**
The study of analyzing communication and the construction of points of view for issues, problems, and challenging topics. Emphasis will be on evaluating the source of communication, message structure, use of evidence, and overall message effectiveness in class exercise and larger projects with a strong emphasis on development of argumentative writing skills. Recommended for pre-law students. *Prerequisite:* COMM 211. *Offered fall semester.*
- COMM 230. Introduction to Media Studies.** **3 hrs.**
An examination of the historical development of mass media, including print, radio, television and film. Government and other control, FCC laws, ethics and responsibility, and the effects of the mass media on our society and the future will be discussed. *Offered fall semester.*
- COMM 232. News Media Writing.** **3 hrs.**
Practice in the process of writing for the news media including investigation, design, and completion of publishable or airable news stories for all media contexts: newspaper, magazine, radio, television, and electronic. Discussion of various perspectives on social, institutional and individual responsibility, and ethics in information gathering and reporting. *Prerequisites:* ENGL 102. *Offered fall semester.*
- COMM 234. Principles of Visual Communication.** **1 hr.**
Introductory survey course that explores the role of visual messages and design principles in the communication process and the importance of such messages to inform, educate, and persuade. *Offered fall semester.*

- COMM 235. Digital Video Field Production.** 3 hrs.
Students will be trained in digital video production techniques for field productions. Emphasis will be on message and image design, mastery of camera and location shooting, lighting and sound production, editing and post-production techniques. *Prerequisites:* COMM 211, 230. *Offered spring semester.*
- COMM 238. Newspaper Practicum.** 0-1 hr.
Students will continue their membership in *The Pharos* by significantly contributing, under the guidance of the course instructor and *The Pharos*' editors, to the production of the paper in one or more capacities – reporter, editor, layout and design artist, photography or public relations/advertising specialist. Each student will be responsible for compiling a portfolio illustrating and reflecting on his or her individual contributions to the paper during the semester enrolled. *Prerequisite:* COMM 138. *Offered every semester. May be repeated for a total of five hours of credit.*
- COMM 239. Radio Broadcasting Practicum.** 0-1 hr.
The student will be afforded the opportunity to strengthen practical radio experience in the radio broadcasting medium. The student will also complete an independent study, under the guidance of the instructor, on an advanced project in radio or video research and production. Each student will be responsible for the “pitch,” design, and implementation of his or her own original project. *Prerequisites:* COMM 139, 230, and instructor's permission. *May be repeated for a total of five hours of credit.*
- COMM 240. Public Relations Principles and Practice.** 3 hrs.
Introduction to the principles, processes, history, and practice of public relations. Students will learn the nature of public opinion, the application of problem-solving processes to case studies, and the use of persuasion and marketing skills in public relations practice by developing a public relations plan for a client. *Prerequisites:* COMM 211, 230. *Offered fall semester.*
- COMM 318. Communication Research Methods.** 3 hrs.
Introduction to communication research design and experimental, survey, field, and ethnographic methodologies. Students will analyze and critique theory, research methodology and design in published studies, and prepare an original research paper. *Prerequisite:* Junior with at least 12 hours in communication or permission of instructor. *Offered fall semester.*
- COMM 320. Small Group Communication.** 3 hrs.
A study of communication in small groups with a balance between analyzing theories of small group communication and applying practical procedures and techniques for improving the functioning of groups. *Prerequisite:* COMM 211. *Offered spring semester.*
- COMM 324. Communication Theory.** 3 hrs.
Examination of the history, nature and purpose of communication theory, including predominant current theories in rhetoric and interpersonal, small group, mediated, and organizational communication and the role of communication theory in allied areas, such as health, law, family communication, international relations, and conflict resolution. *Prerequisite:* Junior with at least 12 hours in communication or permission of instructor. *Offered spring semester, odd years.*
- COMM 325. Seminar in Communication.** 3 hrs.
A seminar designed to study advanced concepts in communication theory. Special topics not covered in the regular course offerings will be discussed. *Satisfies advanced composition requirement for general studies.* *Prerequisite:* Junior or senior with at least 12 hours in communication or instructor's permission. *Offered spring semester, odd years.*

COMM 327. Persuasion.**3 hrs.**

A study of motivational appeals and social scientific approaches to creating and evaluating persuasive messages. Emphasis will be on applying theory by both analyzing examples and creating appeals for new circumstances. *Prerequisite:* COMM 211. *Offered fall semester.*

COMM 329. Organizational Communication.**3 hrs.**

A survey of organizational structure and process and the impact of organizational design on communication. Exploration of organizational communication theory and research with emphasis on preparing students to function effectively in formal organizations' dynamic communication systems and to solve problems involving the interactions of people and messages in organizations. *Prerequisite:* COMM 211. *Offered spring semester; odd years.*

COMM 330. Media Theory.**3 hrs.**

This course will examine the origins of modern social science perspectives on media communication and introduce a variety of contemporary theories of media communication, including their history, recent development, and criticism. *Satisfies advanced composition requirement for general studies. Prerequisite:* COMM 230. *Offered spring semester; even years.*

COMM 335. Digital Studio Production.**3 hrs.**

An advanced-level video production course meant to augment skills learned from Digital Video Field Production in a controlled studio environment. Proper use of studio equipment and the professional production techniques associated with studio work will be emphasized. *Prerequisite:* COMM 235. *Offered fall semester.*

COMM 336. Media Ethics.**3 hrs.**

Media ethics is the study of the moral and professional conduct of practitioners in the communication professions across various communication contexts. The goal of the Media Ethics course is critical thinking through the study and process of decision-making based upon the principles, ethical standards and practices of media professionals. *Prerequisites:* COMM 230, 232. *Offered fall semester even years.*

COMM 337. Media Law.**3 hrs.**

This course is designed to introduce students to the concepts and issues related to the law of mediated communication: First Amendment theory, libel, privacy, copyright, access to government information, pornography and obscenity, and the regulations of the broadcasting and media industry, and internet-related issues. The perspectives of both professional communicators and the audience will be examined in this course. *Prerequisite:* COMM 230. *Offered fall semester; odd years.*

COMM 341. Web Design, Layout, and Production.**2 hrs.**

Introduction to the use of computer web design software for the creation of new media communication channels. The student will consider the practical connection between the technical and visual aspects of the Internet and apply them to messages constructed for defined audiences. Fundamental principles in usability and the proper selection of digital new media will be considered. *Prerequisites:* COMM 232, 234, 240. *Offered spring semester; odd years.*

COMM 342. Public Relations Writing.**4 hrs.**

Advanced study of the selection and development of public relations writing tools. Emphasis will be on competence in grammar, spelling, and punctuation and choosing the most appropriate medium for the communication task. Experience applying writing techniques to print and broadcast news releases, proposals, fact sheets, public service announcements, backgrounders, and media kits will be stressed. *Satisfies advanced composition requirement for general studies. Prerequisites:* COMM 232, 240. *Offered spring semester.*

- COMM 343. Print Design, Layout, and Production.** 2 hrs.
Practical introduction to the use of computer pagination software for the creation of public relations publications, including newsletters, news releases, brochures, pamphlets, and catalogs. Publication design fundamentals, principles and elements will be studied and applied. *Prerequisites:* COMM 232, 234, 240. *Offered spring semester.*
- COMM 438. New Media Practicum.** 3 hrs.
A practical, hands-on experience that serves as a capstone to the new media curriculum. Students will put into practice textual, visual and theoretical knowledge of analog-to-digital constructs in multiple environments including print, broadcast and Internet. *Prerequisites:* COMM 234, 235, 335, and 341 or 343. *Offered spring semester.*
- COMM 444. Public Relations Campaigns.** 3 hrs.
Advanced study in planning, implementing, and evaluating campaigns in public relations, advertising, marketing, and fundraising. Case studies and current campaign models will be analyzed. Students will develop a public relations campaign for a client. *Prerequisites:* COMM 327, 342. *Offered fall semester.*
- COMM 495. Communication Studies Internship.** 3 hrs.
A professional field placement for senior communication studies majors in an approved agency or business that allows students to observe, analyze and apply communication studies concepts, thus serving as the major's capstone assessment experience. In consultation with a field supervisor and the instructor, students develop a contract that specifies on-site field and academic learning objectives and methods for the internship. Class meetings required. *Prerequisite:* Consent of the instructor.
- COMM 496. Public Relations Internship.** 3 hrs.
A professional field placement for senior public relations majors in an approved agency or business that allows students to observe, analyze and apply public relations concepts, thus serving as the major's capstone assessment experience. In consultation with a field supervisor and the instructor, students develop a contract that specifies on-site field and academic learning objectives and methods for the internship. Class meetings required. *Prerequisite:* Consent of the instructor.
- COMM 497. Media Studies Internship.** 3 hrs.
A professional field placement for senior media studies majors in an approved media outlet or business that allows students to observe, analyze and apply media studies concepts, thus serving as the major's capstone assessment experience. In consultation with a field supervisor and the instructor, students develop a contract that specifies on-site field and academic learning objectives and methods for the internship. Class meetings required. *Prerequisite:* Consent of the instructor.

CRIMINAL JUSTICE

ASSOCIATE PROFESSOR: Karen Miller
ASSISTANT PROFESSOR: Julie Shelton

The major in Criminal Justice (CJUS) is rooted in the liberal arts tradition of West Virginia Wesleyan College. It is an interdisciplinary subject with foundations in the social sciences. The Criminal Justice major provides a macro-level understanding of the justice system, its functions, problems, and cultural impacts, as well as an understanding of micro forces that impact crime and deviance.

Students majoring in Criminal Justice will learn to think critically and holistically about their chosen field. Criminal Justice majors will learn to appreciate the