

Communication Arts

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The Communication Arts Department upholds a long tradition of preparing students for careers in mass communication. Its multifaceted approach, combining liberal arts with a major program emphasizing hands-on experience, is distinctive among Upper Midwest colleges and universities. The Communication Arts Department is dedicated to the advancement of honest and accurate exchanges of information, ideas, and opinion. The program includes courses in print media, electronic media, radio and television production, public relations, theatre, and speech communication. Field experiences and internships are provided by numerous publications, radio and television stations, publishing houses, and public relations offices. More than 400 alumni continue involvement with Wartburg communication arts through membership in the Society for Collegiate Journalists and assist students in acquiring internships and professional positions.

Enhancing the program are the KWAR-FM radio station, the Wartburg Television cable channel and production facility, and a strong set of campus publications: *The Wartburg Trumpet*, weekly newspaper; *The Fortress*, yearbook; and *The Castle*, literary magazine. The department also supports the Tower Agency, a student public relations group, as well as the Wartburg Players theatre group and the Wartburg College forensics team.

Major in Communication Arts

A core of 7 course credits is required of each student majoring in communication arts.

ART 108 Computer Graphic Design
CA 100 Introduction to Communication Arts
CA 200 Journalism and News Reporting
CA 304 Media Marketing and Management
CA 340 Media Law and Ethics
CA 371 Internship
CA 461 Media Criticism

By completing the communication arts major, students have met the requirements for OCAC/ILAC.

ELECTRONIC MEDIA CONCENTRATION

Core plus 6 course credits:

CA 204 Changing World of Electronic Media
CA 206 Radio Production and Practicum
CA 210 Television Production and Practicum
CA 312 Broadcast Reporting

Two course credits from

CA 313 Advanced Broadcast Reporting
CA 320 Advanced Broadcast Production
CA 450 Independent Study Project
CA 372 Internship

PRINT MEDIA CONCENTRATION

Core plus 6 course credits:

ART 208 Photography
CA 305 Reporting for Print Media
CA 325 Advanced News Writing and Computer-Assisted Reporting
CA 335 Editing for Print Media

CA 349 Online Journalism
One CA elective course credit

PUBLIC RELATIONS CONCENTRATION

Core plus 6 course credits:

ART 205 Communication Design
ART 208 Photography
CA 210 Television Production and Practicum
CA 346 Public Relations Cases and Techniques
CA 348 Integrated Marketing Communication

One course credit from

BA 325 Business Communication
BA 345 Principles of Management
BA 353 Marketing
BA 354 Advertising
CA 320 Advanced Broadcast Production
CA 372 Internship

INDIVIDUALIZED CONCENTRATION

13 communication-related course credits, including CA 461 Media Criticism. Arranged by student and adviser with approval of department chair and Dean of the Faculty. At least six of the courses must be upper division (300-level or above).

Major in Communication Studies

CORE REQUIREMENTS

6 course credits:

CA 100 Introduction to Communication Arts
CA 155 Interpersonal Communication
TH 150 Introduction to Theatre
TH 280 Oral Interpretation
CA 371 Internship
CA 462 Rhetorical Criticism

By completing the communication and theatre studies major, students have met the requirements for OCAC/ILAC.

SPEECH COMMUNICATION CONCENTRATION

Core plus 7 course credits:

CA 270 Communication Perspectives: Gender and Sexuality
CA 355 Persuasive Communication
CA 450 Independent Study
GM 201 Intercultural Communication
SO/SW 202 Group and Organizational Behavior
One CA elective course credit at the 300 level or higher

One course credit from

BA 325 Business Communication
LS 115 Exploring Elements of Leadership
PH 206 Ethics
RE 241 Religious Cults/Contemporary Religious Movements

THEATRE CONCENTRATION

Core plus 8 course credits:

EN 316 Shakespeare
TH 125 Theatre Practicum (¼; 4 required)
TH 165 Acting I
TH 285 Stagecraft
TH 385 Theatre and Culture
TH 390 Directing
TH 403 Survey of Drama

One course credit from

EN 221 Fiction Writing
EN 251 Introduction to Film
EN 319 Literature and Film
TH 265 Acting II
TH 450 Independent Study

Minor in Theatre

7 course credits:

TH 150 Introduction to Theatre
TH 165 Acting I
TH 285 Stagecraft
TH 390 Directing

Three course credits from

EN 316 Shakespeare
TH 280 Oral Interpretation of Literature
TH 385 Theatre and Culture
TH 403 Survey of Drama
TH 450 Independent Study

Minor in Communication Arts

6 course credits:

CA 100 Introduction to Communication Arts
CA 200 Journalism and News Reporting
CA 340 Media Law and Ethics
Three CA elective course credits

Journalism Teaching

For the journalism teaching major and endorsements, see
Education Department listings.