

Communication Arts

CA 100 Introduction to Communication Arts

Overview of communication arts fields, including electronic media, print media, public relations, speech, and theatre. Examination of basic communication principles and concepts, effect of mass communication on society. Interconnected: Social Science.

CA 112 Oral Communication (½ course credit)

Emphasis on developing clear, confident, rational oral communications. Analysis, construction, delivery of effective oral communications and accompanying presentation media.

CA 155 Interpersonal Communication

Introduction to interpersonal communication. Exploration of various theories, concepts, and practices of contemporary interpersonal dynamics and communication. Interconnected: Social Science.

CA 195, 295, 395, 495 Special Topics

Topics and credit vary. See course schedule.

CA 200 Journalism and News Reporting

Fundamentals of news reporting and gathering. Introduction to writing styles and practices specific to radio, television, newspapers, magazines, online journalism, and public relations. Coverage of news events and submission of stories for Wartburg student media integrated into class assignments. Prerequisite: CA 100 or concurrent enrollment.

CA 204 Changing World of Electronic Media

Development, characteristics, history of radio and television broadcasting, cable, satellite media systems: programming, advertising, ratings, management, production, regulation, competition, careers, future trends, social implications.

CA 206 Radio Production and Practicum

Introduction to fundamentals of radio production, utilizing a fully equipped production facility with a digital editing system. Theory and hands-on use of equipment. Emphasis on writing, production, announcing techniques. Practicum experience as staff assistants for KWAR-FM, the campus radio station.

CA 210 Television Production and Practicum

Introduction to fundamentals of television production, utilizing a fully equipped production facility with analog and digital editing systems. Theory and hands-on use of cameras, editing equipment, graphics, audio systems. Practicum experience with local cable channels. Evening assignments required.

CA 211 Video Production

Introduction to fundamentals of video production. Theory and hands-on use of cameras and editing equipment. Practicum experience.

CA 270 Communication Perspectives: Gender and Sexuality

Exploration of various gender theories, concepts, worldviews, controversies, modern communicative practices. Interconnected: Social Science. Diversity. Winter Term even years.

CA 281 Field Experience

Practical experience in off-campus media. P/D/F only. Possible off-campus costs. Prerequisites: First- or second-year standing and instructor approval.

CA 304 Media Marketing and Management

Examination of the media economics, including sales, marketing, management, ownership, regulation, programming. Prerequisite: CA 200.

CA 305 Reporting for Print Media

Emphasis on news writing for newspapers and magazines, using reporting principles of gathering information and journalistic style. Class contributes to *The Circuit* and/or *The Trumpet*. Writing Intensive. Fall Term. Prerequisite: CA 200.

CA 312 Broadcast Reporting

Fundamentals of writing, reporting, editing, presenting radio and television news. Use of analog and digital equipment to acquire practical skills in preparing and presenting broadcast news. Writing Intensive. Prerequisites: CA 200, CA 206, CA 210.

CA 313 Advanced Broadcast Reporting

Advanced reporting techniques. Beat reporting, news and feature reporting, writing for campus radio station KWAR-FM and Wartburg Television, broadcasting on local cable access channel. Writing Intensive. Prerequisite: CA 312.

CA 320 Advanced Broadcast Production

Application of acquired production knowledge and skills. Production of programs using digital video and audio systems. Emphasis on preproduction, production, postproduction phases to provide for a variety of content. Prerequisite: CA 312.

CA 325 Advanced News Writing

Emphasis on writing in-depth news stories, editorials, columns. Class contributes to *The Circuit* and/or *The Trumpet*. Writing Intensive. Winter Term even years. Prerequisite: CA 305.

CA 335 Editing for Print Media

Emphasis on editing copy, photographs, illustrations. Layout design, headlining, production of printed publications using appropriate software. Class contributes to *The Circuit* and/or *The Trumpet*. Winter Term odd years. Prerequisite: CA 305 or instructor approval.

CA 340 Media Law and Ethics

Examination of legal and ethical aspects of publishing and broadcasting. Emphasis on freedom of the press, copyright, libel, privacy, free press/fair trial, obscenity. Writing Intensive. Prerequisite: CA 200 or instructor approval.

CA 346 Public Relations Techniques

Planning, writing, editing, evaluation techniques specific to public relations campaigns. Writing Intensive. Prerequisites: ART 108; CA 200.

CA 348 Integrated Marketing Communication

Case history analyses. Class project and extensive public relations field work for majors planning public relations, advertising, or marketing careers. Prerequisites: CA 346, ART 205.

CA 349 Online Journalism

Emphasis on writing, editing, analyzing copy for online publication using journalistic values and style. Prerequisite: CA 200.

CA 355 Persuasive Communication

Theory and practice of persuasive discourse. Interconnected: Social Science. Prerequisite: CA 112 or instructor approval.

CA 371, 372 Internship (variable credit)

Integration of classroom theory with planned and supervised periods of progressively challenging employment related to students' career objectives. P/D/F only. Possible off-campus costs. Prerequisites: Third- or fourth-year standing, 2.0 cumulative and major GPA, and department approval.

CA 388 E-Business (½ course credit)

Identical with BA 388. Survey of trends that have affected the Internet-based business environment. Study of Web design, launches, marketing plans. Sociological and psychological changes in consumer and worker behavior in electronic culture. Prerequisite: Third- or fourth-year major in BA, CA, AC, EC, or CS or instructor approval.

CA 399 Supplemental Instruction: Communication Arts (½ course credit)

Teaching practicum in a specific area of study. Student SI leaders participate in leader training, attend classes for which they serve as leaders, prepare and lead study sessions that reinforce course content, model and teach effective study strategies. P/D/F only.

CA 450 Independent Study (variable credit)

Student-initiated selection, investigation, and report of a problem, advised and evaluated by instructor.

CA 461 Media Criticism

Philosophical, sociological, ethical, legal dimensions of communication. Student synthesis of communication knowledge and experience. Career preparation guidance including résumés, portfolios, demonstration tapes. Seminar. Writing Intensive. Capstone for communication arts majors. Winter Term. Prerequisite: Fourth-year standing or instructor approval.

CA 462 Rhetorical Criticism

Exploration of rhetorical theory and critical method. Student synthesis of communication knowledge and experience. Seminar. Writing Intensive. Capstone for communication and theatre studies majors. Prerequisite: Fourth-year standing or instructor approval.

CA 481 Field Experience

Practical experience in off-campus media. P/D/F only. Possible off-campus costs. Prerequisite: Third- or fourth-year standing.

CA 488 E-Business Practicum (½ course credit)

Identical with BA 488. Application of BA/CA 388 in E-Business environment. E-Business planning, Web consulting, project coordination, Web design, Web site development and marketing. P/D/F only. Prerequisites: Third- or fourth-year standing; BA/CA 388 or instructor approval.