

COMMUNICATION AND PERFORMANCE STUDIES

DEPARTMENT OFFICE

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Communication and Performance Studies at NMU

Communication empowers us to remember the past, act in the present and anticipate the future. It is the vehicle by which we manage relationships with others in contexts ranging from “one-to-one” to “one-to-many” using personal, public and mass-mediated channels of communication. The disciplines within the Communication and Performance Studies Department represent a body of knowledge concerning verbal and nonverbal symbols that are spoken, enacted, heard and seen. The department covers seven major areas of study and also serves the needs of students who wish to develop more effective communication skills. While excellent teaching is the department’s first priority, faculty members are also engaged in a variety of professional development activities, including research and creative endeavors, as well as service to the university and community.

Forest Roberts Theatre

The Forest Roberts Theatre is one of the finest university theatres in the nation, boasting computerized lighting control and an upgraded sound system. Theatre majors put what they learn in performance and technical theatre classes into practice onstage and backstage in five major productions per year.

Experimental theatre space in the McClintock Building is home to numerous student-directed productions as well as many performance classes.

Student Organizations

- WUPX student-operated radio station
- Public Eye News (student-run TV news program)
- *The North Wind* student newspaper
- Public Relations Student Society of America (PRSSA)
- Media Alliance for Communication Students (MACS)

Department/Program Policies

All department majors must maintain a 2.50 grade point average in the major and earn at least a “C-” in all major courses that are required for graduation, unless otherwise noted. Department minors must maintain a 2.00 grade point average.

Speech Communication Majors

All speech communication majors are required to complete and pass a senior qualifying examination and to present and receive a passing evaluation for a graduation presentation during the semester in which they intend to graduate.

Details regarding either requirement may be obtained from a student’s departmental adviser or the department head. Students will be contacted at the beginning of their final semester and given instructions for the completion of both requirements, and should register for SP 485.

Theatre Majors

Each semester all theatre majors are required to participate in a jury presentation scheduled and critiqued by the theatre faculty. Juries are evaluated on a “pass/fail” basis; the evaluations are not reflected in students’ academic transcripts. Students who fail two consecutive theatre juries at a given level may be dropped from the major.

Transfer students who wish to major in theatre must receive credit for at least sixteen hours of academic work in the theatre area at NMU unless a waiver is approved by the student’s adviser and department head.

All theatre majors are required to have at least one field studies experience as part of their degree program. Only the New York Field Studies, the Stratford Summer Tour or a comparable substitute approved by theatre faculty will fulfill this requirement.

BACHELOR DEGREE PROGRAMS

Liberal Studies: Complete information on the liberal studies requirements and additional graduation requirements, including the health promotion requirement, is in the "Liberal Studies Program and Graduation Requirements" section of this bulletin (38-44).

Courses within each major that can be used to satisfy liberal studies requirements are listed with the Roman numeral (in brackets) that coincides with the liberal studies division the course falls under.

Electronic Journalism Major

This major is designed for the student seeking a career in the news industry. Students are taught how to research, write, shoot, edit and produce news stories for electronic media (radio, TV and the Internet). Students are also taught leadership and responsibility through study of communication ethics and law. The course work is integrated with "live" student-produced newscasts.

Total Credits Required for Degree	124
Liberal Studies	30-40
Health Promotion	2
Required Courses in Major	40
SP 110 Interpersonal Communication	4
EN 206 Survey of Journalism	4
BC 265 Writing and Announcing for Broadcast	4
BC 271 Audio Production	4
BC 272 Studio TV Production	4
BC 365 Broadcast News Writing and Reporting	4
BC 470 Mass Communication Law	4
BC 471 Mass Communication and Society	4
BC 420 Global Communication <i>or</i>	4
BC 415 Intercultural Communication	
BC course 300 or above <i>or</i>	4
SP 432 Environmental Communication	
Minor	20
Any minor except media production and new technology or media studies.	
Other Required Course	4
PS 101 Introduction to Political Science [IV] <i>or</i>	4
PS 105 American Government [IV]	

Entertainment and Sports Promotion Major

This major prepares students for entry-level positions as communication practitioners ranging from being a publicist for an individual artist or entertainer to being a sports information director for a university or professional team, as well as for the pursuit of a graduate education in entertainment or sports management. It teaches students to develop skills and understand the nature of media relations, promotes intellectual inquiry and emphasizes sound, professional ethics.

Total Credits Required for Degree	124
Liberal Studies	30-40
Health Promotion	2
Required Courses in Major	41-42
ESPR Core	32
BC 165 Introduction to Mass Communication	4
BC 470 Mass Communication Law	4
SP 110 Interpersonal Communication	4
SP 300 Rhetorical Theory <i>or</i>	4
SP 310 Communication Theory <i>or</i>	
SP 401 Persuasion	
ESPR 160 Introduction to Entertainment and Sports Promotion	4
ESPR 260 Fundamentals of Entertainment and Sports Promotion	4
ESPR 360 Publicity Techniques for Entertainment and Sports Promotion	4
ESPR 431 Campaigns	4
ESPR Electives	9-10
ESPR 463 Field Studies, TH 493 Theatre Field Studies, ESPR 491 Practicum <i>or</i> ESPR 492 Internship	1-2
<i>Choose from the following:</i>	8
BC 310 Sports and Special Events Programming (4 cr.)	
PE 110 Introduction to Physical Education (2 cr.) <i>and</i>	
PE 411 Organization and Administration of Physical Education and Athletics (2 cr.)	
SP 100 Public Address (4 cr.) <i>or</i>	
SP 220 Interviewing (4 cr.)	
TH 132 Acting I (4 cr.) <i>or</i>	
TH 330 Intermediate Acting (w/instructor permission) (4 cr.)	
TH 404 American Musical Theatre (4 cr.)	
TH 456 Theatre Management (4 cr.)	
ESPR 295 Special Topics in Entertainment and Sports Promotion (4 cr.)	
ESPR 495 Special Topics in Entertainment and Sports Promotion (4 cr.)	
Other Graduation Requirements	2-4
BC 325 Communication and Performance in Africa (4 cr.) [VI]	
EN 125 Introduction to Film (4 cr.) [VI]	
MU 125 Music and Society (4 cr.) [VI]	
MU 325 World Music (4 cr.) [VI]	
SO 251 Sports in Society (2 cr.) [IV]	
SP 402 Communication Criticism (4 cr.) [II]	
TH 130 Introduction to Theatre (4 cr.) [VI]	
TH 360 History of Theatre (4 cr.) [VI]	
TH 361 Modern Drama (4 cr.) [VI]	

Computer Use Elective

Choose from the following:

- IS 100 Introduction to Windows, E-mail and the Internet (1 cr.) [V]
- IS 101 Beginning Word Processing (1 cr.) [V]
- IS 201 Advanced Word Processing (1 cr.) [V]
- IS 102 Beginning Spread Sheets (1 cr.) [V]
- IS 202 Intermediate Spread Sheets (1 cr.) [V]
- IS 104 Beginning Database (1 cr.) [V]
- IS 204 Advanced Database (1 cr.) [V]
- IS 105 Presentation/Multimedia Software (1 cr.) [V]
- IS 107 Beginning Desktop Publishing (1 cr.) [V]
- IS 207 Intermediate Desktop Publishing (1 cr.) [V]
- IS 111 Computerized Personal Accounting (1 cr.)
- IS 112 Computerized Small Business Accounting (1 cr.) [V]
- IS 208 Web Page Development (1 cr.) [V]
- IS 209 Statistical Software (1 cr.) [V]
- IS 120 Computer Concepts (2 cr.) [V]
- CIS 110 Principles of Computer Information Systems (4 cr.) [V]

Minor 20

Choose any minor except public relations.

Other Required Course 4

- EN 211E Critical Thinking and Writing (I) *or* 4
- SP 200 Argumentation (If the EN 211 requirement was met prior to declaration of the major.)

Media Production and New Technology Major

This major focuses on a wide variety of production careers such as music recording and corporate video. Students use professionally equipped studios to learn concepts and apply them to create award-winning media content. The department's labs include professional audio and video equipment using the latest digital technology such as Digidesign ProTools, Final Cut Pro and Trinity.

Total Credits Required for Degree 124

Liberal Studies 30-40

Health Promotion 2

Required Courses in Major 42

- SP 110 Interpersonal Communication 4
- BC 165 Introduction to Mass Communication 4
- BC 265 Writing and Announcing for Broadcast 4
- BC 271 Audio Production 4
- BC 272 Studio TV Production 4
- BC 470 Mass Communication Law 4
- BC 473A Advanced Audio Production *or* 4
- BC 473F Advanced Field Production *or*
- BC 473W Advanced Writing
- BC 471 Mass Communication and Society *or* 4
- BC 420 Global Communication
- Broadcasting Electives (300 or above) 8
- BC 491 Practicum *or* 2
- BC 492 Internship

Minor 20

Any minor except electronic journalism or media studies.

3 Media Studies Major

This is a non-production major that examines media from a theoretical perspective. Topics include mass communication theory, social effects of media and intercultural aspects of mass communication. In addition to analyzing media and media messages, students are also engaged in writing for the mass media. This major is especially helpful for students considering graduate or professional degrees.

Total Credits Required for Degree 124

Liberal Studies 30-40

Health Promotion 2

Required Courses in Major 40

- SP 110 Interpersonal Communication 4
- BC 165 Introduction to Mass Communication 4
- BC 265 Writing and Announcing for the Media 4
- BC 473W Advanced Media Writing 4
- BC 470 Mass Communication Law *or* 4
- BC 471 Mass Media and Society
- BC 415 Intercultural Communication *or* 4
- BC 420 Global Communication
- BC 410 The Documentary *or* 4
- SP 402 Communication Criticism [II]
- BC 325 Communication and Performance in Africa *or* 4
- SP 404 Communication and the Arts

Electives 8

Choose from the courses listed above (BC 470 or BC 471; BC 415 or BC 420; BC 410 or SP 402; BC 325 or SP 404) that have not yet been taken.

Minor 20

Other Required Course 4

- TH 361 Modern Drama [VI] *or* 4
- EN 125 Introduction to Film [VI]

Public Relations Major

This major is a professional program designed to meet, and in some cases surpass, the Public Relations Society of America's Guidelines for Undergraduate Education. It teaches the kind of research, writing, planning and budgeting skills that students need to succeed in the job market and allows them to employ these skills on behalf of a variety of clients. An extremely active chapter of Public Relations Student Society of America gives students additional opportunities for learning and service.

Total Credits Required for Degree 124

Liberal Studies 30-40

Health Promotion 2

Required Courses in Major 40

Core 36

- BC 165 Introduction to Mass Communication 4
- BC 470 Mass Communication Law 4
- SP 110 Interpersonal Communication 4

- SP 300 Rhetorical Theory or
- SP 310 Communication Theory
- PR 231 Introduction to Public Relations
- PR 250 Public Relations Research
- PR 330 Public Relations Message Design
- PR 430 Public Relations Case Studies
- PR 431 Campaigns

Theoretical Elective

Choose from the following:

- BC 410 The Documentary (4 cr.)
- BC 320 Media Management (4 cr.)
- BC 415 Intercultural Communication (4 cr.)
- BC 420 Global Communication (4 cr.)
- BC 471 Mass Communication and Society (4 cr.)
- BC 495 Special Topics in Broadcasting (4 cr.)
Adviser approved topic.
- EN 404 The English Language (4 cr.)
- SP 401 Persuasion (4 cr.)
- SP 421 Organizational Communication (4 cr.)
- SP 425 Communication Ethics (4 cr.)
- SP 432 Environmental Communication (4 cr.)
- SP 495 Special Topics In Speech Communication (4 cr.)
Adviser approved topic.
- PR 495 Special Topics in Public Relations (4 cr.)

Other Required Course

May be satisfied by courses in the major, minor, liberal studies or general electives. Contact department or see department adviser for more information.

- EN 211E Critical Thinking and Writing [I] or
- SP 200 Argumentation (If the EN 211 requirement was met prior to declaration of the major.)

Environmental Issues Elective

Choose from the following:

- AN 100 Introduction to Cultural Anthropology (4 cr.) [IV]
- AN 210 People, Culture and Nature (4 cr.) [IV]
- BI 210 Principles of Ecology (4 cr.)
- BI 305 Ecology of the Northern Forest (3 cr.) [III]
- ENV 101 Introduction to Environmental Science (4 cr.) [III]
- GC 100 Physical Geography (4 cr.) [III]
- GC 164 Human Geography (4 cr.) [IV]
- GC 320 Environmental Policy and Regulation (4 cr.)
- GC 401 Biogeography (4 cr.)
- GC 470 Environmental Ethics (4 cr.)
- GC 475 Environmental Impact Assessment (4 cr.)
- SP 432 Environmental Communication (4 cr.)

Economic Issues Elective

Choose from the following:

- EC 101 The American Economy (4 cr.) [IV]
- EC 201 Microeconomic Principles (4 cr.)
- EC 202 Macroeconomic Principles (4 cr.)
- EC/HS 337 American Economic History (4 cr.) [IV]
- GC 220 Economic Geography (4 cr.)

Computer Use Elective

Choose from the following:

- CIS 110 Principles of Computer Information Systems (4 cr.) [V]
- IS 100 Introduction to Windows, E-mail and the Internet (1 cr.) [V]
- IS 101 Beginning Word Processing (1 cr.) [V]
- IS 201 Advanced Word Processing (1 cr.) [V]

- 4 IS 102 Beginning Spread Sheets (1 cr.) [V]
- IS 105 Presentation/Multimedia Software (1 cr.) [V]
- 4 IS 107 Beginning Desktop Publishing (1 cr.) [V]
- 4 IS 202 Intermediate Spread Sheets (1 cr.) [V]
- 4 IS 104 Beginning Database (1 cr.) [V]
- 4 IS 204 Advanced Database (1 cr.) [V]
- 4 IS 111 Computerized Personal Accounting (1 cr.)
- 4 IS 112 Computerized Small Business Accounting (1 cr.) [V]
- 4 IS 207 Intermediate Desktop Publishing (1 cr.) [V]
- IS 208 Web Page Development (1 cr.) [V]
- IS 120 Computer Concepts (2 cr.) [V]
- OIS 450 Advanced Desktop Publishing (3 cr.)

Minor

20

Choose any minor except speech cluster or entertainment and sports promotion.

Speech Communication Major

This major teaches face-to-face communication skills and critical thinking skills based upon a body of knowledge that is trans-portable and applicable to a variety of career paths.

Performance and theoretical electives afford students the opportunity to tailor their studies to their interests as they pre-pare for careers ranging from sales to supervision, from the ministry to law. A background in speech communication is an asset to all career-minded individuals who must communicate clearly, forcefully and persuasively.

Total Credits Required for Degree 124

Liberal Studies 30-40
Health Promotion 2

Required Courses in Major 44

Core 24

- SP 100 Public Address 4
- SP 110 Interpersonal Communication 4
- SP 120 Small Group Process 4
- SP 250 Research in Speech Communication 4
- Note: Students may not take more than one course at the 300 or 400 level prior to completing SP 250 with a C- or better.*
- SP 300 Rhetorical Theory 4
- SP 310 Communication Theory 4
- SP 485 Outcome Assessment 0

Performance Elective 4

SP 200 Argumentation or

Required if EN 211E is not taken in liberal studies.

- SP 203 Advanced Public Address (4 cr.) or
- SP 220 Interviewing (4 cr.) or
- SP 240 Oral Interpretation of Literature (4 cr.) [II] or
- SP 295 Special Topics in Speech (1-4 cr.)

Speech Communication Electives 16

Choose from the following:

- BC 415 Intercultural Communication (4 cr.)
- SP 401 Persuasion (4 cr.)
- SP 402 Communication Criticism (4 cr.) [II]
- SP 404 Communication and the Arts (4 cr.)

- SP 405 Negotiating (4 cr.)
- SP 410 Advanced Interpersonal Communication (4 cr.)
- SP 412 Nonverbal Communication (4 cr.)
- SP 421 Organizational Communication (4 cr.)
- SP 425 Communication Ethics (4 cr.)
- SP 432 Environmental Communication (4 cr.)
- SP 495 Special Topics in Speech (4 cr.)

Minor **20**

Theatre Major

The theatre program offers a full range of courses plus extensive applied experiences both on and off stage. Students prepare for professional, community and educational theatre positions. A special audition class has helped ensure 90 percent placement of theatre students over the past decade.

Total Credits Required for Degree **128**

Liberal Studies **30-40**

Health Promotion **2**

Required Courses in Major **48**

Core **27**

TH 131 Stagecraft 4

TH 132 Acting I 4

TH 245 Voice and Diction 4

TH 352 Directing Theory 4

TH 358 Directing Practicum 1

TH 360 History of Theatre [VI] 4

TH 361 Modern Drama [VI] 4

TH 432 Audition 1

TH 493 Field Studies 1

Theatre Electives **6-8**

Choose from the following:

TH 141 Methods of Design Presentation (4 cr.)

TH 232 Stage Costume (3 cr.)

TH 234 Stage Makeup (4 cr.)

TH 241 Scenic Design (3 cr.)

TH 340 Stage Lighting (3 cr.)

TH 341 Stage Properties (4 cr.)

TH 456 Theatre Management (4 cr.)

Theatre Electives 13-15

Minor **20**

MINOR PROGRAMS

CAPS Cluster Minor

Only for departmental majors except public relations.

Total Credits Required for Minor **24**

Note: Students may elect a cluster of courses totaling 24 credit hours from two or more departments outside of their major in lieu of a regular minor.

The major adviser must submit a list of courses in the cluster to the Degree Audits Office before the second semester of the student's junior year.

Departments that contribute two or more courses to the cluster minor must sign off on the list.

Electronic Journalism Minor

Total Credits Required for Minor **20**

EN 206 Survey of Journalism 4

BC 265 Writing and Announcing for Broadcast 4

BC 271 Audio Production 4

BC 272 Studio TV Production 4

BC 365 Broadcast News Writing and Reporting 4

Entertainment and Sports Promotion Minor

Because enrollment in ESPR prefix courses is tightly controlled, any student electing this minor must notify the CAPS Department at the time the minor is chosen. Students majoring in public relations may not minor in entertainment and sports promotion. Students majoring in any other departmental program that requires BC 165 and/or SP 110, who elect this minor, should count these courses in their major and bring the total number of hours in the minor to 20 by choosing courses totaling four credit hours from the following: ESPR 295, ESPR 495, BC 325, EN 125, MU 125, MU 325, SO 251, SP 402, TH 130, TH 360 and TH 361.

Total Credits Required for Minor **20**

BC 165 Introduction to Mass Communications *or* 4

SP 110 Interpersonal Communication 4

ESPR 160 Introduction to Entertainment and Sports Promotion 4

ESPR 260 Fundamentals of Entertainment and Sports Promotion 4

ESPR 360 Publicity Techniques for Entertainment

and Sports Promotion 4

ESPR 431 Campaigns 4

Media Production and New Technology Minor

Total Credits Required for Minor **20**

BC 165 Introduction to Mass Communication 4

BC 265 Writing and Announcing for Broadcast 4

BC 271 Audio Production 4

BC 272 Studio TV Production 4

BC 473A Advanced Audio Production *or* 4

BC 473F Advanced Field Production *or*

BC 473W Advanced Writing 4

Media Studies Minor

Students majoring in a departmental program that requires SP 110, who elect this minor, should count SP 110 in their major and replace it in the minor with TH 130.

Total Credits Required for Minor	20
SP 110 Interpersonal Communication	4
BC 165 Introduction to Mass Communication	4
BC 415 Intercultural Communication <i>or</i> BC 420 Global Communication	4
BC 410 The Documentary <i>or</i> SP 402 Communication Criticism	4
BC 325 Communication and Performance in Africa <i>or</i> SP 404 Communication and the Arts	4

Performance Theatre Minor

Total Credits Required for Minor	22
TH 130 Introduction to Theatre	4
TH 131 Stagecraft	4
TH 132 Acting I	4
TH 330 Intermediate Acting	4
TH 491 Practicum in Theatre	2
TH Performance Course Elective	4

Public Relations Minor

Because enrollment in PR prefix courses is tightly controlled, any student electing this minor must notify the CAPS Department at the time the minor is chosen. Students majoring in entertainment and sports promotion may not choose this minor. Students majoring in any other departmental program that requires SP 110, who elect this minor, should count SP 110 in their major and replace it in the minor with one of the theoretical electives listed for the public relations major.

Total Credits Required for Minor	24
SP 110 Interpersonal Communication	4
PR 231 Introduction to Public Relations	4
PR 250 Research in Public Relations	4
PR 330 Public Relations Message Design	4
PR 430 Public Relations Case Studies	4
PR 431 Campaigns	4

Speech Communication Minor

Total Credits Required for Minor	20
SP 100 Public Address	4
SP 110 Interpersonal Communication	4
SP 120 Small Group Process	4
Speech Electives	8
One course must be at the 400 level.	

Technical Theatre Minor

Total Credits Required for Minor	22
TH 130 Introduction to Theatre	4
TH 131 Stagecraft	4
TH 491 Practicum in Theatre	2-4

Theatre Electives	10-12
<i>Choose from the following:</i>	
TH 141 Methods of Design Presentation (4 cr.)	
TH 232 Stage Costume (3 cr.)	
TH 234 Stage Makeup (4 cr.)	
TH 241 Scenic Design (3 cr.)	
TH 340 Stage Lighting (3 cr.)	
TH 341 Stage Properties (4 cr.)	
TH 456 Theatre Management (4 cr.)	

Theatre Minor

Total Credits Required for Minor	22
TH 130 Introduction to Theatre	4
TH 131 Stagecraft	4
TH 132 Acting I	4
TH 360 History of Theatre <i>or</i> TH 361 Modern Drama	4
TH 352 Directing Theory	4
TH 491 Practicum in Theatre	2