

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

Division of Humanities

COMMUNICATIONS MAJOR – B.S.

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

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.

Nyack College boasts three exceptional concentrations in its Communications department that focuses on primary areas of the multi-faceted discipline to prepare students for academic success and hands-on instruction.

After being prepared for basic success in the department and in the Liberal Arts students concentrate their major studies in 1) the history and craft of Dramatic Art, 2) broadcast and print media emphasis in Mass Communications, or 3) audio, visual, and digital production training in Emerging Technology. Students are prepared for endeavoring into a range of professional prospects from aesthetic design to theoretical application, and the department also provides a thorough range of course work to prepare students for academic success and a solid Biblical ethical foundation. In addition to traditional classroom activities, students will be given the opportunity to participate in both on campus and off campus internships, as the New York metropolitan area offers vast opportunities for Communications students within the film, television, live theater, 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, acting, producing, directing and more. The major, additionally, provides excellent preparatory skills for graduate success in Theatre, Film, Education, Ministry, Law, business and all areas of Communication Arts.

Program Assessment

The following assessments are used to assess program effectiveness.

Assessment	Context	Location in Program
1. Students will demonstrate narrative creativity and acumen in developing, organizing, and formatting a screenplay.	COM 315 Screenwriting	Offered each year

2. Students will participate in a presented dyad project to demonstrate developed experiential qualities of interpersonal interaction	COM 243 Interpersonal Communication	Offered each year
3. Students will examine and interrogate the aesthetic and production value of an American cinematic film relative to its reflection of and influence on American society.	COM212 Mass Media and Society	Offered each year
4. Students will research and explore a range of issues focusing on globalization and technology as they relate to society and culture while writing in a conventional MLA stylistic format.	COM 320 Communication Culture & Technology	Junior Year
5. Students will reflect upon if and how popular culture as purported by contemporary media impacts issues of faith.	COM 411 Faith, Film & Culture	Senior Year

No Prior year assessments. Assessments will be instituted Fall 2011.

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

Liberal Arts and Science Core Component..... 35

Foreign Language Component 6

Bible and Ministry Minor Curriculum 15

Major Field Component (42 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 320- Communication, Culture and Technology..... 3
 COM 428 - Ethical Issues in Mass Communications..... 3
 One of the following four concentrations 21

Miscellaneous/Liberal Arts Elective Component (22 credits)

Total credits required 120

Concentration areas

Mass Communication (21 credits)

COM 222- Introduction to Cinema..... 3
 COM 235- Introduction to Journalism 3
 COM 315-Scriptwriting..... 3
 COM 319- Mass Media Research Methods..... 3
 COM 330- Media Writing 3
 COM 411- Faith, Film and Culture..... 3
 COM 434– Media Management 3

Dramatic Arts (21 credits)

DRA 205- Introduction to Theatre..... 3
 COM 307-Aesthetics and Design 3

COM 316- Script Analysis for Performers	3
DRA/ENG 317- Playwriting I.....	3
DRA 335 – Acting I.....	3
COM 337- Voice and Articulation	3
COM 472- Fundamentals of Play Directing.....	3

Emerging Technology (21 credits)

COM 247- Production Fundamentals.....	3
COM 201-Intro to Digital Photography	3
COM 236-Basic Audio Production.....	3
COM 244-Introduction to TV Production	3
COM 344-Advanced TV Production	3
COM 336-Advanced Audio Production	3
COM 420-Senior Project.....	3

Communications Major Suggested Program Plan

FIRST YEAR: Fall

PMN 101-Intro to Spirit Form.....	2
COM 107-Intro to Comm	3
ENG 101-College Writing I	3
Foreign Language	3
HIS 113-Hist. Of World Civ. I.....	3
LIB 101- Information Literacy.....	1

SECOND YEAR: Fall

BIB 201-New Testament Lit.....	3
Math elective	3
ENG 201 or 202-Glob Lit. I or II..	3
COM 210- Storytelling for Com ..	3
COM 212-Mass Media/Society..	3

THIRD YEAR: Fall

COM 320 –Comm/Culture/Tech	3
Concentration Requirement.....	3
SOC 347- Cont American Soc....	3
BIB 303 Christian Thought.....	3
Laboratory Science	4

FOURTH YEAR: Fall

COM 428- Ethical Issues	3
Concentration Requirement.....	6
Elective	6

FIRST YEAR: Spring

BIB 102-Old Testament Lit.	3
COM 108- Public Speaking.....	3
ENG 102-College Writing II	3
HIS 114-Hist. Of World Civ. II....	3
Foreign Language.....	3

SECOND YEAR: Spring

COM 243- Interpersonal Comm	3
PHI 101- Intro to Philosophy	3
Liberal Arts Elective.....	3
Art History elective	3
Social Science Elective	3

THIRD YEAR: Spring

BIB-Elective.....	3
PMN 201- Nyack Heritage.....	1
Concentration Requirement	6
Miscellaneous electives	6

FOURTH YEAR: Spring

Concentration Requirement	6
Electives	6
Liberal Arts elective.....	1