

Program Information

Mark Borzi, Chair
600 Lincoln Ave.
Charleston, IL 61920
mgborzi@eiu.edu
217.581.2016



Department of Communication Studies

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Charleston, IL 61920

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Welcome future Eastern students!

Thanks for stopping by our display.

Based upon our years of conversation with future Eastern students and parents, I put together this booklet to answer many of the questions you might have about the programs in the Department of Communication Studies. I know how difficult it is in the rush of the open house to think of questions or to get complete answers.

I encourage you to take a few minutes when you have some quiet time to review the materials in this booklet. I think you will find that we have one of the strongest programs in the State of Illinois. Our placement and retention data are very strong. We also have a committed faculty who care about students. I am always impressed with the access students have to faculty and the caring attitude that faculty have for students.

After reviewing the materials I encourage you to contact the Office of Admissions if your questions that have to do with admittance, costs or housing. Please feel free to contact me if you have questions about the program.

Again, thanks for stopping by and considering Eastern.

Sincerely,

Mark Borzi
Chair
mgborzi@eiu.edu

Department of Communication Studies
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What is the study of communication?

The communication discipline is both one of the oldest and one of the newest academic disciplines. Its roots go back to ancient Greece, when rhetoric--the study of discovering and using "the available means of persuasion" was an important part of the citizenry's education.

The study of rhetoric led to the development of the five canons of rhetoric, or the five minor arts that made the major art: invention, disposition, style, memory, and delivery. Classical rhetoric emphasized the need for a study of the art to become familiar with logic, human psychology, literature, and performance. The study of rhetoric continued into the Roman era and beyond. Interest in the study of rhetoric including public address, argumentation, and persuasion was renewed early in the 20th century and has continued to this day.

In the 20th century the discipline expanded its focus to include oral interpretation, interpersonal communication, small group communication and mass communication. Scholars noted that, as important as public speaking is, there are other forms of human communication that are also important and deserving of study.

Now, the discipline also encompasses intercultural communication, gender and communication, organizational communication, performance studies, educational communication, family communication, health communication, political communication, public relations and the study of communication in other specific contexts. People who are not completely familiar with the communication discipline often think it is only concerned with public speaking--that all we do is teach students to speak in front of an audience. That impression may come from the tradition created by over 2500 years of the study of rhetoric, or from focusing on the word "speech" while overlooking "communication," or from a common exposure to the discipline in a basic public speaking class.

While public speaking is a traditional and an important starting point for understanding the discipline, there is much more to communication. Often named simply communication or communication studies, departments in our discipline across the country are concerned with both improving students' abilities to communicate in a variety of ways, and with expanding knowledge of how people communicate and understand the role that communication plays in shaping their lives.

Why choose communication?

An education is more than a degree, it is the development of the ability to learn and function in society. Many students and parents are pushed into framing education as a career direction. Being asked what is your major used to elicit a description of a field of study. Now it generates a description of an occupation or career path. When education is framed this way, communication graduates are at a disadvantage when compared to other graduates who fit easily into occupational niches, e.g., education majors go into teaching; accounting majors go into accounting.

The reality is that this perception of a direct connection between a major and a career is not that clear. Derek Bok, past president of Harvard said:

The ultimate career of any student may be very different from the one anticipated. Any career can veer sharply from its original direction. In our rapidly changing environment, however, certain fundamental skills and habits of the mind provide the essentials for adaptation. **Of these skills, the most obvious is the ability to communicate orally and in writing with clarity and style.**

Studying communication is more fundamental than selecting a major for a job. Communication is the primary social process. It would be impossible for social institutions to exist as we know them without communication. Human beings engage in communication as a means to facilitate meaning and to coordinate human activities. Other disciplines recognize the importance of communication but place it among other variables while communication majors recognize the importance and central role that communication plays in daily life.

Oral communication has long been our main method for communicating with one another. It is estimated that **75 percent of a person's day is spent communicating** in some way. As a college student, 69 percent of your communication time is spent on speaking and listening. You spend 17 percent of your communication time reading and 14 percent writing. Put another way, **"we listen a book a day, we speak a book a week, read the equivalent of a book a month, and write the equivalent of a book a year."**

Not only do we spend considerable time communicating, but communication skills are also essential to personal, academic, and professional success. In a report on the fastest growing careers, the U.S. Department of Labor states that **communication skills will be**

in demand across occupations well into the next century. In a national survey of 1000 human resource managers, **oral communication skills are identified as valuable for both obtaining employment and successful job performance.** Executives of Fortune 500 companies indicate that **college students need better communication skills,** as well as the ability to work in teams and with people from diverse backgrounds. Case studies of high-wage companies also state that **essential skills for future workers include problem solving, working in groups, and the ability to communicate effectively.**

When 1000 faculty members from a cross section of disciplines were asked to identify basic competencies for every college graduate, **skills in communicating topped the list.** Even an economics professor stated that "...we are living in a communications revolution comparable to the invention of printing....In an age of increasing talk, it's wiser talk we need most."

Most employers recognize that when they are recruiting new college graduates, they are seeking basic sets of skills that often transcend specific context areas. They feel that they can train a specific content. Consider the following example from the August/September 1996 issue of Fast Company, in an article entitled Hire for attitude, Train for skill. "What people know is less important than who they are. Hiring, they believe, is not about finding people with the right experience. It's about finding people with the right mind-set." Put simply, what a person knows changes, who they are does not.

Employers seek five basic things from new college graduates. They are:

- people skills (e.g. interpersonal, group or team, and conflict management skills)
- critical thinking skills (how you make decisions and justify your choices)
- writing skills
- computer skills
- degree and perhaps specialty skills (e.g., engineering, accounting, programming, public speaking, persuasive ability).

As a communication major, you develop skills in each of the areas outlined above by designing a major program and possibly a minor program, which will make you a strong candidate in the future job market, but not limited to a particular career path.

The Department's Focus

The Department of Communication Studies is a diverse community of students and faculty interested in exploring the complex and dynamic nature of communication in multiple contexts.

What will you learn? Among other things you will:

- develop effective critical thinking skills
- cultivate a sense of social and ethical responsibility
- effectively create and implement message strategies
- develop the skills essential to successful life within complex social environments

How will you learn it? You will learn these things through the study of:

- persuasion
- message design
- communication effects
- the structure of communication

This translates into:

- strong oral and written communication skills
- ability to work effectively in groups
- problem solving and critical thinking
- greater understanding of people from other cultures
- how to use the best medium to reach your audience
- how to construct a message to have the largest impact
- understanding the relationship between media and society

Content areas you have the ability to study:

- communication theory and practice
- corporate communication
- mass communication
- public relations
- rhetoric and public advocacy

What can you do with a communication degree?

Sample Occupational Titles of Graduates

Communication Studies

Customer Service Representative	Social Worker
Speech Writer	Community Affairs Liaison
Lawyer (with law degree)	Flight Attendant
Lobbyist	Private Investigator
Elected Official	Comedian
Legislative Assistant	Community College Instructor (with M.A.)
Program Coordinator	College or University Professor (with Ph.D.)
Human Rights Officer	Sales Manager
Political Campaign Manager	Account Representative
Business Owner	Athletic Coach
Community Affairs Manager	Student Activities Director
Residential Life Director	

Corporate Communication

Marketing Specialist	Alumni Relations Officer
Account Manager	Admissions Counselor
Sales – Pharmaceutical	Public Information Officer
Sales – Computer Hardware	Customer Service Representative
Sales – Computer Software	City Technology Manager
Sales – Agricultural Products	Vice-president Marketing
Sales – Insurance	Telecommunications Manager
Sales – General	Community College Instructor (with M.A.)
Sales – Real Estate	College or University Professor (with Ph.D.)
Media Sales Representative	Training Manager
Media Buyer	Personnel Specialist
Training and Development Specialist	Personnel Manager
Employment Recruiter	Market Researcher
Financial Planner	Work Team Leader
Web Designer – Programmer	Internet Services Provider Manager
Hospitality Manager	Software Trainer
Business Owner	Computer Training Specialist
Sales Trainer	Management Trainee
Webmaster	

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Program Information

Mass Communication – Media Studies

Film Critic	College or University Professor (with Ph.D.)
Video Coordinator	Media Sales Representative
Writer	Media Buyer
Community College Instructor (with M.A.)	Media Analyst
Media Critic	

Mass Communication – Broadcast News

Producer/Director	Media Coordinator
Reporter – Television	Reporter – Agriculture
Reporter – Radio	Reporter – General
Reporter – Sports	Writer/Producer
Talk Show Host	Community College Instructor (with M.A.)
Media Sales Representative	College or University Professor (with Ph.D.)
Media Buyer	Videographer
Production Assistant	Director
Sports Announcer	Floor Manager
Public Affairs Program Producer	

Mass Communication – Electric Media Production

Media Sales Representative	Writer/Producer
Media Buyer	Director
Producer/Director	Radio Station Manager
Videographer	Television Station Manager
Agricultural Director – Radio Station	Community College Instructor (with M.A.)
Public Information Officer	College or University Professor (with Ph.D.)
Customer Service Representative	Corporate Video Producer
Production Assistant	Sports Announcer
Media Planner	Floor Manager
Documentary Producer/Director/Editor	Post-production Producer/Editor
Media Coordinator	

Public Relations

Community Relations Director	Media Planner
Advertising or Marketing specialist	Media
Public Relations – Agribusiness	Publication Editor
Publicity Manager	News and Information Director
Advertising Account Manager	Public Opinion Researcher
Corporate Public Affairs Director	Hospitality Manager
Sales Manager	Fundraiser
Sports Publicist	Development Officer
Public Information Officer	Event Planner

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Director, Community Education
Community College Instructor (with M.A.)
College or University Professor (with Ph.D.)
Director Corporate Communication
Newsletter Editor
Sports Information Director

Any of the options with a minor in Health Communication

Public Health Official
Public Relations in health care setting
Health Educator
Public Health Campaign Specialist
Health Services Manager
Communication Director – Health Care setting
Videographer

Broadcast News or Electronic Media Production with a minor in Broadcast Meteorology

On air weather talent
Public Information Officer in weather related industries (NOAA, NWS)

Graduate Programs students have attended:

University of Illinois*
Indiana University
Southern Illinois University
University of Iowa*
University of New Mexico
San Diego State University
University of South Florida

Northwestern University*
University of Texas at Austin*
University of Memphis
University of Missouri
University of Oklahoma*
University of Nebraska
Pennsylvania State University*

*Distinguished programs as determined by 1996 NCA Ph.D Reputational Study

Placement Data

Placement data for nine popular undergraduate majors at EIU.

Major	Minimum Starting Salary	Maximum Starting Salary	Starting Average	Placement Rate	Number
Computer Information systems	\$30,000	\$52,000	\$39,600	80%	25
Accounting	\$25,000	\$55,000	\$39,600	89%	43
Math & Computer Science	\$37,000	\$40,000	\$38,500	50%	2
Industrial Technology	\$28,000	\$55,000	\$39,400	94%	28
Finance	\$30,000	\$55,000	\$38,300	95%	46
Communication Studies	\$20,000	\$60,000	\$36,500	87%	82
Marketing	\$24,000	\$63,000	\$34,900	93%	49
Management	\$26,000	\$45,000	\$33,500	93%	52
Special Education	\$27,000	\$40,000	\$33,250	100%	14
Averages	\$27,300	\$33,750	\$38,960	89%	9.8
Averages	\$27,500	\$33,750	\$38,960	89%	9.8

Services provided to Communication Studies Majors

Career Services Job Postings	Served at the Career Center
Administrative/Management: 613	Total majors graduated : 130
Communications/Media: 537	Total Served: 63
Government: 126	Number responded to Survey: 43
Marketing/Advertising/Sales: 876	Number reporting employment: 39
Total: 1,582	Percentage using Career Services: 48%

Last updated: July 3, 2007

Major

The department attempts to maintain a curriculum that will provide students with a state-of-the-art education to meet current and future career and personal goals. The program undergoes ongoing evaluation through self-study, external reviews, surveys of alumni and current students, examination of other successful programs in communication and review of published data on employment trends. The program is adjusted as needed. The last set of changes occurred this past Spring and go into effect Fall 2006.

All of the concentrations have the same basic structure, a department core (12 hours), option core (18 to 21 hours), and electives (12 to 15 hours).

Department Core

The department believes that the core provides students with a basic set of skills important to success in the major and in future careers. The core is four classes totaling 12 semester hours. Students must earn a “C” or better in each of the core classes in order to graduate. Students must also submit a senior portfolio documented by a completed audit in CMN 4749.

Courses that are writing intensive are in **bold** and those that have a prerequisite are in *italics*.

- 2010 Introduction to Communication Theories – provides students with an overview of communication theory demonstrating the scope of the discipline and providing a sound grounding in theory for future application in upper division courses.
- 2020 Communication Research** – provides students with the basic skills important to future classes and careers. Students in this course are taught the basics of doing research, how to interpret research, how to construct data-based arguments, and how to write research based documents.
- 2030 Applied Communication – provides students with an introduction to technology and message construction. As communication majors, students need to have an understanding of the relationship between message goals and objectives, channel, technology, and message success.

2040 Argumentation and Critical Thinking – A hallmark of communication majors is the ability to critically think and argue for a position. It is this ability that separates this major from others. This course provides students with an introduction to the critical analysis of the communication of others and the development and presentation of argument.

4749 Senior Portfolio – this course is required of all students. It is to be taken as an audit course. The course does not cost the students anything and it does not count toward the 120 hour total required for graduation.

Option Core:

Each option has its own core of classes which compose 18 to 21 semester hours of the 45 hour major. Each set of classes are selected based upon their importance to the option. The required courses are to ensure that students learn a common core of knowledge in each of their areas.

Electives:

As students progress through their selected option, they develop a particular interest or focus within their program of study. The purpose of the electives in the major are to provide students with the opportunity to explore this interest through a series of courses. Students are required to take 12 to 15 semester hours of electives, but we find that students often take more than what is required.

Electives are to be selected in consultation with an adviser. The department has available a series of example elective clusters that students may use as a guide.

The Options:

Communication Theory and Practice – The Communication Theory and Practice Option is designed to provide students the opportunity to develop the knowledge, skills, and abilities necessary to effectively manage communication in their personal, professional, and public lives. The program provides for both breadth of study in communication and depth in a particular area of specialty. A communication graduate would be well-prepared for positions in both the private and public sector which have high communication demands and where the use of sophisticated message strategies are

necessary for success.

This option tends to draw students who are interested in interpersonal communication, rhetoric and public address, and a general program in communication. Students in this option are often interested in the law, politics, helping or social occupations, gender, or family studies.

Required courses in the option core

- CMN 2520 Introduction to Mass Communication
- CMN 2630 Introduction to Interpersonal Communication
- CMN 3100 Persuasion
- CMN 3470 Small Group Communication
- CMN 3660** ***Communication and Conflict Management*** (CMN 2630 or permission)
- CMN 3710 *Intercultural Communication* (CMN 2630 or permission)

Fifteen hours of electives selected in consultation with an adviser.

Corporate Communication – Communication is identified as one of the top skills required in any organization. This option provides students with the knowledge, values, perspectives and skills necessary to understand the roles, functions, strategies, and management of positions within organizations with high communication demands.

This option focuses on communication in the organization; communication interactions such as superior-subordinate communication, group or team communication, interviewing, training and development, and sales. The option prepares students for a number of careers in an organizational setting.

Required courses in the option core

- CMN 2630 Introduction to Interpersonal Communication
- CMN 2650 Introduction to Organizational Communication
- CMN 3100 Persuasion
- CMN 3300** **Interviewing**
- CMN 3650** ***Communication in Organizations*** (CMN 2650)
- CMN 4650 *Simulation in Organizational Communication* (CMN 3650)

Fifteen hours of electives selected in consultation with an adviser.

Mass Communication

Concentration in Broadcast News – This concentration is designed to provide the knowledge, values, perspectives, and skills necessary to understand the roles, functions, and operations of broadcast news.

Students in this concentration are focused on news and public affairs broadcasting. The program includes course work in Journalism. Courses focus on live studio production. Students in this concentration are preparing to work as on-air talent or in the production of news and public affairs programming.

Required courses in the option core

- JOU 2101** *News Writing I* (Grade of “B” in ENG 1001G or “C” in both ENG 1001G and 1002G)
- JOU 4102** *Journalism Ethics* (Junior standing)
- JOU 4771** *Communication Law* (Grade of “C” in JOU 3301 or 3302 or permission)

- CMN 2525** *Electronic Production I*
- CMN 2575** *Electronic Production II* (CMN 2525)
- CMN 3610** *Broadcast News Writing* (CMN 2525, JOU 2101 or permission)
- CMN 3620** *Electronic News Gathering* (CMN 3610)

Fifteen hours of electives selected in consultation with an adviser.

Concentration in Electronic Media Production – This concentration is designed to provide the knowledge, values, perspectives and skills necessary to understand the roles, functions, and operations of various electronic media. This program of study is focused on balancing theoretical issues with practical experience.

Students in this concentration are focused on production formats other than broadcast news. Documentary, advertisements and public service announcements, single camera work, and audio (radio) are examples of different formats. Students in this concentration are usually interested in becoming producer/directors or working in non-news areas of video and audio production.

Required courses in the option core

- CMN 2520 Introduction to Mass Communication
 - CMN 2525 Electronic Production I
 - CMN 2575 *Electronic Production II (CMN 2525)*
 - CMN 3100 Persuasion
 - CMN 3300 Interviewing**
- and select one of the following

- CMN 2550 Broadcast Announcing
 - CMN 3520 *Radio Production (CMN 2550)*
- or
- CMN 3540 *Video Production (CMN 2575)*
 - CMN 4540 *Advanced Video Production (CMN 3540)*

Fifteen hours of electives selected in consultation with an adviser. Of the fifteen hours, six must be from non-production media classes. A list of classes that meet this requirement are included on the back of the option sheet.

Concentration in Media Studies – This concentration provides students with a well-rounded approach to understanding the role of media in creating and sustaining social systems. This program of study is theoretically-based and prepares students to be critical consumers of media.

This concentration is for students interested in the media, but are not interested in production. Students in this concentration explore theoretical aspects of the media such as ratings, media research, the impact of media on society, international communication, and mass media effects.

Required courses in the option core

- CMN 2520 Introduction to Mass Communication
- CMN 2525 Electronic Production I
- CMN 3100 Persuasion
- CMN 3530 Film Communication**
- CMN 3560 International Communication
- CMN 4780** *Communication and Culture (CMN 3200 or CMN 3560 or CMN 3270)*

Fifteen hours of electives selected in consultation with an adviser. Twelve hours media courses selected from the list on back of the option sheet and three hours from any course in the department

Public Relations – The field of public relations demands a variety of skills in all forms of communication, analysis, critical thinking, and technology from its professional practitioners. Professionals must be responsive in a complex and diverse organizational environment to multiple and often competing demands. The public relations option prepares students to function effectively in this dynamic environment. Program emphasis is in preparing students for corporate, agency, nonprofit, and other public relations positions.

The public relations option focuses on an organization’s communication with its various publics. Publics can be many different groups such as employees, the public-at-large, politicians, government agencies, shareholders, etc. The program also focuses on different rhetorical situations that organizations may face and the need to develop communication strategies to deal with them. Examples of these situations include crises, providing new organizational or product information, providing good and bad corporate information, or maintaining ongoing communication relationships with important decision-makers.

Required courses in the option core

- CMN 2650 Introduction to Organizational Communication
- CMN 2520 Introduction to Mass Communication
- CMN 3100 Persuasion
- CMN 3500 Electronic Media Relations
- CMN 3960 Advocacy and Message Design**
- CMN 4919 *Public Relations Techniques (CMN 3100, 3960, senior standing)*
- CMN 4920 *Case Studies in Public Relations (CMN 4919)*

Twelve hours of electives selected in consultation with an adviser.

Rhetoric and Public Advocacy - This option will train students to design, implement and critique messages in a complex social environment marked by difference. Emphasis will be placed on the ways in which communication: situates and integrates diverse social groups; sustains and/or challenges democratic traditions; and contributes

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to individual and collective identity.

Required courses in the option core

- CNN 3100 Persuasion
- CMN 3200 Introduction to Rhetorical & Social Critique**
- CMN 3210 Rhetorics of Protest, Movement, & Resistance**
- CMN 4800 Voices of Democracy**
- CMN 4830 Rhetoric, Identity, and Social Responsibility**

Fifteen hours of electives selected in consultation with an adviser. Twelve hours of rhetoric electives selected from the list on the back of the option sheet. Six hours of electives in the major selected in consultation with an adviser.

Elective Clusters

Each of the options in the communication major provide students with an opportunity to select electives that reflect a particular area of interest. Talking with your adviser is the best way to select specific courses. The clusters below are examples of the types of courses you might select for particular career paths.

Organizational Communication – Students that are in communication studies, mass communication or public relations that are also interested in working in an organizational setting might find this cluster useful. For example, a student combining electronic media production with an elective cluster in organizational communication would be well suited for working in corporate video.

- CMN 2650 Introduction to Organizational Communication
- CMN 3650 Organizational Communication
- CMN 4650 Simulation in Organizational Communication
- CMN 4651 Communication Training Theory and Practice
- CMN 4275 Internship or CMN 4375 Practicum

Interpersonal Communication – This cluster of courses would be helpful for students interested in developing a more complete understanding of communication. Students in the communication studies or corporate communication options would find this cluster especially useful.

- CMN 2630 Interpersonal Communication
- CMN 3660 Communication and Conflict Management
- CMN 3710 Intercultural Communication
- CMN 4740 Theories of Human Communication
- CMN 4765 Communication in Families
- CMN 4275 Internship or CMN 4375 Practicum

Computer-mediated Communication – Of growing importance in almost any setting is computers as a means to communicate with others. Any of the options would fit well with the electives in computer-mediated communication. Options with a particularly good fit to the CMC cluster would be the electronic media production or broadcast news concentrations, corporate communication, or public relations.

- CMN 3750 Computer Mediated Communication I
- CMN 3751 Computer Mediated Communication II
- CMN 4850 Topics in Computer Mediated Communication (may be repeated)
- JOU 4761 Advanced New Media Design
- JOU 4762 Interactive Reporting and Design
- CMN 4275 Internship or CMN 4375 Practicum

Media Relations – This set of electives would provide students in corporate communication or public relations with a strong set of skills to work in media relations in most organizations or to move into media management.

- JOU 2101 News Writing I
- JOU 3705 PR Writing
- JOU 4771 Communication Law
- CMN 2520 Introduction to Mass Communication
- CMN 3500 Electronic Media Relations
- CMN 3610 Broadcast News Writing
- CMN 3920 Public Relations in Society
- CMN 4275 Internship or CMN 4375 Practicum

Video – Much like using the organizational communication electives with the electronic media production concentration, using this elective cluster with the option in corporate communication or public relations would prepare students for work in public relations, corporate video, or advertising.

- CMN 2525 Electronic Production I
- CMN 2575 Electronic Production II
- CMN 3540 Video Production
- CMN 4500 Topics in Electronic Media Production
- CMN 4540 Advanced Video Production
- CMN 4275 Internship or CMN 4375 Practicum

Publication Message Strategies – Students interested in the actual creation of persuasive messages would find this cluster of classes useful. Students in any of the options would find this helpful.

- CMN 3200 Rhetorical Criticism

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- CMN 3750 Computer Mediated Communication I
- INT 3343 Digital Media Technologies
- INT 3353 Print and Digital Media Production
- ENG 3005 Technical Communication
- CMN 4275 Internship or CMN 4375 Practicum

Sales – Students in the corporate communication or communication studies options interested in going into sales would find this cluster of electives most useful in pursuing their career goals.

- BUS 3470 Principles of Marketing
- CMN 3100 Persuasion
- CMN 3230 Advanced Public Speaking
- CMN 4420 Media Sales and Advertising
- MAR 4470 Professional Sales

Communication Across Differences – Students in the corporate communication or communication studies options who are interested in intercultural communication would find this cluster useful. The emphasis in these courses is communicating through and across different cultures.

- CMN 3660 Communication and Conflict
- CMN 3710 Intercultural Communication
- CMN 3903 The Rhetoric of Women
- CMN 4765 Communication in Families
- CMN 4275 Internship or CMN 4375 Practicum

Electronic Media Production Sports – Students in broadcast news or electronic media production would find this cluster of classes helpful in pursuing opportunities in sports.

- JOU 3706 Sports Writing (requires JOU 2101 News Writing I)
- CMN 3610 Broadcast News Writing
- CMN 3953 Perspectives on Sports and Media
- CMN 4500 Topics in Electronic Media Production (e.g., Sportscasting)
- CMN 4275 Internship or CMN 4375 Practicum

Electronic Media Production Radio – Students in broadcast news or electronic media

production would find this cluster of classes helpful in pursuing opportunities in radio.

- CMN 3610 Broadcast News Writing
- CMN 4420 Media Sales and Advertising
- CMN 4500 Topics in Electronic Media Production
- CMN 4275 Internship or CMN 4375 Practicum
- JOU 4101 Communication Law

Public Relations – Students in the corporate communication option or the concentrations in electronic media production or broadcast news would find the public relations cluster to be helpful in providing additional skill sets to make him or her more competitive in the market place.

- CMN 3920 Public Relations in Society
- CMN 3300 Interviewing
- CMN 3950 Conference and Event Planning
- CMN 3960 Advocacy and Message Design
- CMN 4275 Internship or CMN 4375 Practicum

Training and Development – One of the career paths students in the corporate communication option take is Training and Development. The electives listed below provide students with a well rounded background in training skills and multiple means to deliver training. Students in the other options would also find these electives useful.

- CMN 3470 Small Group Communication
- CMN 3750 Computer Mediated Communication I
- CMN 2525 Electronic Production I
- CMN 3950 Conferences and Events Planning Management
- CMN 4651 Communication Training and Practice
- CMN 4275 Internship or CMN 4375 Practicum

Human Resources – One of the career paths students in the corporate communication option take is human resources development. The electives listed below provide students with a well rounded background in the skills and demands of HR work. Students in the other options would also find these electives useful.

- CMN 3230 Advanced Public Speaking

- CMN 3300 Interviewing
- CMN 3660 Communication and Conflict
- CMN 3710 Intercultural Communication
- CMN 3920 Public Relations and Society
- CMN 4751 Communication Training: Theory and Practice
- CMN 4275 Internship or CMN 4375 Practicum
- MGT 3450 Human Resources Management (Requires MGT 3010)

Political Communication – Students interested in going into law or politics would find this cluster useful when combined with the communication studies option.

- CMN 3200 Introduction to Rhetorical & Social Critique
- CMN 3210 Rhetorics of Protest, Movement, & Resistance
- CMN 3250 Rhetoric, Democracy, & the Public Sphere
- CMN 3260 Rhetorics of Class and Social Mobility
- CMN 3270 Communication and Culture
- CMN 4800 Voices of Democracy
- CMN 4820 Political Communication

Race, Ethnicity and Diversity – Students interested in exploring the role of race, ethnicity and diversity in communication and in society will find these elective classes to be informative and thought provoking. Students will engage in discussion and analysis of controversial societal issues.

- CMN 3200 Introduction to Rhetorical & Social Critique
- CMN 3220 Communication, Race & Ethnicity
- CMN 3240 Rhetoric of Religion
- CMN 3250 Rhetoric, Democracy, & the Public Sphere
- CMN 3260 Rhetorics of Class and Social Mobility
- CMN 3270 Communication and Popular Culture
- CMN 3560 International Communication
- CMN 3710 Intercultural Communication
- CMN 3903 Rhetoric of Women
- CMN 4780 Communication and Culture

Advertising – Students interested in the role, process, impact of advertising in society will find this elective cluster engaging. Students will explore the practical aspects of

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advertising as well as the critical impact it has on society and culture. This cluster would be especially useful to students who wish to have some background in advertising but are not able to take the advertising minor.

- CMN 2520 Introduction to Mass Communication
- CMN 3270 Communication and Popular Culture
- CMN 3750 Computer-mediated Communication I
- CMN 3752 Computer-mediated Communication II
- CMN 3920 Public Relations in Society
- CMN 3940 Advertising
- CMN 3960 Advocacy and Message Design
- CMN 4500 Topics in Electronic Media Production
- CMN 4850 Topics in CMC
- CMN 4275 Internship or CMN 4375 Practicum

Event Planning - One of the career paths students in the corporate communication or public relations options is conference and event planning. The electives listed below provide students with a well rounded background in the skills and demands of event planning and conference work.

- CMN 3230 Advanced Public Speaking
- CMN 3300 Interviewing
- CMN 3470 Small Group Communication
- CMN 3950 Conferences and Events Planning Management
- CMN 3960 Advocacy and Message Design
- CMN 4650 Sim in Organizational Communication
- CMN 4651 Communication Training: Theory and Practice
- CMN 4275 Internship or CMN 4375 Practicum

Recommended Minors

The major in communication is composed of 45 hours. Students who plan their course work carefully will find sufficient time to complete a minor program. The minors listed below are typical of minors selected by students in the department.

Interdisciplinary minors

Advertising – This minor provides students with a program of study designed to enhance their understanding regarding the promotion of products and services to various markets. Critical examination of campaigns and strategies and their application of knowledge are key components.

Broadcast Meteorology – In recent years, we have developed a better understanding of the complexities of weather and the importance of communicating that information to the public. This interdisciplinary minor prepares students to effectively communicate complex weather information to multiple audiences utilizing the media.

Film Studies - Students interested in the study of cinema history, theory, criticism and production will find the Film Studies option to be of interest. This option, when combined with the mass communication option will provide students with a well rounded background and understanding in film.

Health Communication – The Health Communication Minor provides those planning a career in health professions or public relations in a health setting with a unique program in the State of Illinois. The minor combines an understanding of the health care industry, public policy, and strategic communication into a superior program of study.

Other minor programs taken by communication majors:

Business Administration
Foreign language (French, German, Spanish)
Journalism
Philosophy
Pre-Law
Political Science
Public Relations

Honor's Program

Students who demonstrate significant academic talent are eligible for the departmental honors program. Honor students have the opportunity to explore communication principles and concepts in more detail than allowed through regular course work. Students work closely with a selected faculty member on research projects, independent studies, seminars and thesis exploring issues of interest to the student.

Admission to the Departmental Honors Program requires a 3.5 GPA on a 4.0 point scale, the permission of the Dean of the Honors College, and the Departmental Honors Coordinator. Students in the Communication Honors Program must maintain an overall grade point average of 3.5. Students who have been dismissed from the program because their overall GPA has fallen below 3.5 may petition for readmission. Students must raise their grade-point average to 3.5 and submit their petition to the Director of Honors Programs and the Departmental Honors Coordinator.

The departmental honors coordinator is Dr. Bock (cfdbgbock@eiu.edu, 217.581.8400). Students must take a minimum of 12 semester hours from the following:

CMN 4555 Honors Research	3-6 hours
CMN 4444 Honors Independent Study	3-6 hours
CMN 4666 Honors Seminar	3-6 hours
CMN 4644 Honors Thesis	3 hours
Total	12 - 18 hours

Student Groups

Communication Honorary (Lambda Pi Eta) – The University chapter of LPE is open to sophomores, juniors and seniors with a CGPA of 3.00 or higher and a MGPA of 3.25. The honorary sponsors a number of activities during the year including speakers at Communication and Career Days, colloquiums speakers, programs on interviewing, graduate school, end of term stress-busters, and panel discussions on communication related issues.

The honorary sponsors a book sale twice a year. The funds from this sale underwrite the activities of the honorary and the two awards given by LPE, the Outstanding research paper and the Outstanding Media Project awards given each year.

Contact Dr. Mills for more information.

Minorities Interested in Communication Association (MICA) – MICA unifies minority students on campus who are interested in communication-related fields. The main goal of the organization is to promote professional atmosphere with various opportunities available for minority students such as networking, communication enhancement, and professionally-based activities while still maintaining a social atmosphere. The organization sponsors various educational programs such as guest speakers, mock interviews, resume workshops, and community service projects.

Contact Dr. Greer for more information.

Public Relations Student Society of America (PRSSA) – For students interested in the study of public relations. The University maintains a chapter committed to cultivating a favorable and mutually advantageous relationship between college students and professional public relations practitioners. More specifically, the goals are to:

1. Foster student understanding of current theories and procedures;
2. encourage student adherence to the highest ideals and principles of the practice of public relations;
3. to instill a professional attitude in the student; and,
4. to make evident and desirable Associate membership and eventually Accredited membership in the Public Relations Society of America (when the student subsequently becomes eligible for PRSA membership).

The benefits of membership include:

- Establishing internship leads
- Attending National Conventions
- Making career contacts with PR professionals
- Hearing current information on PR professionals
- Working with instructors who have career insights
- Gaining practical PR experience by designing newsletters, contacting guest speakers, and organizing events and activities

Contact Dr. Sowa for more information.

Undergraduate Advisory Board - The purpose of the Undergraduate Student Advisory Board is to provide the chair with feedback on department curriculum, activities, and initiatives. To bring forward initiatives and concerns from undergraduate students. To propose and implement initiatives generated by students and/or faculty. To work with other groups connected to the department such as student groups, alumni, graduate students, and other academic/administrative units on campus. The board is composed of fourteen students appointed by the department chair from nominations made by the faculty. Students selected serve a two year term.

Contact Dr. Borzi for more information.

Student Competitions

The Betty Balasi Speaking Contest – This contest is held in the Fall of each year for students enrolled in CMN 1310. Classes nominate students to represent them in the competition. A preliminary and final round are hosted by the department. The top five speakers receive certificates, the top three receive monetary awards. The class with the most students attending the final round receives a pizza party.

The Smith-Merritt Speaking Contest – This contest is held in the Spring of each year for students enrolled in CMN 1310. Classes nominate students to represent them in the competition. A preliminary and final round are hosted by the department. The top five speakers receive certificates, the top three receive monetary awards. The class with the most students attending the final round receives a pizza party.

The Bock Speaking Contest – This contest is held in the Spring of each year for undergraduate majors and minors in communication. A preliminary and final round are hosted by the department. The top five speakers receive certificates, the top three receive monetary awards.

Lambda Pi Eta Undergraduate Research paper Award - Each 2020 instructor may nominate a paper for each section taught each semester. Papers should represent individual research and deal with any subject falling under the general area of communication arts and sciences such as rhetoric, interpersonal communication, mass communication, organizational communication, film, and telecommunications. Limited multiple authorship is acceptable but class projects are not. Papers may employ either a critical or behavioral methodology and diversity of viewpoints and approaches are encouraged. Theoretical papers are acceptable as long as they add to the body of theory in communication arts and sciences.

Nominations should be submitted to Dr. Melanie Mills, Co-advisor, Lambda Pi Eta, Department of Communication Studies by the end of each semester. Questions on the appropriateness of papers or the competition process may be directed to Dr. Mills at 581.3819 (mbmills@eiu.edu).

The competition uses a process of blind review. A separate title page should include (1) a title and identification of the author(s); and (2) address, telephone number, and electronic-mail address. To ensure blind review, there should be no author

identification information in the text and references. Three copies of the manuscript should be submitted. An abstract of 200 or fewer words should accompany the manuscript. Manuscript and reference style should conform to the *Publication Manual of the American Psychological Association*, 5th Edition, 2001. Manuscripts, in general, should not exceed 25 pages or approximately 9,000 words (including references, notes, figures, and tables). Manuscripts should also be double-spaced throughout, including references and notes. Do not use right justification.

A panel of faculty and students will review the papers. The top paper author(s) each semester will receive recognition at the annual department recognition activities, a certificate, and their name(s) placed on the perpetual plaque in the department.

Lambda Pi Eta Undergraduate Multimedia Projects Competition - Each faculty member teaching 2030 many nominate one multimedia project per section taught each semester. Projects can utilize any multimedia medium. Limited multiple authorship is acceptable but group projects are not. Projects may employ any technology. Some appropriate technologies include, audio or video productions, multimedia presentations, and/or web-based materials. Presentations should be meaningful on their own and not require live interpretation or delivery.

Submit materials or addresses of materials by the end of each semester to Dr. Mark Bock, Co-advisor, Lambda Pi Eta, Department of Communication Studies. Questions on the appropriateness of projects or the competition process may be directed to Dr. Bock at 581.8400 (dgbock@eiu.edu).

A panel of faculty and students will review the projects. The top multimedia project creator(s) each semester will receive recognition at the annual department recognition activities, a certificate, and their name(s) placed on the perpetual plaque in the department.

Student Events/Activities

The department hosts a number of activities for students over the course of the year. These events are both academic and social in nature.

Department Tailgate – An opportunity for all to have a good time. The Fall gathering takes place on a Saturday before a home football game. This event is a chance for all in the department to gather and to have a good time. More information will be made available on the department’s website and the department marquee.

Communication Day – A celebration of communication – Each year the department puts aside a day to host activities around a central theme. All the panels, activities, and talks focus on the central theme for the day. In 2001 the theme of the day was communication and terrorism, and in 2002 it was the rhetoric of war. Faculty normally cancel classes in order for students to fully participate in the day.

Career Day – Career Day is a day the department sets aside to focus on careers in communication. Alumni and other professionals are invited to participate in the day. Students have the opportunity to explore career paths and to gain insights into different jobs as well as to create some networking opportunities.

Colloquium Series – Faculty in the department as well as faculty invited from other campuses are invited to make presentations to students, faculty, and the public. These colloquiums provide an opportunity to discuss faculty research projects, emerging topics in communication, and to hear alternative perspectives.

Awards and Recognition Reception – Each year the department hosts an awards and recognition reception. The purpose of the reception is to celebrate the year and to recognizing outstanding students in the department.

Facilities

The Department of Communication Studies is actively engaged in developing state-of-the-art facilities for faculty, staff and students to assist in the delivery of instruction and aid in student learning. In developing these resources, the department identified several key objectives.

- All classrooms in the department will become technology enhanced classrooms.
- Students will have appropriate equipment to ensure a state-of-the-art learning environment.
- Software and hardware will be upgraded in a timely manner to ensure an appropriate learning environment.

The department maintains the following facilities.

Hadwiger Communication Laboratory

(Last updated: Summer 2006)

Hardware

18 workstations (P4 3.2 Ghz, 1024k Ram, XP; 160 gig HD, CD-RW-/R/+RW, DVD-ROM) upgraded summer 2004. Gateway E6300.

2 Upload Stations (P4 3.2 Ghz, 1024k Ram, XP; 80/210 gig HDs, CD-RW-/R/+RW, DVD-ROM) Dell XPS G600s.

Servers: WINNT, WIN2000, FreeBSD

Peripheral Equipment

Web Cameras, Drawing Tablets, Digital cameras, digital camcorders, VHS Camcorders, plotter, B/W laser printer/copier, color laser printer.

Software

Microsoft Office 2007 (Word, Excel, PowerPoint, Access, Publisher),

Macromedia Studio 8 Suite (Dreamweaver, Fireworks, Flash)

Adobe Creative Studio 2.0 (Acrobat, Photoshop, Indesign, Illustrator)

Avid XPress Pro, Avid Newscutter, Avid Inews.

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Audio Production Laboratory
(Last updated Summer 2006)

Studio

1 computer (P4 512 mb RAM 2.4 ghz 80 Gig HD, DVD, CDRW) with Adobe Audition and Cool Edit Pro
Radio Audio console (sound board)
Microphones
Cart Machine
CD

Remote

Portable soundboard, headsets, microphones

Classrooms
(Last updated: Summer 2006)

Department Assigned seven classrooms in Coleman Hall
All classrooms have VCR/Monitor combination with overhead projector.
Four technology enhanced classroom with Computer, Digital projector, DVD VCR, Sound system.
Three portable computer systems (computer, projector, DVD, Sound)

Radio/TV Center

The Ratio/TV center provides students in the department with a number of opportunities. The center operates two radio stations (WEIU-FM and the Odyssey). The Center also operates a television station and produces a number of local programs and public service announcements. A number of classes work closely with the center, producing programs, public service announcements, and serving as on-air talent.

The center also has several remote vehicles which it uses to remotely broadcast a number of events including EIU sporting events.

Financial Assistance for Students

The department has a number of different scholarships and other financial aid options for students. The nature of the financial assistance and methods to apply for the resources are outlined below.

What kinds of financial assistance are available for students?

Grant-in-aid – The department provides a number of grant-in-aid awards annually to students who show promise or demonstrate a talent in selected fields. The Grant-in-aid program is financed through a student grant-in-aid fee. A grant-in-aid is the award of a stipend paid through the financial aid office.

Talented Student Awards – Talented student awards were created to encourage the development of unique student talents. The department provides awards equivalent to 12 semester hours of tuition.

The Betty Lou Balasi Scholarship – Established in 2004 by the family of Betty Lou Balasi in recognition of her many years of service to the department. This award is given annually to either an undergraduate (junior or senior) or graduate student majoring in communication who demonstrates the enthusiasm toward the University and the Department, is an active supporter of the University and departmental activities, and embodies the many qualities that endeared Betty Lou Balasi to the students and faculty of the department.

The Fashing Soto Speech Scholarship – Established in 2006 to support a student who demonstrates strong public speaking skills and an ability to connect current events to future career. The student receiving the scholarship must complete a manuscript connecting a current event with a future impact on a career and then present the speech to a faculty panel.

Christine and Larry Helsel Public Relations Scholarship - Established in 2007, the scholarship is awarded to an Illinois resident who is enrolled full-time at Eastern Illinois University and major in communication studies with an option in public relations. Recipients must have a 3.2 GPA and demonstrate interest or commitment in PRSSA. An essay on why the applicant wishes to pursue public relations is required as part of the scholarship application. Financial need is a consideration in making this award.

The Jon J. Hopkins Memorial Speech Education Scholarship – Established in 1987 in recognition of the lifetime commitment to education and years of dedicated service to Eastern Illinois University by the late Jon J. Hopkins, professor of speech, this award is given annually to either an undergraduate or graduate student with outstanding scholarship in the field of rhetoric, public address, or speech education.

The Illinois Broadcasters Association Scholarship – Established in 2005 to support outstanding students in broadcasting, the award is given annually to a full-time Junior or Senior, majoring in Communication Studies or Journalism who plans to pursue a career in broadcasting and is accepted, in good standing, to Eastern Illinois University. The student shall demonstrate talent, commitment, excellence, and professional ambition in broadcasting.

Carol A. Manhart Scholarship – Established by friends and family of Carol Manhart, this scholarship is given to a Communication major with a strong academic record. Preference will be given to graduates of Stewardson-Strasburg High School. Financial need is a consideration.

Ralph Y. McGinnis Scholarship – Established in 1992 by the Lions Club, family, friends, colleagues, and students of Ralph Y. McGinnis, this award goes to an undergraduate or graduate student majoring in Communication. Community service work is also a consideration.

J. Glenn Ross Scholarship (Formerly the Ralph W. Widener, Jr. Scholarship) – Established by Mrs. Ralph W. Widener, Sr. the scholarship honors Dr. J. Glenn Ross, who served as chair of the Department of Speech from 1937 through 1961. This award is presented annually to an outstanding undergraduate student majoring in speech communication.

Al and Vesta Rundle Scholarship – Established by friends and family of Al Rundle, this award is given to a full-time art major, music major, speech communication major. The recipient must have an overall GPA of 3.5 . Financial need is a consideration but not a requirement.

What are Grants-in-Aid and Talented Student Awards?

Both awards are intended to recruit new students and reward and maintain existing students in the major of Communication. These scholarships are awarded on a semester basis. Receipt of financial assistance one semester does not guarantee future assistance. Because the awarding of these funds is a significant privilege, students receiving either a TSA or GIA will be held to higher standards.

What are the requirements for GIA/TSA awards?

Students must:

- maintain a cumulative GPA of 2.75.
- admission to the major (declared interest if pre-speech candidate). Students participating in Forensics need not be Communication majors (see guidelines in Forensics Handbook for more detail).
- Demonstrate proficiency of some unique talent or skill in the area related to Communication.
- three letters of reference or recommendation by a departmental faculty member.

What is the criteria for maintaining a GIA/TSA?

Students must:

- maintain a minimum cumulative GPA of 2.75 or a major GPA of 3.0.
- continue development of the student's unique talent.
- adhere to standards pertinent to special assignments, e.g. member of the forensics team, assistant in the radio/TV center, research assistant, computer lab assistant.

What is the selection process?

The department chair, in consultation with the appropriate departmental supervisor, will evaluate applications and make nominations.

Appropriate departmental supervisors may include the Director of Forensics, The Graduate Coordinator, The Computer Laboratory Coordinator, Staff at WEIU TV/Radio, The Public Relations Adviser, The Health Communication Adviser, or other designated supervisors.

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How do students apply for scholarships?

The departmental scholarships are publicized on the Departmental web site and through various announcement vehicles in the Department. Students complete a universal scholarship application form and provide the appropriate supplemental materials as requested. The applications are reviewed by a committee that makes recommendations to the chair.

Department Contacts

Department Address	Department of Communication Studies 600 Lincoln Ave Charleston, IL 61920 (Phone) 217.581.2016 (Fax) 217.581.5718 department@eiucomm.net
Department Chair	Dr. Mark Borzi 217.581.2016 mgborzi@eiu.edu
Graduate Coordinator	Dr. Melanie Mills 217.581.3819 mbmills@eiu.edu
Basic Course Director	Fall Dr. Rodney Marshall 217.581.3299 rkmarshall@eiu.edu Spring Dr. Terry Perkins 217.581.8361 tmperkins@eiu.edu
Lab Administrator	Ms. AJ Walsh 217.581.8477 ajwalsh@eiu.edu
Central Adviser	Dr. Doug Bock 217.581.8400 dgbock@eiu.edu
Honors Program Director	Dr. Doug Bock 217.581.8400 dgbock@eiu.edu

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Internship and Practicum Director	Dr. Doug Bock 217.581.8400 dgbock@eiu.edu
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Additional Information

There are a number of additional sources of information about the department. A few Web sites that contain information are:

- Department of Communication Studies www.eiucomm.net
- Communication Studies Major Assessment Profile
<http://www.eiu.edu/~acaffair/MAP/>

You can also contact the department directly at any of the following addresses.

Mailing Address: Department of Communication Studies
600 Lincoln Ave.
Charleston, IL 61920

Phone: 217.581.2016

Email: department@eiucomm.net