

# COMMUNICATION, B.A.

## Overview

### Overview

The study of communication is inherently interdisciplinary and applicable across nearly every vocational area. Communication has always been a feature of the curriculum at Biola University and in various forms, a major area of study for degree seeking students. In addition, Communication is a central feature in the Core Curriculum as it is key outcome via verbal communication, written communication, and information literacy.

Our program areas are endorsed by academic and professional associations including National Communication Association, Religious Communication Association, Public Relations Society of America, and the Association of Collegiate Journalists and the College Media Association. We hold the Certification in Education of Public Relations (CEPR). Our students have the opportunity to participate in five student media: The Chimes, The Point, The Torch, EagleVision, and The Biolan. Student organizations include PRSSA and an honor society, Lamda Pi Eta. All students must complete a series of two internships and complete a capstone with a deliverable product that exemplifies academic and/or pre-professional expertise.

Upon completion of the University baccalaureate and major requirements, the Division of Communication offers the Bachelor of Arts degree in Communication (<https://www.biola.edu/degrees/u/communication-ba/>). Obtaining a degree with one of the three concentrations offered requires 60 program credit hours.

## Learning Outcomes

### Program Learning Outcomes

Upon completion of the Bachelor of Arts in Communication, students will be able to:

1. Describe the communication discipline, its guiding principles, and various specializations (ULO 1).
2. Engage in communication inquiry, employ theories, and critically analyze messages (ULO 1 and 3).
3. Create messages appropriate to the audience, purpose, and context, and demonstrate self-efficacy (ULO 1, 2, & 3).
4. Apply ethical communication principles and practices, and demonstrate cultural competency (ULO 1, 2, & 3).
5. Impact public discourse through framing, evaluating, and advocating for local, national, or global issues from a distinctly biblical perspective (ULO 1 & 3).
6. Produce an artifact showcasing academic or pre-professional expertise (ULO 3).

Each Program Learning Outcome (PLO) listed above references at least one of the University Learning Outcomes (ULO 1, 2, 3), which may be found in the General Information section (<http://catalog.biola.edu/general-information/#UniversityLearningOutcomes>) of this catalog.

## Program Requirements

### Writing Competency Requirement

Every Biola student must fulfill the Writing Competency Requirement (WCR). Students fulfill the WCR by passing ENGL 313 with a C+ or

better. If they fail to meet this requirement, they must consult with their major advisor for an alternative WCR pathway. For more information, see the section titled "Writing Competency Requirement" under the Admission, Enrollment and Graduation Requirements section (<http://catalog.biola.edu/general-information/admission-enrollment-graduation-requirements/#writingcompetencyrequirement>).

## GPA Requirements

Communication, B.A. majors must achieve a minimum grade of a C in all major courses taken at Biola. Anyone receiving a lower grade must repeat the course with a higher grade to receive credit for the course.

## Communication Forum

Students in the Division of Communication are required to attend the Communication Forum each semester. During this event, students will complete their academic advising, as well as participate in conversations valuable to their curricular and co-curricular experience within the program.

When a student is unable to attend the Communication Forum, they must complete a formal proposal for the absence, to the division, at least one month prior to the event. The student is responsible to obtain the required form from the department. It is also the responsibility of the student to complete and submit the form by the deadline.

Students who have an accepted proposal for absence are required to individually make up the missing information through an additional assignment. A written report is required from students, two weeks before class registration, in order to complete their requirement for missing the forum.

## Internship

Internship, comprising a total of 3 credits, is required for graduation in the Communication, B.A. major. Students will complete the 1-credit course COMM 344/PREL 344/JOUR 344, as well as the 2-credit course, COMM 444/PREL 444/JOUR 444. Students may take the internship courses multiple times to complete more internships for credit. Students, guided by their academic advisor, are encouraged to pursue other (non-credit) internships to gain as much hands-on experience as possible before their senior year. Students must take the internship courses as ordered by prerequisites, but internships (for credit or for non-credit) may be completed any semester or during the summer under supervision of department faculty, guided by stipulations of the Internship packet.

No more than 6 credits of Internship may be applied toward major requirements.

## Digital Journalism and Media Concentration

### Senior Portfolio Review

All students in the Digital Journalism and Media concentration are expected to complete a portfolio review before graduating.

The portfolio consists of the student's best work, completed through coursework or internships during the time they have been enrolled in the concentration. The review will be completed by a committee of full-time faculty (with input from a professional outside of the institution) as well as by the instructor for the Media Capstone course during the selected semester.

The student's portfolio will be rated for competency or non-competency. Competent work can also be rated as exemplary. Students whose portfolio does not earn at least a competency rating must re-submit their portfolio to the Review Committee or retake the course (if the grade requires such).

Timing of the portfolio review ideally will be the semester before graduating (typically fall semester of the senior year in a normal four-year undergraduate cycle).

Traditional students should schedule a preliminary portfolio review with their academic advisor at the end of five semesters to plan successful completion of the portfolio review. Transfer students should schedule a preliminary portfolio review after two semesters.

Scheduling of the Senior Portfolio review will be completed as part of the Capstone course requirements. Any exception to this plan must be approved by the full-time faculty.

## Public Relations Concentration Senior Portfolio Review and Certificate

All students in the Public Relations concentration are expected to complete a portfolio review as well as the Certificate in Principles of Public Relations examination prior to graduation.

The portfolio consists of the student's best work during the time they have been enrolled in the major. The review will be completed by a committee of full-time faculty.

The student's portfolio will be rated for competency or non-competency. Competent work can also be rated as exemplary. Students whose portfolio does not earn at least a competency rating must re-submit their portfolio to the Review Committee or retake the Senior Portfolio and Certificate course (if the grade requires such).

Also as part of the graduation requirements as well as the Senior Portfolio and Certificate course, students will prepare and complete the Certificate in Principles of Public Relations examination.

## Curriculum Requirements

**Code** **Title** **Credits**

Communication majors meet the Core Curriculum requirement of 6 credits in communication and mathematics within the major.

### Program Courses

The following program courses are requirements for all concentrations.

COMM 200	The Rhetorical Act <sup>1</sup>	3
COMM 235	Interpersonal Communication	3
COMM 254	Communication Theories	3
COMM 387	Organizational Communication	3
COMM 473	Communication and Diversity	3
JOUR 105	Foundations of Journalism	3
MATH 190	Business Statistics <sup>2</sup>	3
PREL 111	Introduction to Public Relations	3
Writing for the Field (Select one as appropriate for the chosen concentration detailed below):		3
COMM 272	History of Communication	
JOUR 120	Writing Across Media	

PREL 230	Writing for Public Relations	
Research in the Field (Select one as appropriate for the chosen concentration detailed below):		3
COMM 368	Methods of Communication Research	
JOUR 305	Data Reporting and Visualization	
PREL 458	Public Relations Research	
Internship Requirements (Select one as appropriate for the chosen concentration detailed below):		3
COMM 344 & COMM 444	Communication Internship and Advanced Communication Internship	
JOUR 344 & JOUR 444	Media Internship and Advanced Internship and Career Preparation in Media	
PREL 344 & PREL 444	Public Relations Internship & Applied Experience and Advanced Internship and Career Preparation in Public Relations	
<b>Program Course Requirements: 33 credits</b>		
Select a concentration below		27
<b>Core Curriculum Requirements <sup>3</sup></b>		<b>68</b>
<b>Total Credits</b>		<b>128</b>

<sup>1</sup> Fulfills the Communication Core Curriculum requirement, and is also covered by the Torrey Honors College curriculum.

<sup>2</sup> Fulfills the Mathematics Core Curriculum requirement.

<sup>3</sup> See Core Curriculum Program section (<http://catalog.biola.edu/general-information/undergraduate-core-curriculum-program/>) for details.

## Concentrations

Students must choose one of three concentrations:

- Communication Studies
- Digital Journalism and Media
- Public Relations

### Communication Studies

Code	Title	Credits
<b>Communication Studies students must take the following courses:</b>		
COMM 170	Small Group Communication	3
COMM 275	Communication in the Workplace	3
COMM 385	Persuasive Communication	3
COMM 386	Forms of Public Communication	3
COMM 403	Organizational Rhetoric	3
COMM 470	Communication Seminar	3
COMM 472	Intercultural Communication	3
COMM 474	Advanced Studies in Communication Behavior	3
COMM 495 or COMM 465	Advanced Methods of Research Rhetorical Criticism	3
<b>Total Credits</b>		<b>27</b>

## Digital Journalism and Media

Code	Title	Credits
<b>Digital Journalism and Media students must take the following courses:</b>		
JOUR 135	Foundational Media Skills: Videography	3
or JOUR 241 & JOUR 243 & JOUR 245	Audio Workshop and TV Directing Workshop and Video Workshop	
JOUR 200	Media Career Readiness Practicum	3
JOUR 232	Multimedia Reporting	3
or JOUR 236	Introduction to Broadcast Journalism	
JOUR 311	Studio Production	3
or JOUR 486	Media Narrative Project	
JOUR 332	Editing and Digital Media Management	3
or JOUR 337	Web Show Production	
JOUR 390	Media Law	3
JOUR 464	Philosophy and Ethics of Media	3
JOUR 488	Media Capstone	3

### Elective Courses

Select 3 credits from the following:		
JOUR 232	Multimedia Reporting	
JOUR 236	Introduction to Broadcast Journalism	
JOUR 241 & JOUR 243 & JOUR 245	Audio Workshop and TV Directing Workshop and Video Workshop	
JOUR 247	Photo Communication	
JOUR 249	Media Design Essentials	
or PREL 249	Media Design Essentials	
JOUR 250	Digital Design Essentials	
or PREL 250	Digital Design Essentials	
JOUR 301	Sports Media	
JOUR 306	Digital Technology and Social Strategies for Media	
JOUR 311	Studio Production	
JOUR 335	Magazine and Free-Lance Writing	
JOUR 337	Web Show Production	
JOUR 387	International Journalism	
JOUR 442	Visual Meaning	
JOUR 486	Media Narrative Project	
<b>Total Credits</b>		<b>27</b>

## Public Relations

Code	Title	Credits
<b>Public Relations students must take the following courses:</b>		
PREL 105	Public Relations: History & Foundations	3
PREL 107	Multimedia Channels	1
PREL 249	Media Design Essentials	3
PREL 267	Public Relations Career Readiness	1
PREL 307	Soc Media, SEO, and Digital Strategy	3

PREL 320	PR Ethics	3
PREL 350	Crisis Communication & Reputation Management	3
PREL 355	Media Relations	3
PREL 410	PR Principles, Law, & Global Influence	3
PREL 460	Public Relations Leadership and Advanced Campaign Analysis	3
PREL 490	Portfolio and Certificate	1
<b>Total Credits</b>		<b>27</b>

## Course Sequence

**NOTE:** The course sequence table is designed by the major department and is one way that the classes will work out properly in sequence for your major. However, there are alternative or flexible ways to rotate some of the classes within the same year/level and sometimes between year levels. Please contact your major department advisor to discuss flexible alternatives in scheduling the sequence of your classes.

Taking coursework during the summer session may also be an option to accelerate your degree path.

See Core Curriculum Program section (<https://catalog.biola.edu/general-information/undergraduate-core-curriculum-program/>) for a list of approved Core Curriculum courses.

- **Communication Studies (p. 3)**
- **Digital Journalism and Media (p. 4)**
- **Public Relations (p. 4)**

## Communication Studies (COCO)

First Year		
Fall	Credits Spring	Credits
BBST 103 or 165	3 BBST 103 or 165	3
ENGL 100 or 112	3 BBST 209 or 210	3
GNST 102	1 COMM 200 (fulfills Communication Core Curriculum requirement)	3
HIST 100 or 101	3 Fine Arts (see Core Curriculum)	3
KNES 107	1 Foreign Language (see Core Curriculum)	4
Foreign Language (see Core Curriculum)	4	
	<b>15</b>	<b>16</b>

Second Year		
Fall	Credits Spring	Credits
BBST 251	3 BBST 209 or 210	3
COMM 235	3 COMM 272	3
COMM 254	3 MATH 190 (fulfills Math Core Curriculum requirement)	3
JOUR 105	3 PREL 111	3
KNES Activity (see Core Curriculum)	1 Concentration Course	3
Science (see Core Curriculum)	3 Literature (see Core Curriculum)	3
	<b>16</b>	<b>18</b>

Third Year		
Fall	Credits Spring	Credits
BBST 300/400 Bible Elective	3 BBST 354	3
COMM 368	3 COMM 344	1
Behavioral Science (see Core Curriculum)	3 COMM 387	3

Concentration Course	3 ENGL 313	3
Concentration Course	3 Philosophy (see Core Curriculum)	3
Concentration Course	3 Concentration Course	3
Writing Competency Requirement	Graduation Application due in Registrar's Office	
		<b>18</b>
		<b>16</b>

**Fourth Year**

Fall	Credits Spring	Credits
BBST 365	3 BBST 300/400 Bible Elective	3
HIST 200, 201, or POSC 225	3 BBST 465	3
Concentration Course	3 COMM 444	2
Concentration Course	3 COMM 473	3
Concentration Course	3 COMM 495 or 465	3
		<b>15</b>
		<b>14</b>

**Total Credits 128**

## Digital Journalism and Media (CODJ)

**First Year**

Fall	Credits Spring	Credits
BBST 103 or 165	3 BBST 103 or 165	3
ENGL 100 or 112	3 BBST 209 or 210	3
GNST 102	1 COMM 200 (fulfills Communication Core Curriculum requirement)	3
HIST 100 or 101	3 Fine Arts (see Core Curriculum)	3
KNES 107	1 Foreign Language (see Core Curriculum)	4
Foreign Language (see Core Curriculum)	4	
		<b>15</b>
		<b>16</b>

**Second Year**

Fall	Credits Spring	Credits
BBST 251	3 BBST 209 or 210	3
COMM 235	3 JOUR 120	3
COMM 254	3 MATH 190 (fulfills Math Core Curriculum requirement)	3
JOUR 105	3 PREL 111	3
KNES Activity (see Core Curriculum)	1 Literature (see Core Curriculum)	3
Science (see Core Curriculum)	3 Concentration Course	3
		<b>16</b>
		<b>18</b>

**Third Year**

Fall	Credits Spring	Credits
BBST 300/400 Bible Elective	3 BBST 354	3
JOUR 305	3 COMM 387	3
Behavioral Science (see Core Curriculum)	3 ENGL 313	3
Concentration Course	3 Philosophy (see Core Curriculum)	3
Concentration Course	3 Concentration Course	3
Concentration Course	3 Graduation Application due in Registrar's Office	
Writing Competency Requirement		
		<b>18</b>
		<b>15</b>

**Fourth Year**

Fall	Credits Spring	Credits
BBST 365	3 BBST 300/400 Bible Elective	3
HIST 200, 201, or POSC 225	3 BBST 465	3
JOUR 344	1 COMM 473	3
Concentration Course	3 JOUR 444	2
Concentration Course	3 JOUR 488	3

Concentration Course	3	
		<b>16</b>
		<b>14</b>

**Total Credits 128**

## Public Relations (COPB)

**First Year**

Fall	Credits Spring	Credits
BBST 103 or 165	3 BBST 103 or 165	3
ENGL 100 or 112	3 BBST 209 or 210	3
GNST 102	1 COMM 200 (fulfills Communication Core Curriculum requirement)	3
HIST 100 or 101	3 Fine Arts (see Core Curriculum)	3
KNES 107	1 Foreign Language (see Core Curriculum)	4
Foreign Language (see Core Curriculum)	4	
		<b>15</b>
		<b>16</b>

**Second Year**

Fall	Credits Spring	Credits
BBST 251	3 BBST 209 or 210	3
COMM 235	3 MATH 190 (fulfills Math Core Curriculum requirement)	3
COMM 254	3 PREL 111	3
JOUR 105	3 PREL 230	3
PREL 230	3 Literature (see Core Curriculum)	3
PREL 267 (Concentration Course)	1 Concentration Course	3
KNES Activity (see Core Curriculum)	1	
		<b>17</b>
		<b>18</b>

**Third Year**

Fall	Credits Spring	Credits
BBST 300/400 Bible Elective	3 BBST 354	3
PREL 107 (Concentration Course)	1 COMM 387	3
PREL 458	3 ENGL 313	3
Behavioral Science (see Core Curriculum)	3 Philosophy (see Core Curriculum)	3
Science (see Core Curriculum)	Concentration Course	3
Concentration Course	3 Concentration Course	3
Concentration Course	3 Graduation Application due in Registrar's Office	
Writing Competency Requirement		
		<b>16</b>
		<b>18</b>

**Fourth Year**

Fall	Credits Spring	Credits
BBST 365	3 BBST 300/400 Bible Elective	3
HIST 200, 201, or POSC 225	3 BBST 465	3
PREL 344	1 COMM 473	3
Concentration Course	3 PREL 444	2
Concentration Course	3 PREL 490 (Concentration Course)	1
Concentration Course	3	
		<b>16</b>
		<b>12</b>

**Total Credits 128**

## Torrey Hnrs Seq

**NOTE:** The course sequence table is designed by the major department and is one way that the classes will work out properly in sequence for your major. However, there are alternative or flexible ways to rotate some of the classes within the same year/level and sometimes between year levels. Please contact your major department advisor to discuss flexible alternatives in scheduling the sequence of your classes.

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- **Communication Studies**
- **Digital Journalism and Media**
- **Public Relations**

## Communication Studies (COCO), Digital Journalism and Media (CODJ), and Public Relations (COPB)

First Year		
Fall	Credits Spring	Credits
HNRS 101	4 HNRS 105	4
HNRS 102	4 HNRS 106	4
GNST 102	1 COMM 235	3
KNES 107	1 JOUR 105	3
Foreign Language (see Core Curriculum)	4 Foreign Language (see Core Curriculum)	4
	<b>14</b>	<b>18</b>
Second Year		
Fall	Credits Spring	Credits
HNRS 210	4 HNRS 230	4
HNRS 215	4 HNRS 231	4
COMM 254	3 COMM 272, PREL 230, or JOUR 120	3
KNES Activity (see Core Curriculum)	1 MATH 190 (fulfills Math Core Curriculum requirement)	3
Science (see Core Curriculum)	3 PREL 111	3
	<b>15</b>	<b>17</b>
Third Year		
Fall	Credits Spring	Credits
HNRS 324	4 HNRS 337	4
HNRS 326	2 HNRS 339	2
COMM 368, PREL 458, or JOUR 305	3 COMM 387	3
Concentration Course	3 ENGL 313	3
Concentration Course	3 Concentration Course	3
Concentration Course	3 Concentration Course	3
	<b>18</b>	<b>18</b>
Fourth Year		
Fall	Credits Spring	Credits
HNRS 443	4 HNRS 458	4
BBST 465	3 HNRS 467	2
JOUR 344, COMM 344, or PREL 344	1 COMM 473	3
Concentration Course	3 COMM 495, PREL 490, or JOUR 488	3
Concentration Course	3 JOUR 444, COMM 444, or PREL 444	2
Concentration Course	3	
	<b>17</b>	<b>14</b>
<b>Total Credits 131</b>		