

Catalog: Undergraduate Catalog 2012-2013 [Archived Catalog]

Title: School of Communication

School of Communication

Norman C. Mintle, B.A., M.A., Ph.D.

Dean, School of Communication

Associate Professor

Cecil V. Kramer, Jr., B.S., M.A., M. Div., D. Min.

Associate Dean, School of Communication

Professor of Communication Studies

PURPOSE

The School of Communication, comprised of the Center for Cinematic Arts along with the Departments of Communication Studies, Studio and Digital Arts, and Theatre Arts, offers undergraduate and graduate degrees in order to prepare artists and scholars in the practice and theory of the communication arts.

Cinematic Arts is a full immersion program for Juniors and Seniors.

Concentrations, by department include: Communication Studies:

Advertising/Public Relations, Digital Media, Journalism, and Speech

Communication; Studio and Digital Arts: Graphic Design and Studio Art; Theatre Arts: Performance and Production.

TEACHER LICENSURE

Teacher preparation and endorsement is available in Art Education and Theatre Arts. Add-on endorsements in theatre, journalism, speech communication and studio art are available through the School of Communication in cooperation with the Teacher Education Department. Those wishing to pursue teacher-related programs should seek information from the Teacher Licensure Office in the School of Education. Licensure information is also available at www.liberty.edu/uguide.

DEGREE COMPLETION PLANS

Degree Completion Plans for programs offered by the School of Communication can be accessed at: <http://www.liberty.edu/dcps>.

- [Cinematic Arts](#)
- [Communication Studies](#)
- [Studio and Digital Arts](#)
- [Theatre Arts](#)

Zaki Gordon Center for Cinematic Arts

Stephan Schultze, B.A., M.A.

Executive Director, Center for Cinematic Arts

RESIDENTIAL FACULTY

Associate Professor

Curlee, Miller, D., Walz

PURPOSE

Cinema is a unique form of communication and the purpose of the Zaki Gordon Center for Cinematic Arts is to glorify God by reflecting the truths of Scripture through cinema. The Zaki Gordon Center for Cinematic Arts at Liberty University is distinctive because of its approach in training the next generation of filmmakers in a Christ-focused environment. Dr. Jerry Falwell coined "Saturation Evangelism" as the ability to reach every available person through every available means. Liberty University's Zaki Gordon Center for Cinematic Arts supports the scope of that mission.

Cinematic Arts Major (B.S.)

Learning how to create impactful and professionally produced films that have a competitive edge will help insure that new filmmakers and the message of Christ will stand out in a content driven marketplace.

The B.S. in Cinematic Arts is a 2-year **full immersion***, **cohort **program** that students enter in their junior year. Students who have completed their general education, CINE 201/COMS 323, CINE 202, and CINE 203, and who will be juniors as of Fall 2012, can apply for admission to the Center for Cinematic Arts program.

***FULL IMMERSION** – 5 days a week instruction that could include 8-12 hours with professors a day. This hands-on instruction will produce the best learning environment, mirroring a real world model for product driven outcomes. MWF Convocation attendance will not be compromised.

****COHORT** – A fixed group of 16-20 students who have been accepted into the Cinematic Arts Major after applying to continue in the B.S. in Cinematic Arts program. (Cohort students are advised not to take classes outside of the B.S Cinematic Arts Major)

NOTE: Admission to continue in the B.S. in Cinematic Arts is an application and acceptance process. If possible, it is advised that students declare Cinematic Arts as their major their freshman year. Students must work closely with their academic advisor as they work through their Degree Completion Plan (DCP) and should schedule a meeting with a faculty member in the Cinematic Arts Program to gain insight on the application process and ask questions as needed.

PROGRAM LEARNING OUTCOMES

The student will be able to:

1. Integrate thematic values in storytelling.
2. Determine personnel and technical elements relevant to the visual content of the story.
3. Evaluate the distribution model for a movie.
4. Justify moral decisions related to moviemaking based biblical worldview/principles.

PROGRAM APPLICATION PROCEDURES

In order to continue in the Cinematic Arts Program, students must be accepted into the program through an application process that starts second semester of a

student's sophomore year. In addition to the general admission requirements, students must meet the following admission requirements to apply to continue into the program in their Junior year:

- Unofficial university transcripts that provide proof of completion of CORE classes: COMS 323/CINE 201, CINE 202, and 203 with at least a B average
- Two letters of recommendation from:
 - University instructor or staff member
 - Past or present employer or peer
- Essay/pitch (1,000 words) telling the story of a film the student wants to make
- Written letter explaining why the student wants to be a filmmaker and a declaration of documentary or narrative study
- Oral interview (by appointment)

Note: Films, DVDs or videotapes will not be accepted with application to the program.

TRANSFER STUDENTS

Transfer students will be required to meet the same application procedures as resident students with one exception. If they are transferring into Liberty University in their Junior year, they will need to attend summer session to take the CORE courses in order to meet the program application procedures. A commitment to the summer session should be noted in the applicant's letter of interest. Summer sessions are delivered in two, one-week intensives.

Career Opportunities

Producer	Cinematographer
Director	Production Assistant
Screenwriter	Film and Video Editor
Assistant Editor	Animator
Sound Effects Editor	Marketing Manager
Multimedia Artist	Promotion Manager

Program of Study

Cinematic Arts Minor

Department of Communication Studies

William Mullen, B.A., M.Div., Ph.D.
Chair, Department of Communication Studies
Professor of Communication Studies

RESIDENTIAL FACULTY

Professor

Graves, D., Kelly, Kramer, Martin, C., Mullen, F., Mullen, W., Pruitt, Schwartz, Windsor

Associate Professor

Allison, Beavers, L., Huff, Lyster, Mintle, Widgeon

Assistant Professor

Gerstner, Kirk

Instructor

Bonebright, Dewhurst

PURPOSE

The purpose of the Department of Communication Studies is to provide students with a theoretical understanding of various communication processes and the ability to make practical application of knowledge in a multiplicity of professional and personal contexts.

Communication Studies Major (B.S.)

PROGRAM LEARNING OUTCOMES

The student will be able to:

1. Apply communication theory and principles;
2. Gather and synthesize pertinent information from a variety of sources;
3. Create effective and audience-appropriate messages;
4. Integrate a Christian worldview with best practices for communication.

Advertising and Public Relations Concentration

- The student will be able to develop strategic communication tactics, programs and campaigns.

Digital Media Concentration

- The student will be able to create media narratives and programming using the professional models of pre-production, production, and post-production.

Journalism Concentration

- The student will be able to prepare news stories in a format and style appropriate for print and electronic media.

Speech Communication Concentration

- The student will be able to critically evaluate communication effectiveness in various contexts.
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Career Opportunities

Communication Studies

Advertising	Ministry
Business	Public Relations
Education	Radio
Film	Sales
Journalism	Television

Combined Skills:

Communication Studies and Studio and Digital Arts

Acting	News Reporting
Copy Editing	Reporting
Copy Writing	Public Affairs
Corporate Team Building	Communications
Editing	Research
Publications	Social Work
Graphic Illustration	Speech Writing
Lobbying	Teaching
News Anchor	Tutoring
News Directing	Web Design

LAMBDA PI ETA HONOR SOCIETY

Advisor: Dr. Angela Widgeon

Lambda Pi Eta (LPH) is the National Communication Association's official honor society at four-year colleges and universities. As an accredited member of the Association of College Honor Societies (ACHS), Lambda Pi Eta has active chapters at four-year colleges and universities worldwide. LPH represents what Aristotle described in *The Rhetoric* as three ingredients of persuasion: logos (Lambda), meaning logic; pathos (Pi), relating to emotion; and ethos (Eta), defined as character credibility and ethics. Lambda Pi Eta recognizes, fosters, and rewards outstanding scholastic achievement while stimulating interest in the communication discipline.

To be eligible for admission, undergraduate students must meet the following criteria:

1. Complete 60 semester credit-hours (90 quarter credit-hours)
2. Have a minimum cumulative GPA of 3.0 for all courses taken
3. Complete the equivalent of 12 semester credit-hours (18 quarter

- credit-hours) in communication studies
4. Have a minimum GPA of 3.25 for all communication studies courses
 5. Currently be enrolled as a student in good standing, as determined by the institution's policies
 6. Rank within the highest thirty-five percent of one's class in general scholarship.
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Programs of Study

Advertising/Public Relations Minor

Crisis Communication Minor

Journalism Minor

Speech Minor

Department of Studio and Digital Arts

A. Todd Smith, B.A., B.S., M.F.A.

Chair, Department of Studio and Digital Arts

Associate Professor of Studio and Digital Arts

RESIDENTIAL FACULTY

Professor

Glaze, S., Sumner

Associate Professor

Davis, D. C., Edman, Palmer, Slayton, Smith, A.T.

Assistant Professor

Cannon, Reynolds

Instructor

Isaacson, Maloney, Phillips, C.

PURPOSE

The purpose of the Department of Studio and Digital Arts is to produce visual artists, graphic designers and art educators rooted in a Christ-centered perspective that governs every decision, action and work of art they undertake in

the field of visual art.

Studio and Digital Arts Major (B.S.)

The purpose of the Studio and Digital Arts major is to strive to prepare students, whether studio art or graphic design, who will:

- Use their professional skills to complement their moral and ethical values;
- Possess both theoretical and historical understanding of studio and digital arts; and
- Make practical application of knowledge in professional and personal contexts as a communicator in the field of visual art.

PROGRAM LEARNING OUTCOMES

The student will be able to:

1. Critically analyze visual imagery in relation to history and culture;
 2. Effectively articulate the meaning of visual imagery;
 3. Visualize, conceptualize, and create visual imagery using traditional and digital materials, media, methods and techniques;
 4. Integrate a Christian worldview with best practices for creating visual imagery.
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Career Opportunities

Communication Studies and Studio and Digital Arts

Advertising	Ministry
Business	Public Relations
Education	Radio
Film	Sales
Journalism	Television

Combined Skills:

Communication Studies and Studio and Digital Arts

Acting	News Reporting
Copy Editing	Reporting
Copy Writing	Public Affairs
Corporate Team	Communications
Building	Research
Editing	Social Work
Publications	
Graphic	Speech Writing
Illustration	
Lobbying	Teaching
News Anchor	Tutoring

Programs of Study

Graphic Design Minor

Photography Minor

Studio Art Minor

Department of Theatre Arts

Linda N. Cooper, B.S., M.A.

Chair, Department of Theatre Arts

Assistant Professor of Theatre Arts

RESIDENTIAL FACULTY

Associate Professor

Cooper, L., Wheeler, S.

Assistant Professor

Brasher, Gawinski., Geffken, Nelson, C.

PURPOSE

The Department of Theatre Arts provides instruction in the theory and practice of theatre performance and production, in order to prepare students for professional stage careers, for graduate study in theatre arts, and for a life of growing appreciation for the theatre and dramatic art. Central to the departmental purpose is the development of observant, sensitive theatrical artists, who, with their skills, training, knowledge, and professional attitudes, may glorify Christ in the world through the practice of their craft and the testimony of their lives.

PROGRAM REQUIREMENTS

- Students must receive a “C” or better in all THEA classes.
 - Students must earn a minimum GPA of 2.00 to participate in THEA 200, 300, or 400 classes.
 - See the *Department of Theatre Arts Student Handbook* for more information.
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Theatre Arts Major (B.A.)

PROGRAM LEARNING OUTCOMES

The student will be able to:

1. Articulate a personal aesthetic as a creative artist, grounded in the history and current practices of theatre.
2. Evaluate multiple worldviews from a biblical perspective.
3. Create original and re-interpretive theatrical work, evidenced by a consistent work ethic and respect for professional ethics.
4. Integrate research and critical thinking skills to deepen and refine the quality of artistic work.
5. Communicate effectively in written, oral, visual, and technological formats.

Performance Concentration

- The student will be able to present a believable representation of humanity utilizing appropriate skills in technique, research and analysis.

Production Concentration

- The student will be able to clearly present a creative, theatrical design utilizing conceptual thought and thorough research and analysis.

TEACHER LICENSURE

Teacher preparation and endorsement in Theatre Arts is available through the Department of Theatre Arts in cooperation with the Teacher Education Department. Those wishing to pursue teaching-related programs should seek information from the Teacher Licensure Office in the School of Education. Licensure information is also available at www.liberty.edu/uguide.

Career Opportunities

Actor	Play Submissions
Art Critic	Editor
Choreographer	Program Director
Director	Properties Master
Drama Ministry	Public Relations
Dramaturge	Publishing License
First Hand Costumer	Agent
House Manager	Script Writer
Law	Special Events
Performing Arts	Coordinator
Coordinator	Speech Writer
	Stage Manager
	Theatre Historian

ALPHA PSI OMEGA HONOR SOCIETY***Advisor: Mrs. Linda N. Cooper***

Alpha Psi Omega is dedicated to recognizing and encouraging excellence in the study of theatre arts. Chapter activities provide members with opportunities for sharing and advancing their professional interests. Lectures and field trips are designed to awaken theatrical interest, and to promote interaction between students and faculty and amongst other theatre professionals.

Criteria for membership: An undergraduate student must have completed at least 15 semester hours in theatre arts (excluding performance/production credits) with a grade in all theatre courses averaging at least a 3.50 and must have a general average of at least a 3.25 in all classes. Candidates must have participated in at least seven main stage productions and be in good ethical standing with the University. All inductees must be voted into the society by a majority of the Liberty University Department of Theatre Arts faculty and staff.

Programs of Study

Theatre Arts Minor