



The College of Communication began operation on June 1, 2010, drawing together three departments from two Butler colleges: the Department of Communication Studies and the Eugene S. Pulliam School of Journalism, both from Liberal Arts and Sciences, and the Department of Media Arts, from the Jordan College of the Arts. The college offers undergraduate degrees with long histories at the University which at the same time are at the cutting edge of the disciplines and industries. All of the majors provide a blending of theory and application with active internship opportunities as well as clinical experience where appropriate. The curricula also emphasize opportunities for active involvement in production in a wide range of media platforms and outlets.

Our Mission

The Butler University College of Communication will prepare students for success in our digital and global society. Students will develop the ability to critically analyze and synthesize human and mediated communication, and learn to speak, write, and create responsible messages across dynamic communication contexts and media platforms. Outstanding faculty who are active scholars and leading professionals will deliver programs. The curriculum will reflect the centrality of communication as a basic human right. Our innovative, experiential approach to discipline-based education will empower graduates to excel in their chosen profession and postgraduate studies. The strong grounding in liberal and creative arts will prepare our graduates to be socially responsible and civically engaged leaders in their careers and communities.

For additional information, visit www.butler.edu/ccom.

Administration

Gary Edgerton, Ph.D., dean; Suzanne Reading, Ph.D., associate dean

Professors

Kwadwo Anokwa, Ph.D.; Kenneth Creech, Ph.D.; Ann M. Savage, Ph.D.

Associate Professors

Rose Campbell, Ph.D.; Margaretha Geertsema Sligh, Ph.D.; Allison Harthcock, Ph.D.;

Kristen Hoerl, Ph.D.; Suzanne Reading, Ph.D. CCC-SLP; Carolyn Richie, Ph.D.; Kristin Swenson, Ph.D.; Christine Taylor, M.A.; Nancy Whitmore, Ph.D.

Assistant Professors

Ian Z. Anderson, M.F.A.; Casey Kelly, Ph.D.; Srikanta Mishra, Ph.D., CCC-A; Jessica Moore, Ph.D.; Erin Ortiz, Ph.D.; Mark Rademacher, Ph.D.; Kevin Wang, Ph.D.

Senior Clinical Faculty

Mary Gospel, Ph.D., CCC-SLP

Clinical Faculty

Ann Bilodeau, M.S., CCC-SLP, director of the Butler Speech-Language Clinic

Professional Practice Faculty

Loni McKown, M.S.; Carrie Rector, M.S.

Instructors

Cutler Armstrong, M.S.; Scott Bridge, M.S.; Janis Crawford, M.A.; Armando Pellerano, M.S.;

Staff

Melissa Friedman, administrative secretary; Mark Harris, technical services coordinator; Eric Esterline, M.A., multimedia coordinator; Annette Lee, assistant to the dean; Maggie McGlynn, administrative secretary

College Requirements for Graduation

To fulfill graduation requirements, students must complete 126 credit hours, complete a minimum of 40 hours at the 300 course level or above, complete the College of Communication core requirements (see below for details), complete required courses in the selected major, complete required courses for a minor or 12-hour concentration outside of the major, and maintain a minimum cumulative GPA of 2.0.

• College of Communication Core Requirements

COM101 Rhetoric and the American

Democratic Tradition: This course provides a foundation in the study of rhetoric, including the construction, performance, and analysis of rhetorical acts. Students will learn the rhetorical canon (invention, arrangement, style, memory, and delivery) and how the canon applies to democratic tradition. (U)(3). Every semester.

SW266 Media Literacy: This course is an exploration of the cultural implications of electronic media. Through systematic analysis of the grammar of mediated messages, students develop sensitivity to and a critical understanding of the interplay between popular culture and electronic media, i.e., how mediated messages influence our lifestyles, attitudes, and values, and reflect who we are. (U)(3). Every semester.

One course designated Communication and Culture from the list below.

- CSD338 Language and Culture
- JR417 International Communication
- JR418 Global Views: Gender and Media
- MRC354 Gender and Communication
- MRC365W Media and Cultural Criticism
- MRC376 Film, Culture, and Criticism
- MRC481 Technologies of the Body
- MRC468 Women and Rock
- MRC470 Sports, Media and Culture
- MRC330 Representations of Race and Difference
- MRC420 Queering Film
- MRC482 Voices of Dissent and Social Change
- ORG359 Intercultural Communication

• **Foreign Language Requirement**

Students in the College of Communication must demonstrate competence in a foreign language by earning at least six hours of credit in one foreign language at the 200 level or above. Foreign language courses are offered at the 100-level for students in need of preparation for more advanced study. Although 100-level courses do not satisfy the foreign language requirement, they do count as credit hours toward the degree. All first-year students must take a placement examination. Further information is available in the Department of Modern Languages, Literatures, and Cultures in the College of Liberal Arts and Sciences. American Sign Language also fulfills the language requirement. Students should contact the Communication Sciences and Disorders Program for more information.

Degree Majors and Minors

- Communication Sciences and Disorders
- Digital Media Production
- Journalism
- Media, Rhetoric, and Culture
- Organizational Communication and Leadership
- Recording Industry Studies
- Strategic Communication: Public Relations and Advertising

Communication Sciences and Disorders (CSD) Program

Administration

Mary Gospel, Ph.D., CCC-SLP

Why Study Communication Sciences and Disorders?

CSD Mission Statement: The ability to communicate is one of our greatest human gifts. It is a fundamental human right and plays a central role in the dignity and value of human life. The remarkable ability to communicate allows us to realize our human potential and connect with other people. Problems with communication have a great impact on all aspects of life. The Communication Sciences and Disorders (CSD) Program at Butler is dedicated to educating students so that they may assist those who experience communication disorders.

Why Study CSD at *Butler*?

There are excellent reasons to obtain the CSD degree at Butler. Our students receive a strong foundation in basic courses that prepares them for success in graduate school. Our students have had outstanding success in gaining admission into prestigious and competitive graduate programs throughout the United States. Our undergraduate students have many opportunities for experiential learning. Students provide treatment for speech and language disorders through the Butler University Speech-Language Clinic and through the Butler Aphasia Community. Students also provide speech, language and hearing screening services to area schools. In addition, students engage in research and teaching activities with faculty mentors, and work with other professionals in the Indianapolis community through internships.

Finally, the CSD degree at Butler leads to high-demand careers in speech-language pathology, audiology, and speech science.

For additional information, visit www.butler.edu/communication-disorders.

CSD Program Student Learning Outcomes

- Demonstrate foundational knowledge of biological, physical, social sciences, mathematics, and cultural diversity.
- Demonstrate knowledge of normal structures, processes, and development needed for the human communication system.
- Demonstrate foundational knowledge about ethical issues and research methods in communication sciences and disorders.
- Observe and study various communication disorders and basic treatment strategies.
- Demonstrate knowledge required for acceptance into a Communication Sciences and Disorders graduate program.

Degree

- Major in Communication Sciences and Disorders (CSD)

Requirements for the CSD Major (36 credit hours)

Required CSD Courses: 27 credit hours
(All required courses are 3 credit hours)

- CSD231, Introduction to Communication Sciences and Disorders
- CSD240, Phonetics
- CSD332, Language Development
- CSD333, Anatomy and Physiology of Speech and Hearing
- CSD334, Speech Science
- CSD335, Phonological Development and Disorders
- CSD336, Fundamentals of Audiology
- CSD356W, Communication Research Methods
- CSD485C, Capstone: Ethics and Professional Development

Elective CSD Courses: 9 credit hours

- CSD238S, American Sign Language III*
- CSD239S, American Sign Language IV*
- CSD337, Clinical Procedures
- CSD338, Language and Culture

- CSD339, Linguistics
- CSD360S, Communication Science Practicum
- CSD363S, Community Screening Practicum
- CSD397, 398, 399, Directed Research in Communication Disorders
- CSD401, 402, 403, Independent Study
- CSD404, 5, Internship
- CSD433, Aural Rehab
- CSD436, Neurogenic Communication Disorders
- CSD437, Language Disorders in Children
- CSD460S, Butler Aphasia Community
- CSD475, Teaching Practicum in CSD
- CSD480, 481, Topics in CSD (fluency disorders, voice disorders, medical SLP, advanced study in aphasia)

*Elective credit only if not taken to fulfill LAS language requirement

Courses

CSD138, American Sign Language I: An introduction to the language of signs and finger spelling. Receptive and expressive skills emphasized. The course will present stories, poems, and readings that exist in deaf culture. (U)(3). Fall.

CSD139, American Sign Language II: A continuation of CSD138. An introduction to the language of signs and finger spelling. Receptive and expressive skills emphasized. The course will present stories, poems, and readings that exist in deaf culture. Prerequisite: CSD138. (U)(3). Spring.

CSD231, Introduction to Communication Sciences and Disorders: Introduction to the field of communication sciences and disorders which includes phonetics, speech science, speech-pathology, and audiology. Common speech and language disorders, their causes, treatment, and general clinical procedures will be covered. (U)(3). Fall and spring.

CSD238S, American Sign Language III: Emphasis on competency in signing, both receptive and expressive. Use of videos to gain insight into deaf culture. Prerequisite: CSD138, 139 or equivalent. (U)(3). Fall.

CSD239S, American Sign Language IV: A continuation of CSD238. Emphasis on competency in signing, both receptive and expressive. Use of videos to gain insight into deaf culture. Prerequisite: CSD238. (U)(3). Spring.

CSD240, Introduction to Phonetics: An introduction to the study of the sounds of spoken language, this course will focus on articulatory, acoustic, linguistic, and clinical phonetics. Accurate transcription of the English language using International Phonetic alphabet will be emphasized. This course will serve as an important foundation for future course work in both normal and disordered speech processes. In keeping with the Liberal Arts and Sciences tradition, this course will take the scientific approach to various aspects of human communication. (U)(3). Spring.

CSD332, Language Development: Major theoretical approaches to language acquisition, the perspectives and nature of language, normal and abnormal language behavior, and basic management will be considered. Prerequisite: CSD240 (U)(3). Spring.

CSD333, Anatomy and Physiology of Speech and Hearing: Introduction to the anatomical and physiological bases of the speech and hearing mechanisms. (U)(3). Fall.

CSD334, Speech Science: The physical characteristics of speech sounds and psychophysical processes involved in speech and hearing. (U)(3). Spring.

CSD335, Phonological Development and Disorders: Phonological development and speech characteristics are the focus. Testing and management of disorders will be discussed. Prerequisite: CSD240. (U)(3). Fall.

CSD336, Fundamentals of Audiology: Introduction to the field of audiology including the study of the physiology and pathology of the human ear. Rehabilitation management will be discussed. Prerequisites: CSD333, CSD334. (U)(3). Spring.

CSD337, Clinical Procedures: Introduction to therapy with emphasis upon behavioral observation, description of behavior, good planning, cause-effect relationships, and clinical

interaction. Prerequisites: CSD332, CSD335. (U)(3). Fall and spring.

CSD339, Linguistics: Linguistics is the systematic study of language from its sounds (phonetics and phonology), words (morphology), and sentences (syntax), to its meaning (semantics). In addition to examining language itself, this course will cover aspects of language use such as language change, and the role of language in society. (U)(3). Spring.

CSD356W, Communication Research Methods: Introduces students to the application of social science and quantitative methodology for communication research. Work includes problem analysis, research design, data collection, data analysis, and scientific writing. Prerequisites: CSD majors only, junior or senior standing, or permission of the instructor. (U)(3). Fall.

CSD 360S, Communication Science Practicum: Laboratory practice in the diagnosis and treatment of speech and language disorders. Prerequisites: Cum GPA 3.0, minimum grade of B in CSD337, completed 25 hours of observation or permission of the instructor. (U)(3). Fall and spring.

CSD363S, Community Screening Practicum: This course focuses on speech, language, and hearing assessment of preschool and school-age children. Students will learn to administer speech and language screening tests, pure-tone audiometric testing, and impedance audiometry. Students will develop professional behaviors, including collaboration and scheduling with teachers and administrators, collecting accurate data, and interacting appropriately with young children. In addition, students will be able to apply classroom knowledge in evaluating typical and disordered communication skills. This course will include an introduction to speech and hearing screening instruments, community work, weekly journal entries, and a follow-up evaluation, which will provide feedback about developing clinical skills. This course is a combination of lecture/discussion and practicum. The students will average about three hours of classroom discussion and four hours of practicum. Prerequisite: Minimum cumulative GPA of 3.0, minimum grade of

B in CSD335, and minimum grade of B in CSD336, or permission of the instructor in consultation with the program director. (U)(3). Fall and spring.

CSD399, Directed Research in

Communication Disorders: This course provides an opportunity to gain hands-on research experience. Students earn course credit as they engage in directed research with communication faculty. Activities may include data collection, data analysis, and/or presentation of results. Pre-requisite: permission of instructor. (U)(3). May be repeated to six hours total. (U)(3). Fall and spring.

CSD401, Independent Study: An opportunity for the qualified student to pursue a topic of special interest. Prerequisite: permission of department head. (U)(1). Fall and spring.

CSD402, Independent Study: An opportunity for the qualified student to pursue a topic of special interest. Prerequisite: permission of department head. (U)(2). Fall and spring.

CSD403, Independent Study: An opportunity for the qualified student to pursue a topic of special interest. Prerequisite: permission of department head. (U)(3). Fall and spring.

CSD404, Communication Internship:

Offers the qualified student the opportunity for supervised work experience in a setting related to communication studies. Prerequisite: permission of department head. (U)(3). Fall and spring.

CSD433, Aural Rehabilitation: The study of theoretical bases for rehabilitative audiology and principles of clinical application for pediatric and adult populations. Prerequisite: CSD 336. (U)(3). Fall.

CSD436, Neurogenic Communication

Disorders: An investigation of the neurological processes involved in communication disorders. Includes aphasia and cerebral palsy. Prerequisite: junior or senior standing or permission of instructor. (U)(3). Spring.

CSD437, Language Disorders in Children:

Description and diagnosis of various language disorders in children and procedures for therapeutic management. Prerequisite: CSD332. (U)(3). Spring.

CSD460S, Butler Aphasia Community:

Students gain classroom knowledge and clinical experience with adults who have aphasia. Prerequisites: CSD337 and CSD436 and senior standing. (U)(3). Fall and spring.

CSD475, Teaching Practicum in CSD:

Qualified students work with faculty on the development and presentation of the course curriculum. Student responsibilities may include preparation and organization of course materials, management of small group projects, assistance with class discussion, and tutoring. Prerequisites: junior or senior standing, satisfactory completion of the course for which student will be assisting, and permission of the instructor. (U)(3). Fall and spring.

CSD481, Topics in Communication Science

Disorders: An in-depth study of a particular topic in the field of communication chosen from the areas represented by the upper division courses in the department. (U)(3). Fall and spring.

CSD485C, Capstone:

Ethics and Professional Development: A capstone course for majors in Communication Sciences and Disorders (CSD). In this course students will read about and discuss professional issues and ethics. They will prepare a portfolio of their undergraduate work which will be suitable for submission with graduate program applications. Prerequisite: Senior Standing. (U)(3). Fall.

CSD499, Honors Thesis: (U)(3). Fall and spring.

Creative Media and Entertainment Program

Administration

Kenneth Creech, Ph.D., Fairbanks Chair in Communications and program director

The Creative Media and Entertainment program offers majors in digital media production and recording industry studies. Each major is designed to prepare graduates for a life in their profession offering real-world experience and industry-focused coursework.

Recording Industry Studies

Why study the Recording Industry?

The recording industry is a major component in the world of entertainment and communication, and this is an exciting time to be a part of it. The industry is rapidly changing, and opportunities for you to shape the future of audio and sound design abound. You will have the opportunity to combine your love of music, recording, and producing to prepare for a challenging and rewarding professional career.

Why study the Recording Industry at Butler?

Imagine yourself sitting behind a professional audio console as you prepare to record a group of musicians who are set up in the studio. Or, you may be choosing sound effects to be edited into a film that you and other classmates are producing as a semester-long project. You may also find yourself negotiating with the manager of a local string quartet on behalf of Butler's record label as you prepare for the release of the group's latest CD. You can do all of these things and more when you study the recording industry at Butler.

Small class size and quality faculty make collaborative work possible from the first year of study. Students start immediately in the major working on industry standard hardware and software in class. There are many opportunities within the curriculum for experiential hands-on learning both in our home studios and out in the workplace through internships. Students benefit from Butler's proximity to Indianapolis and all the entertainment venues a city of this size offers.

Recording Industry Studies Student Learning Outcomes

- Students explore ways of knowing in Recording Industry Studies (RIS) finding, synthesizing, and understanding information in their field.
- Students demonstrate an understanding of the link between aesthetics and communication and are expected to be able to communicate effectively in written, oral, and mediated forms.
- Students demonstrate the ability to work in collaboration with others and to develop leadership potential.

- Students demonstrate a mastery of the technologies required in Recording Industry Studies and learn to appreciate the role of media in a global society.
- Students learn an appreciation for the evolutionary nature of their changing discipline and the ethical responsibilities incumbent upon media professionals.

Requirements for the Major

- CME107, Music Skills for the Recording Industry
- CME109, Survey of the Recording Industry
- CME201, Audio Production
- CME220, Audio Lab
- CME222, History of the Recording Industry
- CME252, Theories and Techniques of Sound Recording
- CME320, Audio Independent Study
- CME352, Business Aspects of the Recording Industry
- CME354, Advanced Audio Production
- CME452, Entertainment Media and the Law
- CME454, Seminar in Recording Industry
- CME455, In-Training in Recording Industry

Related Required Courses

- MT100, Elements of Music
- MK280, Introduction to Marketing
- MT440, Introduction to Electronic Music

Total Hours Required For Graduation 126

Requirements for the Minor in RIS

- CME109, Survey of the Recording Industry
- CME201, Audio Production
- CME222, History of the Recording Industry
- CME252, Theories and Techniques of Sound Recording
- CME352, Business Aspects of the Recording Industry

Directed Electives (6 credit hours)

- CME107, Music Skills for the Recording Industry
- CME220, Audio Lab
- CME320, Audio Independent Study
- CME353, Audio for Video and Television
- CME354, Advanced Audio Production

- CME454, Seminar in Recording Industry
- CME455, In-Training in Recording Industry

Total hours for the minor 21

Digital Media Production

Why study Digital Media Production?

Digital Media Production is integral to the world of entertainment and communication. Studying digital media theory and technique provides the knowledge you need to move from preproduction through finished project. You will also understand how to deliver your work online or in traditional media. Digital Media Production allows you to use your creative talent and understanding of a digital workflow to build a career in the communication and entertainment fields.

Why study Digital Media Production at *Butler*?

Imagine designing, shooting, and editing your first project and distributing it online. Butler provides the small class size and quality faculty that make collaborative work possible from the first year of study. Students work on industry standard hardware and software in class. There are many opportunities within the curriculum for experiential hands-on learning in production facilities on campus and out in the workplace through internships. Additionally, students benefit from Butler's proximity to Indianapolis and all media and corporate venues a city of this size offers.

Digital Media Production Student Learning Outcomes

- Students explore ways of knowing in Digital Media Production finding, synthesizing, and understanding information in their field.
- Students demonstrate an understanding of the link between aesthetics and communication and are expected to be able to communicate effectively in written, oral, and mediated forms.
- Students demonstrate the ability to work in collaboration with others and to develop leadership potential.

- Students demonstrate a mastery of the technologies required in Digital Media Production and learn to appreciate the role of media in a global society.
- Students learn an appreciation for the evolutionary nature of their changing discipline and the ethical responsibilities incumbent upon media professionals.

Requirements for the Major in Digital Media Production

- CME106, Survey of Digital Media Production
- CME201, Audio Production
- CME202, Multi-Camera Studio Production
- CME212, Writing for Electronic Media
- CME215, Video Editing
- CME219, Design for the Web
- CME305, Electronic Field Production
- CME306, Multimedia Design and Production
- CME310, Directing the Narrative
- CME415, Advanced Editing
- CME432, Electronic Media Law and Regulation or CME452, Entertainment Media and the Law
- CME457, Media Project Design and Management

Butler University Core Requirements College of Communication Requirements Total Hours Required for Graduation: 126 Requirements for the Minor in Digital Media Production

- CME106, Survey of Digital Media Production
 - CME201, Audio Production
 - CME202, Multi-Camera Studio Production
 - CME219, Design for the Web
- Directed electives (9 credit hours)
- CME212, Writing for Electronic Media
 - CME215, Video Editing
 - CME305, Electronic Field Production
 - CME306, Multimedia Design and Production
 - CME415, Advanced Editing
 - CME457, Media Project Design and Management

Total Hours Required for the Minor: 21

Courses

CME106, Survey of Digital Media:

An introduction to the history, concepts, techniques and trends in digital media. This course introduces the student to the world of multimedia creation and its foundational principles. Students also learn to use some of the basic tools of digital media. Prerequisites: digital media production majors, journalism majors, and DMP minors or permission of the instructor. (U)(3). Fall and spring.

CME107, Music Skills for Recording Industry Studies:

An introductory course in music theory for the recording industry studies major. Specific topics include commercial music styles, music notation, melody, rhythm, chords, and basic aural and keyboarding skills as they apply to the recording industry. Prerequisites: MT100 or successful completion of a music theory placement exam. (U)(3). Fall.

CME109, Survey of the Recording Industry:

An introduction to the world of recording and music production. This course will include the history of the recording industry, its current state, and where it may be headed in the near future. (U)(3). Fall.

CME130, Production Lab: Students participate in labs supporting the development of programming for distribution by the department. (U)(1).. Fall and spring.

CME201, Audio Production: Techniques of producing audio for broadcasting and related fields. Editing, microphone placement, and sound recording will be studied. Non-majors must have permission of program director. (U)(3). Fall and spring.

CME202, Multi-Camera Studio Production:

An introduction to the in-studio video production process. Basic camera operation, directing, and editing procedures will be covered. Prerequisites: digital media production majors and minors or permission of instructor. (U)(3). Fall and spring.

CME215, Video Editing: This course introduces the student to the world of video editing. Editing concepts and practice will be combined with discussion of editing aesthetics. Prerequisite: CME106 or permission of the instructor. (U)(3). Fall.

CME219, Design for the World Wide Web:

The course focuses on concepts and techniques of creating elements of a website, posting the site to the Web and maintenance of the site. Prerequisite: CME106. (U)(3). Fall.

CME220, Audio Lab: Independent Study:

This lab is designated as an opportunity for students who have completed MDA201 to hone basic audio recording, mixing, and editing skills. Prerequisite: non-majors must have permission of the instructor. (U)(1). Fall and spring.

CME222, History of the Recording Industry:

This course examines the development of the technology, business practices, rise, and decline of the major record labels; the emergence of digital recording; and significance of the musical styles, genres, and historical figures important in the development of the recording industry. (U)(3). Fall.

CME252, Theories and Techniques of Sound Recording:

The second audio production course. Emphasis on developing critical listening skills, microphone techniques, outboard gear, digital, and analog recording. Prerequisites: CME201 or permission of the instructor. (U)(3). Spring.

CME290, Seminar in Media Arts:

A group or individual study of the problems, achievements, and opportunities in the fields of digital production, media, and cultural studies, electronic journalism, or recording industry studies. Class will be conducted through research, discussion, and/or individual reports. (U)(3). Annually, term varies.

CME300, Honors Special Project:

Preparation for honors thesis proposal. Taken in conjunction with any 300 or 400 level MDA course. Student's independent inquiry that goes beyond current course curriculum and individualized interactions with instructors are encouraged. Fulfills program area honors course requirement. Prerequisites: junior honors status. (U)(0). Fall and spring.

CME302, Video Production II:

Advanced studio production techniques including graphics, lighting, and production of program material. Prerequisite: CME 202. (U)(3). Spring.

CME305, Electronic Field Production: The focus of this course is on cinematic techniques and aesthetics. Students will learn how to properly use camera, microphones, and lights on location. The techniques and aesthetics involved in post-production will also be covered. Prerequisites: CME202 and CME215. (U)(3) Fall.

CME306, Multimedia Design and Production I: This course will introduce the student to the concepts, techniques, and trends in multimedia creation. Students will learn some of the basic tools used in multimedia authoring to meet the producer's communication goals. Prerequisites: MDA106, MDA201, MDA202, MDA205, MDA215, MDA219 and junior standing. (U) (3). Fall.

CME310, Directing the Narrative: Explores the translation of the written script to screens both large and small. Topics for discussion include: the evolving roll of the director in the creative process, the impact of emerging technologies on the craft, and the business of filmmaking. Students will utilize skills acquired in CME202 and CME305 in the production of a substantial final project. Prerequisites: CME202 and CME305. (U)(3). Spring.

CME311, Genres in Cinema: This course examines specific styles, movements, and periods in the history of cinema. One specific genre will be studied during the course of an entire semester. (U)(3). Occasionally.

CME320, Audio Lab: Multi-track Independent Study: This lab is designated as an opportunity for students to work in the recording studio on multi-track projects such as complete songs or collections of songs by small to medium groups or ensembles. Prerequisites: CME201, CME220. (U)(1). Fall and spring.

CME330, Production Laboratory: Students participate in labs supporting the development of programming for distribution by the department. Can be taken concurrently with MDA 331. (U)(1).. Fall and spring.

CME352, Business Aspects of the Recording Industry: This course will give students the opportunity to expand upon their knowledge of recording industry business trends and practices. Topics to be covered include copyright, music

publishing, performing rights organizations, royalties, agents/ managers, and contracts. Prerequisite: CME109 or permission of instructor. (U)(3). Spring.

CME353, Audio for Video and Television: Practical applications of all aspects of sound from pre- to post-production; location sound; boom audio and live miking techniques; music editing and sound design. Prerequisite: MDA201, 252, and 352. (U)(3). Spring.

CME354, Advanced Audio Production: This course will give students the opportunity to expand upon their knowledge of an experience with recording, editing, mixing, and mastering of projects, including the use of DAWs (Digital Audio Workstations). Prerequisites: CME252 or permission of instructor. (U)(3). Annually, term varies.

CME360, Recording Industry Practicum: Students will work in groups to write, perform, produce, record, and mix original content for Indianapolis based non-profit organizations. The material produced will be suitable for student portfolio use. Part of the class will also be devoted to résumés, interviewing, and finding employment after graduation. Prerequisites: CME320, 352. (U)(3). Spring.

CME390, Seminar in Creative Media and Entertainment: A group or individual study of the problems, achievements, and opportunities in the fields of digital production, media and cultural studies, electronic journalism, or recording industry studies. Class will be conducted through research, discussion, and/ or individual reports. Prerequisites: sophomore or junior standing. Non-majors must have permission of the program director. (U)(3). Annually, term varies.

CME400, Independent Study: An opportunity for the qualified student to pursue some investigative work on his or her own initiative. Permission of department chair and instructor. (U)(1). Fall and spring.

CME401, Independent Study: An opportunity for the qualified student to pursue some investigative work on his or her own initiative. Permission of department chair and instructor. (U)(2). Fall and spring.

CME402, Independent Study: An opportunity for the qualified student to pursue some investigative work on his or her own initiative. Permission of department chair and instructor. (U)(2). Fall and spring.

CME415, Advanced Video Editing: This continues to develop concepts, techniques, and principles introduced in CME215. Prerequisite: CME215. (U)(3). Spring.

CME432, Law and Regulation of Electronic Media: A study of the laws, regulations, and policies affecting the electronic media, including broadcasting, cable, and developing electronic media. Prerequisite: senior standing. Non-majors must have permission of the program director. (U)(3). Fall.

CME452, Entertainment Media and the Law: A survey of the major legal and business issues encountered by professionals in the entertainment industry. Cases and problems will address intellectual property, music licensing, and other issues related to recording, film, broadcasting, and new media. Prerequisite: senior standing. Non-majors must have permission of the program director. (U)(3). Spring.

CME455, In-Training: In-training: On-the-job experience in a facility directly related to the student's degree objective. Prerequisite: senior status. Majors only, with approval and approval of the program director. (U)(3). Fall and spring.

CME457, Digital Media Project Design and Management: This course builds the foundation for creating and authoring digital media for all delivery systems through successful planning and project management. This course guides the student through the development process, project design, and management that would be followed with any client when developing a communication plan involving the use of multimedia communication. This course is a "capstone" course, designed to put to practice all the concepts and skills of a student into a focused, professional-grade project. Prerequisites: CME106, 201, 202, 215, 219, 305, 306 and senior standing. For senior majors only. (U)(3). Spring.

CME460, RIS Capstone-Advanced Audio Production: In this portfolio-building capstone course, students will be granted the opportunity to apply advanced microphone theory and techniques as well as advanced signal processing and mixing techniques while working in small groups to produce, engineer, and mix songs by Butler record label artists. Prerequisites: CME352, 360. (U)(3). Spring.

CME461, RIS Capstone-Record Label and Music Publishing Operations: In this capstone course, senior Recording Industry Studies students gain experience and make industry contacts through the Butler record label and music publishing company. Topics include how sound recordings and compositions are exploited and how royalties are generated, collected, and distributed; finding and signing talent. Prerequisites: CME352, 360. (U)(3). Spring.

CME475, Internship in Creative Media and Entertainment: On the job experience in a facility directly related to the student's degree objectives. Prerequisite: junior or senior standing, 25-30 credits in major and approval of the program director. Majors only. (U)(6). Fall and spring.

CME490, Seminar in Creative Media and Entertainment: A group or individual study of the problems, achievements, and opportunities in the fields of digital production, media and cultural studies, electronic journalism, or recording industry studies. Class will be conducted through research, discussion, and/or individual reports. Prerequisites: junior or senior standing. Non-majors must have permission of program director. (U)(3). Annually, term varies. CME499, Honors Thesis: (U)(3). Fall and spring.

Eugene S. Pulliam School of Journalism Administration

Nancy Whitmore, Ph.D., director

Why Study Journalism?

A journalism degree prepares you for a variety of challenging careers in the ever-changing and expanding world of mass communications.

The job market for journalism graduates is vast because today virtually every successful organization—from the media to corporations, nonprofits and government entities—needs smart content producers with multimedia journalism skills. With a journalism degree, you will acquire professional skills that allow you to tell stories and present information and entertainment in a variety of ways and across a variety of media. And with its emphasis on source development, public records research, and investigation, journalism is an excellent major for students who plan to attend law school. In short, your journalism degree will apply no matter where your career path leads.

Why Study Journalism at *Butler*?

From their first year to their last, journalism students at Butler actively engage in a multimedia, learning environment that is rich in hands-on experiences. Through these experiences, students develop sound critical reasoning skills and learn to investigate, gather information, and create content that can be disseminated across media platforms and technologies.

Butler journalism students spend three semesters working in the field, covering actual news beats, and pursuing long-form, in-depth stories in the Indianapolis metro area. All student-produced work is published on the program's website—IndianapolisNewsBeat.com—and is often picked up by news outlets across the state via a collaboration with the Hoosier State Press Association. In addition, extensive opportunities exist, regardless of class year, to work for and participate in student-operated media organizations. All of these opportunities foster leadership, entrepreneurial skills, independent judgment, and professional standards. They also allow students to apply their creativity to media products and explore all forms of media—broadcast, print, online, visual, social, etc.—to broaden employment opportunities.

Internship opportunities in Indianapolis—the nation's 26th largest media market—and Washington, D.C.—the nation's 8th largest media market—are also a large part of the program, as well as an extensive alumni network of successful professionals in

Indianapolis and throughout the country. Instructors with academic and professional experience who know students' first names will help them realize their goals.

Journalism Program Student Learning Outcomes

Students majoring in journalism at Butler will learn to produce professional-quality stories and programming for a variety of audiences in a variety of media formats. In the process, students will develop professional skills, competencies, and knowledge in the following areas:

- Source development, interviewing, observational reporting, documentary/public records, research, and investigation.
- Critical analysis, skeptical thinking, complex reasoning, and evaluation.
- Writing, visual communication and design, audio and video communication, on-camera delivery, and online/interactive communication.
- Multimedia software programs appropriate to the field of journalism.
- Team-building and collaboration.
- Professional, ethical, and legal standards and responsibilities of the field.
- Application of relevant analytical and theoretical frameworks to the practice of journalism in the U.S. and around the globe.

Degrees

- Major in Journalism
- Minor in Journalism

Requirements for the Major

One course in media technology:

- CME106, Survey of Digital Media

One introductory course in print journalism:

- JR112, News Writing: Print

Two introductory courses in electronic journalism:

- JR113, News Writing: Electronic
- JR213, Electronic Journalism

Two courses in multimedia journalism:

- JR212, Multimedia Journalism I
- JR312, Multimedia Journalism II

One course in visual communication or broadcast journalism:

- JR311, Visual Storytelling and Design or
- JR313, Advanced Reporting for Electronic Media

One practicum course:

- JR350, Media Internship, 3 hours or
- JR353, Media Internship, 6 hours

One capstone course:

- JR412, In-depth Journalism

Four conceptual courses:

- JR409, Media Economics and Regulation
- JR414, Mass Communication Law
- JR417, International Communication
- JR420, Mass Communication Ethics

Plus 9 hours of additional communication courses in an area of specialization.

Requirements for the Minor

A minor in journalism consists of 18 credit hours in journalism, six of which are at the 300- and 400-level.

Courses

JR112, News Writing Print: This course introduces the student to the techniques of gathering, writing, and editing news for print media. No prerequisites. (U)(3). Fall, spring, and summer.

JR113, News Writing Electronic: This course introduces the student to the techniques of gathering, writing and editing news for broadcast media. The emphasis is on broadcast style, basic aspects of writing news for radio, and television and broadcast news operations. (U)(3). Fall and spring.

JR212, Multimedia Journalism I: The application of beat reporting assignments in a converged media environment. Prerequisite: C- or above in JR112, JR113, and CME106. (U)(3). Fall and spring.

JR213, Electronic Journalism: This course concentrates on television reporting skills. Students learn to use portable cameras, audio equipment, and lighting equipment to gather and produce news stories for television. Prerequisite: JR113. (U)(3). Fall and spring.

JR309, Feature Writing: Writing the feature story, interviewing, personality profiles, and the human interest story. Prerequisite: C- or above in JR112. (U)(3). Spring.

JR310, Producing Television News:

Techniques of producing, shooting, and editing news for television. Prerequisite: JR213. (U)(3). Spring.

JR311, Visual Storytelling and Design:

Focuses on the art of telling a story through a variety of digital techniques, media, and design principles. Prerequisites: C- or above in JR212 or JR213. (U)(3). Spring.

JR312, Multimedia Journalism II:

Coverage of city, state, and federal government, school board meetings, and courts in a converged media environment. Prerequisites: C- or above in JR212 and JR213. (U)(3). Fall and spring.

JR313, Advanced Reporting for Electronic Media:

The course concentrates on advanced reporting techniques for the electronic media. Emphasis is placed on writing and on-air presentation as well as strong production values. Prerequisites: JR113, JR213 or permission of the instructor. (U)(3). Spring.

JR315, News Photography: A professional journalism course teaching the importance of the visual image for communicating ideas and information with emphasis on the development of photojournalistic skills. Instruction covers basic photographic concepts, digital camera handling, and the aesthetics of photography. Prerequisite: C- or above in JR112. (U)(3). Fall.

JR316, News Photography II:

Advanced work in news photography. Prerequisite: C- or above in JR315 or the permission of the instructor. (U)(3). Occasionally.

JR317, Editorial Writing:

The nature and purpose of newsprint and electronic editorials. Prerequisite: C- or above in JR112. (U)(3). Spring.

JR333, Performance Lab:

Students engage in hands-on experiential learning using departmental facilities and equipment. (U)(1). Fall and spring.

JR350, Media Internship:

Supervised training that requires 15+ hours of work a week in an internship directly related to the student's degree and career objectives. Prerequisites: Journalism: JR212 and JR213. (U)(3). Fall and spring.

JR352, Post Media Internship: Supervised training at a previous internship. Prerequisites: C- or above in two JR350 classes with different positions and approval of the director. (P/F). (U)(1). Fall and spring.

JR353, Media Internship: Supervised training that requires 30+ hours of work a week in an internship directly related to the student's degree and career objectives. Prerequisites: Journalism: JR212 and 213. (U)(6) Fall and spring.

JR355, Sports Journalism: The course will provide a foundation for reporting and writing about sports in an urban setting. Prerequisite: C- or above in JR112. (U)(3). Fall.

JR357, Web Design: The introductory course in Web Design focuses on website development techniques and skills. Students will learn Web-based software and other critical Web basics. The course includes writing for the Web, design, and layout, and best practices. Prerequisite: C- or above in JR112. (U)(3). Spring.

JR401, Independent Study: Provides opportunity for qualified students to pursue a topic of individual interest. Open to juniors and seniors. (U)(1). Fall and spring.

JR402, Independent Study: Provides opportunity for qualified students to pursue a topic of individual interest. Open to juniors and seniors. (U)(2). Fall and spring.

JR403, Independent Study: Provides opportunity for qualified students to pursue a topic of individual interest. Open to juniors and seniors. (U)(3). Fall and spring.

JR407, Sportscasting: The course concentrates on advanced techniques in sports coverage for the electronic media. Emphasis is placed on writing and on-air presentation as well as strong production values. Prerequisites: JR313 (U)(3). Fall.

JR409, Media Economics and Regulation: This course provides an overview of the economic and regulatory concepts that have a distinct application on the structure and performance of media industries and focuses on

those factors that direct and constrain the media. Prerequisites: junior or senior standing. (U)(3). Spring.

JR412, In-depth Journalism: This capstone experience focuses on creating an in-depth, long-form reporting project that is disseminated in one of a variety of media formats depending on the career interest and special skills of the student. Prerequisite: C- or above in JR312. (U)(3). Spring.

JR414, Mass Communication Law: Study of the major legal standards underlying the free speech clause of the first amendment and the major legal issues confronting mass communicators, including libel, privacy, access to information, journalist privilege, free press/fair trial, commercial speech, and intellectual property law. Prerequisite: junior or senior standing. (U/G)(3). Fall and spring.

JR415, History and Literature of Journalism: The historical development of the press and the literature of the field. Historical trends and press freedom, from colonial times to present. Prerequisites: junior or senior standing (U/G)(3). Occasionally.

JR416, Mass Communications in Society: The role of the mass media and its social determinants, government and social utility, ethics, values, and problems. Prerequisites: junior or senior standing. (U/G)(3). Occasionally.

JR417, International Communication: Study of critical issues in international communication in an era of globalization. Prerequisite: senior standing or permission of the director. (U/G)(3). Fall and spring.

JR418, Gender and Media: Global Views: This course focuses on the representation and participation of women and other disempowered groups in global media. Students will study media that are produced, distributed, and consumed across national boundaries as well as media in a national context, thereby increasing their awareness of inequalities and avenues for media activism. (U)(3). Occasionally.

JR420, Mass Communication Ethics:

This course focuses on the application of ethical frameworks to ethical dilemmas faced by the converged news media and mass communication professionals. Student develop skills in analyzing ethical issues and making ethical decisions. (U)(3). Spring.

JR427, Special Topics in Journalism:

Thematic study of contemporary topics and issues in journalism. May be repeated when topics change. Prerequisite: permission of director. (U)(3). Fall.

JR499, Honors Thesis: (U)(3). Fall and spring.

Media, Rhetoric and Culture Program

Why study Media, Rhetoric and Culture?

Media, Rhetoric, and Culture is a dynamic program that focuses on the analytical study of human and mediated communication. Studies in MRC will prepare students for careers as analysts and evaluators of rhetoric and media messages, skills that are useful in a variety of professions, including in government, at nonprofits, and in private industry. This program will also prepare students for a graduate education in the social sciences, humanities, and law. No matter what career path, MRC will enable students to be competitive contributors in a challenging marketplace and educate them on diversity to become thoughtful and responsible citizens in an increasingly mediated, globalized world. The major and minor are valuable complements to other majors in the College of Communication and to several program across campus.

Why study Media, Rhetoric and Culture at *Butler*?

The MRC Program at Butler is a unique interdisciplinary program that combines perspectives from critical theory, media studies, and rhetoric—fields of study that complement each other but are often separated in more traditional communication programs. As such, the program serves as a showcase for synergy.

This innovative program highlights the spirit of a liberal arts education in partnership with preparation for a variety of exciting careers related to media and communication, as well as graduate or law school. The MRC Program provides a bridge that enables students to infuse practice with theory, and activism with scholarship, to demonstrate a commitment to social justice and diversity. Faculty are an enthusiastic group of well-published teacher-scholars who are active in research and scholarship and who frequently present their work at national and international conferences. MRC students will have the opportunity to work closely with these faculty members on teaching or research.

Media, Rhetoric and Culture Program Student Learning Outcomes

Students will:

- Acquire skills in and demonstrate systematic and innovative inquiry into the production, reception, and circulation of public and mass-mediated communication.
- Demonstrate an understanding of historical, theoretical, and critical perspectives as they apply to a variety of public and mass-mediated messages.
- Interpret, evaluate, and critique the symbolic and shared processes of meaning making.
- Analyze how identity and power affect communication globally and locally.
- Develop an appreciation of the value of communication to promote community engagement and social justice.
- Demonstrate the ability to advocate appropriately and effectively in professional and public contexts.

Degrees

- Major in Media, Rhetoric, and Culture
- Minor in Media, Rhetoric, and Culture

Requirements for the Major

The following courses are required:

- SW266-COM, Media Literacy
- MRC310, Media and Cultural Theory or MRC315, Rhetorical Theory
- MRC398, Argumentation and Advocacy
- MRC465W, Communication and Cultural Criticism

Four courses from the following electives:

- MRC308, History of Film
- MRC330, Representations of Race and Difference
- MRC354, Gender and Communication
- MRC368, Media and Politics
- MRC376, Film, Culture, and Criticism
- MRC420, Queering Film
- MRC462, Influence in Public Culture
- MRC463, Freedom of Speech and Democracy
- MRC468, Women and Rock
- MRC470, Sports, Media and Culture
- MRC481, Technologies of the Body
- MRC482, Voices of Dissent and Social Change

Requirements for the Minor

The MRC minor consists of 18 hours. The following four courses are required:

- COM265, Media Literacy
- MRC310, Media and Cultural Theory or MRC315, Rhetorical Theory
- MRC398, Argumentation and Advocacy
- MRC465W, Communication and Cultural Criticism

Two courses from any 300/400-level courses listed as part of the major.

Courses

MRC308, History of Film: A survey of the cinema from its birth in 1895 to the present, examining the medium from artistic, cultural, and business perspectives. The course will look at noted personalities, at seminal films and at both American and foreign movies. Readings, lecture and discussion, exams, and viewing of numerous film clips. (U)(3). Fall.

MRC310, Media and Cultural Theory: This course surveys the development of mass communication and cultural theory and current trends in the field. Prerequisite: Sophomore or above or permission of instructor. (U)(3). Fall.

MRC311, American Motion Pictures (1929–present): The American motion picture from the early talkies to the present with emphasis primarily on the '30s, '40s, and '50s. Films and people responsible for major advances in theory and techniques. Required readings, viewing, and analysis of films, lectures, and discussion. (U)(3).

MRC315, Rhetorical Theory: This course examines key theories and theoretical debates within rhetorical studies. These areas may include: rhetoric's role in defining humanity, culture, and the public sphere, power and communication, marginal groups and public discourse, gender/sex and rhetoric, the influence of critical theory, and emerging communication technologies and rhetorical theory. (U)(3). Spring.

MRC330, Representations of Race and Difference: Course investigates representations of race and racism in media culture and public discourse. Race is a social fiction, yet remains a force in our history, culture, and lives. Course examines how we discuss racism and represent race on news, film, and television. Prerequisite: Sophomore or above or permission of instructor. (U)(3). Spring.

MRC352, Rhetorical Criticism: Introduction to critical and interpretive research methods in rhetorical analysis and criticism. (U)(3).

MRC354, Gender and Communication: This class examines communication practices in shaping and being shaped by gender. The study of gender and communication in public discourse, families, interpersonal relationships, organizations, and media are examined. We explore how communication creates, (re) produces, sustains, and sometimes challenges the meaning of gender and communication practices. (U)(3). Spring.

MRC368, Media and Politics: This course investigates the connections between politics and the mass media. With the rapid expansion of news outlets and the increasing amount of money involved, the increasing interdependency between politics and the media has become a source of fascination and concern. Prerequisite: Junior or senior standing. (U)(3). Fall.

MRC376, Film, Culture and Criticism: Introduces the concepts of film criticism. The course considers the grammars of composition, continuity, and editing; the conventions and variations involving narrative; and the implications of film for understanding social relations based on gender, race, and class. Prerequisites: Sophomore or above or permission of instructor. (U)(3). Spring.

MRC390, Special Topics: An in-depth study of a particular topic in the field of media, rhetoric, and culture. May be repeated when the topics change. (U)(3). Fall and spring.

MRC398, Argumentation and Advocacy: This course acquaints students to principles and skills of effective argumentation pertinent to a variety of situations including politics, entertainment, and advertising. Students critically examine the uses of advocacy in contemporary public culture and develop arguments about a contemporary public issue. Prerequisites: Sophomore or above or permission of instructor. (U)(3).

MRC412, Advocacy: Designed to acquaint students with key authors and issues involved in the study of argumentative discourse in the public arena. Projects in analysis and synthesis of arguments, research, and refutation. (U)(3).

MRC420, Queering Film: From a critical-cultural studies perspective, this course will critically examine gay, lesbian, bisexual, transgender, and queer (GLBTQ) images in film. Examines both historical and contemporary examples while recognizing cultural conditions and industry restrictions imposed on queer life and images. Prerequisites: Junior or senior standing or permission of instructor. (U)(3). Spring.

MRC462, Influence in Public Culture: This course examines the roll of communication and rhetoric in public and political life. It explores the concept of “public culture” as something constituted in discourse yet shaped by material forces: speeches, advertisements, television, music, art, literature, and those communicative forces that actively constitute our concept of the “public sphere.” (U)(3). Fall.

MRC463, Freedom of Speech and Democracy: This course examines the relationship between freedom of speech, the law, and democratic citizenship. This includes an examination of the role of free speech and the dissent in American democracy, critical and rhetorical analysis of the First Amendment, Supreme Court cases, and discourses that complicate our understanding of free speech. Prerequisites: Junior or senior standing or permission of instructor. (U)(3). Fall.

MRC 465W, Communication and Cultural Criticism: Students will analyze mediated and popular culture texts from a critical-cultural perspective (semiotics, Marx, ideology, feminism). Through writing and reading in critical theory and media studies, students will explore media representations of race, gender, sexuality, class, and other identity categories. Prerequisites: Junior or senior standing or permission of instructor. (U)(3).

MRC466, Audience, Community and Fandom: Using qualitative research methods (data collection, field work, interviewing), students will explore the relationship of audiences and fans with mediated texts. Prerequisite: Junior or senior standing or permission of instructor. (U)(3). Fall.

MRC468, Women and Rock: Within a feminist studies framework, this course explores women’s past roles in the development of music within Western culture and more specifically rock ’n roll. While considering the intersections of gender with race, class, and sexual orientation, we will also critically examine the current state of women in rock. Prerequisite: Junior or senior standing. (U)(3). Spring.

MRC470, Sports, Media and Culture: This class is a critical study of mediated sports and their relationship to society. The class will examine the major issues and controversies surrounding sports and their cultural impact. Prerequisite: Junior or senior standing. (U)(3). Spring.

MRC481, Technologies of the Body: As the body is always a site of power relations, it can be “read” to express a particular culture’s desires and anxieties. We will examine the technologies that we employ to alter, change, and “perfect” the human body in order to meet the demands and desires of contemporary life. (U)(3). Fall.

MRC482, Voices of Dissent and Social Change: This course explores the communication strategies that activists have used to challenge the political and social injustices of their time. Case studies include women’s suffrage, civil rights, free speech, and anti-globalization movements. Prerequisite: Junior or senior standing or permission of instructor. (U)(3). Fall.

MRC490, Special Topics: An in-depth study of a particular topic in the field of media, rhetoric, and culture. May be repeated when topics change. (U)(3). Fall and spring.

MRC491, Internship: Offers students the opportunity for a supervised educational work experience in a setting pertinent to media, rhetoric, and culture. Prerequisite: Majors only (U)(1). Fall and spring.

MRC493, Internship: Offers students the opportunity for a supervised educational work experience in a setting pertinent to media, rhetoric, and culture. Prerequisite: Majors only (U)(3). Fall and spring.

MRC496, Independent Study: An opportunity for qualified students to pursue a topic of individual interest. Prerequisite: Junior or senior standing or permission of program director. (U)(3). Fall and spring.

Organizational Communication and Leadership

Administration

Jessica Moore, Ph.D., program director

Why Study Organizational Communication and Leadership?

Organizational Communication and Leadership is a major for the 21st century. Successful organizations are often the result of people who understand the importance of building and maintaining relationships, effectively communicating with organizational stakeholders, leveraging innovation wisely and ethically, and leading with excellence. In short, successful organizations are the result of leaders who communicate effectively.

Why Study Organizational Communication and Leadership at *Butler*?

In addition to Butler's reputation for excellence, faculty talents, location, and co-curricular activities make the Organizational Communication and Leadership Program at Butler an excellent place to jumpstart students' education and professional careers. The Organizational Communication and Leadership Program is built upon the expertise of faculty with academic backgrounds and professional expertise that match the program's innovative

course offerings. The Indianapolis location offers students access to a variety of internships and experiences that prepare them to begin a professional career immediately after graduation or facilitate their transition into graduate study in communication, business, health, technology, or legal programs, among others. In addition, students in the Organizational Communication and Leadership Program may take advantage of the many co-curricular activities offered in the College of Communication, including Lambda Pi Eta communication honor society, Butler's nationally recognized Speaker's Lab, the Butler Speech and Debate team, The Collegian newspaper, and many other activities designed to enhance social, academic, and professional development.

The Organizational Communication and Leadership Program encourages students to think synergistically by requiring courses designed to build global expertise in communication theory, critical thinking, analytical reasoning, and professional practice. The program also offers students the opportunity to develop specific expertise in organizational communication, interpersonal and professional relationship management, social networks, and new technologies, ethics, and leadership. Whether students are considering local, national, or international positions and whether they are interested in nonprofit or Fortune 500 careers, the Organizational Communication and Leadership Program offers a wide range of opportunities for students hoping to become the leaders of the future.

Organizational Communication and Leadership Learning Outcomes

- Demonstrate the ability to communicate appropriately and effectively in a variety of interpersonal, group, organizational, and public settings.
- Apply the research methods appropriate for studying human communication and leadership.
- Demonstrate how and explain why to engage in socially responsible communication and leadership.
- Analyze major theoretical approaches to the study of interpersonal, group, organizational, public and leadership communication.

- Demonstrate the ability to create and implement appropriate and effective organizational communication in professional contexts.

Requirements for the Organizational Communication and Leadership

Major

- ORG 301 Advanced Public Speaking or
- ORG 315 Business & Professional Comm
- STR327 Research Methods
- ORG350 Communication Theory
- ORG351 Small Group Communication
- MRC352 Rhetorical Criticism
- ORG354 Interpersonal Communication
- ORG358 Communication Ethics
- ORG362 Leadership and Communication
- MRC398 Argumentation and Advocacy
- ORG470 Organizational Communication
- ORG485 Senior Seminar (Rotating Topic)
- ORG404 Internship or COM404 Internship

In addition to major course requirements, students may need additional courses to meet the college diversity requirement as well as earn the minimum number of upper-level courses needed to graduate at Butler.

To meet the college diversity requirement, students must take:

- MRC 354 Gender and Communication or
- ORG359 Intercultural Communication or
- MRC482 Voices of Dissent or
- course designated by program director.

Courses

ORG215, Speech For Business: Competent communicators are able to gather information through reading and listening and to convey ideas through oral and written means.

This course is designed to give students an introduction to business communication and the standards for effective professional communication. (U)(2).

ORG270, Introduction to Organizational Communication: The course introduces students to the subfield of organizational communication in communication studies, with emphasis on the study of institutionalized patterns of interaction, which are typically planned, sequential, and systematic within complex organizations. No prerequisites. (U)(3).

ORG315, Business and Professional Communication: Instruction and training in the preparation and delivery of professional presentations, including multimedia techniques, management of meetings, interviewing, small group communication, and interpersonal and organizational communication. (U)(3).

ORG350, Communication Theory: An introduction to contemporary models of communication and to experimental and field research dealing with human communication. (U)(3).

ORG351, Small Group Communication: Theory and practice in group discussion, leadership, decision making, and interpersonal communication in small groups. (U)(3).

ORG353, Interpersonal Communication: The study of recent theory and practice governing dyadic interactions in conversations and relationships. Writing intensive. (U)(3).

ORG355, Communication Consulting: Survey of communication consultancy, including assessment (audit) of communication needs for clients; techniques of learning, training, and teaching; assessment and reporting of training outcomes; and how to become a consultant. (U)(3).

ORG357, Health Communication: This course introduces the student to communication issues involved in health care delivery systems, public health information dissemination, and care-giver/recipient interpersonal interactions. (U)(3).

ORG358, Communication Ethics: Study of ethical standards for communication. Topics include standards for informative and persuasive communication, problems of advocacy, and plagiarism. (U)(3).

ORG359, Intercultural Communication: The purpose of this course is to lead students to acquire the concepts and skills needed to effectively manage communicative encounters in which intercultural factors make a difference. (U)(3).

ORG362, Leadership and Communication: This course introduces students to the theories and practices of leadership from a communication perspective. Students will learn concepts of interpersonal, organizational,

public, and team leadership. Concepts of power, diversity, charisma, and ethics will be featured. Leadership styles of both historical and contemporary leaders will be examined. (U)(3).

ORG470, Organizational Communication:

Study and application of concepts from communication and organizational theory to functions and processes of communication in business and professional organizations; emphasis on speech communication in interview, conference, network, and organizational contexts. (U)(3).

ORG481, Topics in Communication Studies:

An in-depth study of a particular topic in the field of communication chosen from the areas represented by the upper division courses in the department. (U)(3).

ORG485, Senior Seminar in

Communication Studies: Capstone course in Communication Studies. Working in consultation with a faculty member, students will complete a major research project and present their senior portfolio. Prerequisite: senior standing. (U)(3). Spring.

Strategic Communication Program: Public Relations and Advertising Administration

Rose Campbell, Ph.D., program director

Why Study Strategic Communication?

Strategic communication emphasizes the creation and distribution of socially responsible, research-supported, and theoretically sound targeted communication messages for both internal and external audiences. Strategic communication majors, therefore, learn the theories and skills required for successful written, visual, and oral communication. In addition, majors gain valuable skills related to research, strategic thinking, and problem solving that will serve them well in professional careers or graduate school.

Why Study Strategic Communication at Butler?

While numerous programs offer courses in advertising and public relations, few have successfully merged their curriculum to reflect the increasing blurring of the lines

between these disciplines. The Strategic Communication Program, however, recognizes that it is necessary for majors to understand the synergistic nature of advertising and public relations to succeed in the strategic communication field. But success in strategic communication relies on more than this, of course. Program courses are rigorous, highly interactive, and experiential. Students are not only introduced to concepts, processes, and theories, but also are challenged to apply their knowledge to solve real-world strategic communication challenges through problem-based learning and service-learning opportunities, and national-level public relations and advertising competitions. Courses are also small, typically less than 18 students, and led by passionate and dedicated professors.

Strategic Communication students also learn outside of the classroom as active participants in the various extracurricular opportunities the program offers. Through participation in the Public Relations Student Society of America chapter and its student-run PR firm, advertising club, and an internship program that connects students with a diverse array of Indianapolis businesses, advertising and public relations agencies, and nonprofit organizations, students gain the real-world knowledge necessary for a successful career.

Strategic Communication Program Student Learning Outcomes

- In keeping with the liberal arts tradition, students majoring in Strategic Communication will gain a broad-based education that emphasizes an understanding of the larger cultural context in which strategic communication occurs.
- On a practical level, students will also gain the theoretical foundation and industry-relevant skills to create and produce effective oral, written, and visual communication messages for distribution via a diversity of media, including print, broadcast, and digital platforms.
- To achieve these ends, students learn to research, analyze, select, and organize relevant data and information; they learn and apply relevant analytical or theoretical frameworks to professional practices and situations; they critique and evaluate the effectiveness of communication messages; they work collaboratively to achieve desired

goals; and they integrate communication technology effectively into all of these efforts.

- Further, as the Strategic Communication Program emphasizes the production of socially responsible messages, students learn to appreciate and respect the professional, ethical, and legal standards that govern our field.

Degrees

- Major in Strategic Communication with specializations in Public Relations or Advertising
- Minor in Strategic Communication

Requirements for the Major

- STR128, Promotional Writing I or course equivalent
- STR222, Principles of Strategic Communication
- STR228, Promotional Writing II
- STR251, Design and Production for Strategic Communication
- STR324W, Ethics and Case Studies in Strategic Communication
- STR327, Research Methods for Strategic Communication
- STR329, Strategic Media Planning
- STR350, Strategic Communication Internship
- STR424S, Public Communication Campaigns

One elective course in STR:

- STR321, Advertising Practices
- STR322, Advertising Copywriting
- STR328W Public Relations Writing
- STR332, Advertising Campaigns (Spring)
- STR341, Bateman Case Study Competition
- STR342, Strategic Communication for Nonprofits Practicum
- STR356, Sports Promotion
- STR357, Hospitality and Tourism Promotion
- STR426, Special Topics in Strategic Communication

One course in media law:

- JR414, Mass Communication Law
- CME432, Law and Regulation of the Electronic Media
- CME452, Entertainment Media and the Law
- or current equivalents

One course in international communication:

- JR417, International Communication
- JR418, Gender and Media: Global Views
- COM359, Intercultural Communication
- or current equivalents

One course in communication theory:

- COM350, Contemporary Communication Theory
- MRC310, Media and Cultural Theory
- MRC315, Rhetorical Theory
- MRC462, Influence in Public Culture
- or current equivalents

Requirements for Public Relations Specialization

- All STR major requirements plus
- STR328W Public Relations Writing

Two courses in public relations and related areas:

- STR341, Bateman Case Study Competition
- STR342, Strategic Communication for Nonprofits Practicum
- STR356, Sports Promotion
- STR357, Hospitality and Tourism Promotion
- AA301, Principles and Practices of Arts Administration
- COM315, Business and Professional Speaking
- COM318, Workshop in Presentational Speaking
- MRC398, Argumentation and Advocacy or
- Other courses selected with permission of program director

Requirements for Advertising Specialization

- All STR major requirements plus:
- STR321, Advertising Practices

Two courses in advertising and related areas:

- STR322, Advertising Copywriting
- STR332, Advertising Campaigns (Spring)
- STR356, Sports Promotion
- STR357, Hospitality and Tourism Promotion
- STR426, Special Topics in Strategic Communication
- COM315, Business and Professional Speaking
- MK280, Principles of Marketing
- MRC398, Argumentation and Advocacy
- Other courses selected with permission of program director

Requirements for the Minor in Strategic Communication

- STR128, Promotional Writing I or course equivalent
- STR222, Principles of Strategic Communication
- STR228, Promotional Writing II
- STR251, Production and Design for Strategic Communication

One of the following courses:

- STR324W, Ethics and Case Problems in Strategic Communication
- STR327, Research Methods for Strategic Communication

One elective course in STR:

- STR321, Advertising Practices
- STR322, Advertising Copywriting
- STR328W Public Relations Writing
- STR331, Advertising Campaigns (Fall)
- STR332, Advertising Campaigns (Spring)
- STR341, Bateman Case Study Competition
- STR342, Strategic Communication for Nonprofits Practicum
- STR356, Sports Promotion
- STR357, Hospitality and Tourism Promotion
- STR426, Special Topics in Strategic Communication

Courses

STR128, Promotional Writing I: Introduces students to strategic communication writing in a converged media environment, while instilling the important values and responsibilities that underlie communication in a digital world. Prerequisites: none. (U)(3). Fall, spring, and summer.

STR222, Principles of Strategic

Communication: A survey of strategic communication for students interested in public relations and advertising. Course emphasizes the strategic communication industry, including its history, functions, theories, ethics, and relations to marketing products, ideas, organizations, and people, and the components of strategic communication campaigns. Prerequisite: C- or above in STR128 or JR112. (U)(3). Fall, spring, and summer.

STR228, Promotional Writing II:

Applications of strategic communication writing at the intermediate level, for the fields

of public relations and advertising; emphasis on professional quality, effective writing for a variety of audiences across a number of media channels, both print and digital, including social media. Prerequisites: STR128 or JR112 and STR222. (U)(3). Fall and spring.

STR251, Design and Production for

STR: This course is an introduction to the principles and practice of graphic design for strategic communication. Students will learn foundational design techniques with critical thinking, typography, and an introduction to concept development. Prerequisite: C- or above in STR222. (U)(3). Fall and spring.

STR321, Advertising Practices:

This course introduces the student to the practice of advertising in agencies and organizations, including analyses of agency functions. Students study audience analysis, diversity in advertising, creative briefs, copywriting, and strategic concept development for advertising. Prerequisite: C- or above in STR222, STR228, STR251, and STR327. (U)(3). Annually, term varies.

STR322, Advertising Copywriting:

This course is an in-depth examination of creative strategy and advertising copywriting, with a practical emphasis on the application of concepts, principles, and techniques to develop persuasive copy tailored to various communication media. Prerequisite: C- or better in STR222, STR228 and STR251 (U)(3). Fall and spring.

STR 324W, Ethics and Case Problems in

STR: Ethical approaches in public relations and advertising are examined using the case study method. The intensive-writing course emphasizes best practices in strategic communication for internal and external publics, as socially responsible global citizens and professional practitioners. Prerequisites: C- or above in STR222 and STR228. (U)(3). Fall and spring.

STR327, Research Methods for STR:

Principles and exploration of qualitative and quantitative methods for research employed in planning, monitoring, and evaluating public relations and advertising projects and campaigns. Prerequisite: C- or above in STR222 and STR228 (U)(3). Fall and spring.

STR 328W, Public Relations Writing:

Advanced public relations writing, with an emphasis on strategic public relations techniques for internal and external audiences across multiple media channels including print, digital, and social media. Prerequisite: C- or above in STR222 and STR228. (U)(3). Annually, term varies.

STR329, Strategic Media Planning: An introduction to media planning and media relations for students interested in public relations and advertising. Course emphasizes: media fragmentation; the concepts, theories, and strategies involved in planning, buying, and pitching messages in traditional and new media; and the development of strategic media plans. Prerequisite: C- or above in STR222 and STR228. (U)(3). Fall and spring.

STR332, Advertising Campaigns (AAF National Student Adv Comp): The American Advertising Federation's National Student Advertising Competition will provide the students with real-world experience by creating a fully-developed strategic advertising campaign plansbook for a corporate sponsor. Prerequisites: Permission of instructor. (U)(3). Spring.

STR341, Bateman Case Study Competition: Student teams develop and implement a communication campaign for a national client in the Public Relations Society of America's annual Bateman competition. Prerequisite: Permission of instructor. (U)(3). Spring.

STR342, Strategic Communication for Nonprofits: This course helps students hone skills while developing professional-quality communication tactics that will be published in a variety of media, distributed to target audiences or staged and presented as a special event. Communication activities are implemented for a nonprofit selected by the instructor(s). Prerequisite: Junior standing and permission of instructor. (U)(3). Occasionally.

STR350, Strategic Communication

Internship: Supervised strategic communication training that requires 15+ hours of work per week in an internship directly related to the student's degree and career objectives. Prerequisite: C- or above in STR222, STR228, STR251 and STR327. (U)(3). Occasionally.

STR352, Post Strategic Communication

Internship: Supervised strategic communication training in an internship. Students work 15+ hours per week in an internship directly related to their degree and career objectives. Prerequisites: C- or above in two semesters of STR350 at different internship sites. (U)(1). Fall, spring, and summer.

STR353, Strategic Communication

Internship: Supervised strategic communication training that requires 30+ hours of work a week in an internship directly related to the student's degree and career objectives. This course also is used for the DC program internship credit. Prerequisites: C- or above in STR222, STR228, STR251, and STR327. (U)(6) Fall, spring, and summer.

STR356, Sports Promotion: Overview of sports promotion, with particular emphasis on team sports. Course includes exploration of promotions, sponsorships, ticket sales, media relations, community relations, and event management. Additionally, the interrelationship of team, media, corporate, and civic communities will be explored. Prerequisite: C- or above in STR222 and STR228. (U)(3). Spring.

STR357, Hospitality and Tourism

Promotion: This course introduces students to the field of hospitality and tourism with the key objective to prepare students for careers in this field. Students will learn essential strategic communication methods to promote cities and attract more tourists and convention groups. Prerequisite: C- or above in STR222 and STR228. (U)(3). Fall.

STR401, Independent Study: Provides opportunity for qualified students to pursue a topic of individual interest. Open to juniors and seniors. (U)(1). Fall, spring, and summer.

STR402, Independent Study: Provides opportunity for qualified students to pursue a topic of individual interest. Open to juniors and seniors. (U)(2). Fall, spring, and summer.

STR403, Independent Study: Provides opportunity for qualified students to pursue a topic of individual interest. Open to juniors and seniors. (U)(3). Fall, spring, and summer.

STR 424CS, Public Communication

Campaigns: Application of research-based strategic communication campaign methods to address specific client problems and opportunities for nonprofit organizations. The service-learning course integrates the theories and skills required for professional practice; the course serves as the capstone course for the major and fulfills both the ICR and Speaking Across the Curriculum requirements. Prerequisite: C- or better in STR222, STR228, STR251, STR324W, and STR327. (U)(3). Fall and spring.

STR426, Special Topics in Strategic

Communication: Thematic study of contemporary topics and issues in strategic communication. May be repeated when topics change. Prerequisite: Permission of director. (U/G)(3). Fall, spring, and summer.

STR499, Honors Thesis: (U)(3). Annually, term varies.

To earn upper-level credits, students may select guided electives in STR or in courses across the college and University.