

# Communication at Seattle University



---

Communication Department

---

Passion

*Perception*

Performance

[www.seattleu.edu/artsci/communication](http://www.seattleu.edu/artsci/communication)

# The Beginning

**The disciplined study of Communication** is rooted in the Greek Agora—the marketplace for trade and ideas where citizens gathered to be free of the oppressions of palace and temple. They debated public policies and shared stories. They learned to value openness and differences, rule of law, and most importantly freedom of speech. They questioned, investigated, savored conversations, and created stories that came to be measured by their facts or by their appeals to reason or emotion.

Sitting beside the stoa, they engaged in trade and networked new communities. From this history arises the mission of the SU Communication Department.

# The Mission

The mission of the Seattle University Communication Department is to foster the practice of communication to transform society for the better. The Department promotes the study of the arts of persuasion, of community building, and of journalistic storytelling, all of which contribute to the ideal of the agora as the center of a democratic, diverse society.

We pursue this mission by encouraging: (1) a **passion** to use communication in the promotion of justice, (2) **performance** in presenting effective messages, and (3) **perception** in understanding communication situations and challenges.

We envision a world where communication is founded on respect for individual autonomy and equality, and where such communication contributes to self-realization, self-determination, and democracy.

The complete text of our Mission Statement is later in this handbook.

# Our Majors and Minors

**The Department of Communication** offers three Bachelor of Arts degrees and four minors. You should decide which fits your interests best. An academic adviser can help you.

**Communication Studies** increases your understanding of how communication works and improves your effectiveness as a communicator. You take courses in intercultural, interpersonal and organizational communication as well as digital and mass communication. Emphasis is placed on communication as a means of building community and creating social change. Graduates go to careers in a variety of fields where thoughtful communication is required, or to graduate study in law, public administration, or communication itself. You may also minor in Communication Studies.

**Journalism** prepares you for careers in the news media, whether traditional print or broadcast or in the newer online world, where storytelling is conducted via audio, visual and networking means as well as through text. You take a core of media writing and reporting classes that emphasize preparation for the variety of journalistic media. Graduates go to jobs with online publications, newspapers, television stations, newspapers, and documentary makers. You may also minor in Journalism.

**Strategic Communications** converges public relations with reputation management and brand communications. Special emphasis is placed on preparing students to lead projects for social change in their communities. The major is complemented by the Center for Strategic Communications, which oversees a student-run consultancy committed to helping values-driven organizations. Members of the student agency engage and service real world clients to achieve specific communication goals. Graduates from this major go on to careers in both profit and non-profit organizations. You may also minor in Strategic Communications.

**Digital Media Production (Minor only)** unites the department's courses in digital and graphic communication practice and theory into a minor for students taking a variety of other majors who are interested in augmenting their digital communication knowledge and skills.

# Requirements for Com Dept Majors

## *Communication Foundation (All majors) (15 credits)*

CMJR 205 Rhetorical Foundations of Com (old: Intro/RhetRsn)  
CMJR 225 Social Foundations of Com (old: Dynamics of Com)  
CMJR 245 Media Foundations of Com (old: Media, Soc & Indvl)

## *Communication Studies (45 credits)*

CMJR 230 Public Speaking  
CMJR 341 New Media Com  
CMJR 343 Critical Analysis of Digital Com (or when available: CMJR 342, Advanced Rhetorical Theory)  
CMJR 385 Intercultural Com  
CMJR 468 Research Sem in Com (old: 465, 466, 467)  
Two CMST-designated electives  
One CMJR elective  
5-credit adviser-approved experience in internship, study abroad, or service-leaving course

## *Journalism (50 credits)*

CMJR 210 Intro to Media Writing  
CMJR 220 Media Writing II  
CMJR 222 Intro to Digital Prod  
CMJR 300 Investigative Info  
CMJR 305 Writing for Digital/Online Media  
CMJR 330 Graphic Com  
CMJR 315, 320, 325 or adv writing course approved by adviser  
CMJR 445 Digital JRNL Square  
CMJR 489 Media & Social Resp  
CMJR 495 Internship

## *Strategic Communication (45 credits)*

CMJR 230 Public Speaking  
CMJR 310 Strat Com Writing  
CMJR 370 Strat Com I  
CMJR 371 Strat Com II  
CMJR 320 Persuasive Writing or CMJR 350 Persuasion  
CMJR 375 Global Strat Com or CMJR 377 Public Affairs  
CMJR 475 STCM Consultancy or CMJR 495 Internship  
Two CMJR electives

**Senior Synthesis: (All majors) (5 credits) (Senior Year)**  
**CMJR 494: Communication Rights & Law**

# Staying in Touch

## Offices:

Main Office:	Lynn 303A	296-5340	Fax: 296-5409
Administrative Assistant	Lynn 303A	296-2034	
Tonja Brown, Academic Adviser	Casey 1 W	296-2840	brownt2@seattleu.edu

## Faculty:

Mara Adelman	Lynn 303C	296-5344	<a href="mailto:mara@seattleu.edu">mara@seattleu.edu</a>
Gary Atkins	Lynn 200C	296-5341	<a href="mailto:atkinsg@seattleu.edu">atkinsg@seattleu.edu</a>
Tomas Guillen	Lynn 309	296-5343	<a href="mailto:tomasg@seattleu.edu">tomasg@seattleu.edu</a>
Julie Homchick	Lynn 303D	296-2807	<a href="mailto:homchick@seattleu.edu">homchick@seattleu.edu</a>
Sonora Jha	Lynn 305	296.5347	<a href="mailto:sonora@seattleu.edu">sonora@seattleu.edu</a>
Rick Malleus	Lynn 304	296-5344	<a href="mailto:malleusr@seattleu.edu">malleusr@seattleu.edu</a>
Barry Mitzman	Lynn 200B	296-2826	<a href="mailto:mitzmanb@seattleu.edu">mitzmanb@seattleu.edu</a>
Christopher Paul	Lynn 310	296-5317	<a href="mailto:paulc@seattleu.edu">paulc@seattleu.edu</a>
Jeff Philpott	Lynn 306	296-5342	<a href="mailto:jphilpot@seattleu.edu">jphilpot@seattleu.edu</a>

## Com-Dept Online Information Group

The department maintains an on-line information and discussion group as one way of keeping in touch with majors and minors. Notices of departmental events and available internships, as well as news about communication or reflections about the field, are posted regularly. To join this group, simply inform the department administrative assistant of your account address. Postings to the group should be addressed to [com-dept@seattleu.edu](mailto:com-dept@seattleu.edu).

## Email

Because of its importance in communication, all majors in the Communication Department are required to have and regularly check their SU e-mail accounts. Seattle University provides free e-mail to accounts to all, which also provides you with full access to the Internet. Contact the Help Desk, 296-5571, to find out about opening your SU account. The Help Desk is located in Engineering 306. **NOTE:** Some important departmental and university announcements are sent only to SU account addresses

# Getting Academic Help

Every student is assigned an academic adviser who can:

- help you develop an educational plan that considers your academic background, career plans, and course prerequisites;
- provide information about university programs, policies and procedures;
- assist you in evaluating your progress toward your goals;
- answer questions about transfer credits, subject to final review by the Registrar's office;
- refer you to appropriate sources if he or she does not know the answer to your questions;
- help you initiate various processes, such as having transfer courses re-evaluated

**Remember:** Your academic adviser gives you suggestions. It is your responsibility to insure that you enroll in the correct classes, fulfill the appropriate prerequisites, and proceed smoothly toward graduation. You can do this by:

- familiarizing yourself with the degree requirements, registration deadlines, and university policies and procedures detailed in the Bulletin of Information, the Student Handbook, and the information on SU Online.
- reviewing your Program Evaluation and other records on SU Online periodically.
- contacting your adviser during pre-registration advising week. Don't wait until the last minute to seek advising. When possible, see your adviser to review your file during the quieter times of the quarter, rather than waiting until registration time.
- taking the initiative to meet with your adviser periodically.

# **Com Department Advisers**

## **Freshman/Sophomore/Transfer Adviser (all majors)**

Tonja Brown	Casey 1 W	296-2840	<a href="mailto:brownt2@seattleu.edu">brownt2@seattleu.edu</a>
-------------	-----------	----------	--

## **CMST Junior/Senior Advisers**

Rick Malleus	Lynn 304	296-5344	<a href="mailto:malleusr@seattleu.edu">malleusr@seattleu.edu</a>
Chris Paul	Lynn 310	296-5317	<a href="mailto:paulc@seattleu.edu">paulc@seattleu.edu</a>

## **JRNL Junior/Senior Advisers**

Tomas Guillen	Lynn 309	296-5343	<a href="mailto:tomasg@seattleu.edu">tomasg@seattleu.edu</a>
Sonora Jha	Lynn 305	296-5347	<a href="mailto:sonora@seattleu.edu">sonora@seattleu.edu</a>

## **STCM Junior/Senior Advisers**

Tonja Brown	Casey 1 W	296-	<a href="mailto:brownt2@seattleu.edu">brownt2@seattleu.edu</a>
Barry Mitzman	Lynn 200B	296-2826	<a href="mailto:mitzmanb@seattleu.edu">mitzmanb@seattleu.edu</a>

## **Journalism Internships Advisor**

Tomas Guillen	Lynn 309	296-5343	<a href="mailto:tomasg@seattleu.edu">tomasg@seattleu.edu</a>
---------------	----------	----------	--

# Internships and Practicums

The Communication Department encourages field practice in a variety of settings and credit formats. For example, practical communication experience is required for Communication Studies majors via enrollment in internships (CMJR 495), study abroad programs, or intercollegiate debate. Strategic Communications majors may elect off-campus internships (CMJR 495) or work within a student-run consultancy helping non-profit organizations or small businesses (CMJR 475). Journalism majors complete either five credits of on-campus practicum with student media (CMJR 280-282, CMJR 380-382) or an off-campus internship (CMJR 495). Also, some courses such as CMJR 383, Organizational Communication, often include mini-internship placements that are part of the course requirement.

Practicum credit is granted for work at on-campus student media, supervised by student editors with faculty serving as advisers. Generally practicum credits (CMJR 280-282, CMJR 380-382) are earned at the rate of one credit per quarter. Practicums are letter-graded: A, B, C, etc.

Internship credits (CMJR 495) are typically earned in on- or off-campus professional settings such as newspapers, magazines, public relations agencies, online publications, broadcast stations, etc. They require supervision by both a communication professional and a faculty member with expertise in the particular area of the internship (e.g. journalism, communication studies, strategic communications). Internship credit may be earned at the rate of one-to-five credits per quarter, enabling you to either spread your experience over several quarters or condense it into a single quarter. Internships are graded Credit/Fail.

Credit restrictions apply depending upon your major. For full details on practicums and internships see your adviser and talk with the individual faculty member who would supervise your internship.

**To access the full Student Internship Handbook from the College of Arts and Sciences, including the necessary forms for submitting an internship request, go to <http://www.seattleu.edu/artsci/internships/>**

## 6 Special Com Programs:

### ComAbroad

The department takes special interest in encouraging all of its majors to be knowledgeable about and experienced in global communication. Some of our classes specifically focus on globalization, for example CMJR 325 International Affairs Writing, and CMJR 475 Global Public Relations. Other courses infuse knowledge about issues raised by global communication into their regular discussions and assignments.

We encourage all majors to engage in education abroad either through the department's own Communication Abroad offerings (most recently in India and Hollywood) or those sponsored by other programs at Seattle University. India: Dr. Sonora Jha, [sonora@seattleu.edu](mailto:sonora@seattleu.edu)

### Debate Club

The Communication Department sponsors the student Debate Club. Students who participate in the program study and prepare competitive speeches and engage in debates both on and off campus. The team routinely travels to regional and national competitions each academic year and has 15-20 active participants. Students in the program have won more than 100 regional and national awards. The team has also become increasingly active in the world circuit. For information: Dr. Chris Paul, [paulc@seattleu.edu](mailto:paulc@seattleu.edu) or Dr. Jeff Philpott, [jphilpot@seattleu.edu](mailto:jphilpot@seattleu.edu)

### Public Relations

#### Student Society of America

The PRSSA seeks to cultivate a favorable and mutually advantageous relationship between students and professional public relations practitioners. The SU student society aims to foster:

1. Understanding of current theories and procedures of the profession
2. Appreciation of the highest ethical ideals and principles
3. Awareness of an appropriate professional attitude
4. Appreciation of Associate Membership in PRSA and eventually accredited membership

For information, contact adviser Barry Mitzman, [mitzmanb@seattleu.edu](mailto:mitzmanb@seattleu.edu)

## **RTNDA/ Student Internet TV club**

### **The Association of Electronic Journalists (formerly Radio and Television News Directors Association)**

RTNDA has student chapters at colleges and universities throughout the United States. RTNDA's Student Chapter Affiliate Program fosters closer cooperation and improves communication among students, educators and working professionals in radio, television and online news. It also gives student members special learning opportunities both in and out of the classroom and instills a commitment to the highest ideals and principles of the practice of electronic journalism. For information about SU's student RTNDA chapter and about the student Internet TV Club, contact Dr. James Forsher, [forsherj@seattleu.edu](mailto:forsherj@seattleu.edu)

## **Students in Free Enterprise (SIFE)**

SIFE is an international non-profit organization that works with leaders in business and higher education to mobilize university students to make a difference in their communities while developing the skills to become socially responsible business leaders. At Seattle University, SIFE draws together students interested in Strategic Communications with students in the business school. Students apply business concepts to develop outreach projects that improve the quality of life and standard of living for people in need. For information, contact Dr. James Forsher, [forsherj@seattleu.edu](mailto:forsherj@seattleu.edu)

## **The Spectator**

<http://www.su-spectator.com/>

The Spectator is the student online and print publication for the university. Each year numerous Journalism and Strategic Communications majors work for the Spectator, building their portfolio and earning academic credits. (See the section of this handbook on Internships and Practicums for information about earning credit on the Spectator).

The paper is advised by a faculty member from the department, Dr. Sonora Jha. For more information about working on the Spectator for academic credit, contact her at [Sonora@seattleu.edu](mailto:Sonora@seattleu.edu)