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Program Description
The Department of Communication at Dixie State College promotes ethical practices of all forms of human communication particularly within the academic areas of research, teaching, and public service. The department seeks to continually address, mentor, and serve a diverse range of students, faculty, administrators, practitioners, and the surrounding community to encourage diversity, sensitivity and understanding, to share knowledge through effective learning and teaching, and to encourage creativity and discovery.

The Center for Media Innovation (CMI) concept is a highly-respected approach to hands-on learning. It received the national Model Teaching Award from the Western States Communication Association in 2001. It has been visited and praised by communication programs in both two and four year institutions as a unique and world-class approach to facilitating student learning and activities.

The Center for Media Innovation is very active in partnering with professional media companies to provide real-world hands-on experience to students while they are in school. Partnerships have already included broadcast outlets and film companies from throughout the country, as well as a worldwide documentary film festival (DocUtah) hosted by the center annually.

The Center for Media Innovation illustrates nicely how to bring pedagogy, service learning, leadership development, concurrent enrollment, and real-world practical experience together in an enterprise environment where students run the center and produce all the content in all of the media: newspaper, magazine, radio, television, and an online newsletter and website. Students are carefully taught and tutored by both faculty and professionals from the media industry. The Center for Media Innovation also fosters excellence in teaching. Students and faculty have a profound experience in applying what they’ve learned in the classroom to real-world media projects. Students also learn to do critical thinking as they manage the various media enterprises and encounter real problems that need real solutions. They are encouraged to innovate. They are trained in leadership. And they develop personal portfolios of their work that lead to significant employment opportunities.

The Center for Media Innovation fosters inclusion and a sense of community—giving voice to often-excluded groups in the college and the surrounding communities. Content from and for these groups, some of it in their own languages, is included on a regular basis.

Finally, the Center for Media Innovation provides an important “face” for the college and for participating sponsors in Southern Utah. Citizens and legislators see a visible and respectable representation of how we serve students and communities at Dixie State College and how our participating sponsors are providing significant educational opportunities to students of all circumstances and backgrounds.

Degrees & Certificates

- Bachelor of Science in Communication – Film Production Emphasis
- Bachelor of Science in Communication – Human Communication Emphasis
- Bachelor of Science in Communication – Mass Communication Emphasis
- Bachelor of Science in Communication – Organization & Leadership Emphasis (degree completion program)

Bachelor of Science in Communication
Film Production Emphasis

120 credits

A Bachelor of Science in Communication with an emphasis in Film Production degree has four basic components:

1. Lower-division, General Education Requirements, excluding Fine Arts / Communication, which is included in degree requirements (28 – 33 credits).
2. Core Discipline Requirements (37 credits).
4. Electives: college-level courses from any prefix (up to 37 credits).
General Education
All DSC General Education requirements must be fulfilled. A previously earned degree may fulfill those requirements. However, courses must be equivalent to DSC’s minimum General Education standards in the following subjects:

- American Institutions
- English
- Mathematics

DSC General Education Requirements
Complete the following:

- ENGL 1010 Intro to Writing 3.0
- ENGL 2010 Intermediate Writing 3.0
- CIS 1200 Computer Skills 3.0
- LIB 1010 Information Literacy 1.0

Complete one of the following: 3.0-4.0

- MATH 1040 Intro to Statistics (3.0) (recommended)
- MATH 1030 Quantitative Literacy (3.0)
- MATH 1050 College Algebra / Pre-Calculus (4.0)

Complete the following:

- American Institutions GE approved course 3.0
- Life Sciences GE approved course 3.0-5.0
- Physical Science GE approved course 3.0-5.0
- Social & Behavioral Sciences GE approved course 3.0
- Fine Arts / Communication GE approved course 3.0
- Literature / Humanities GE approved course 3.0

Core Discipline Requirements
Complete the following:

- COMM 1050 Intro to Communication Theory 3.0
- COMM 1130 Writing for Mediated Audiences 3.0
- COMM 2110 Interpersonal Communication 3.0
- COMM 2500 Being Digital: Elements, Trends Issues 3.0
- COMM 3510 Ethics in Communication 3.0
- COMM 3560 Visual Communication 3.0
- COMM 3640 Digital Motion Picture Pre-Production 3.0
- COMM 3660/3665 Digital Motion Picture Production/Lab 2.0/1.0
- COMM 3680/3685 Digital Motion Picture Post-Prod / Lab 2.0/1.0
- COMM 4260 Media Law 3.0
- COMM 4950 Internship 3.0
- COMM 4980 Senior Seminar (Capstone) 4.0

Film Production Emphasis Requirements
Complete the following:

- COMM 2660 Intro to Digital Motion Picture Prod 3.0

Complete one of the following: 3.0

- COMM 1500 Intro to Mediated Communication (3.0)
- COMM 2010 Media and Society (3.0)
Complete a minimum of 9 credits of Film Production electives, including 9.0 credits.

At least one or more of the following Audio Production courses:

- COMM 1560 Audio for Converged Media (3.0)
- COMM 3790 Adv Audio for Converged Media (3.0)
- COMM 4790 Audio Prod Digital Motion Picture (3.0)

At least one or more of the following New Media courses:

- COMM 2460 Intro to New Media Production (3.0)
- COMM 3480 New Social Media (3.0)
- COMM 3530 Digital Photojournalism (3.0)
- COMM 4330 New Media Applications (3.0)

Other Film Production electives:

- COMM 2600 Screenwriting (3.0)
- COMM 2630 Storyboarding (3.0)
- COMM 3590 Media Management & Sales (3.0)
- COMM 3600 Convergence Journalism (3.0)
- COMM 3650/3655 TV Field Production & Reporting / Lab (2.0/1.0)
- COMM 3830 Editorial & Opinion Writing (3.0)
- COMM 4100/4105 Documentary Production / Lab (2.0/1.0)
- COMM 4380/4385 Adv Television Production / Lab (2.0/1.0)
- COMM 4640 Feature Writing (3.0)
- COMM 4700/4705 Adv Digital Motion Picture Prod / Lab (2.0/1.0)
- COMM 4800/4805 Adv Digital Motion Picture Post-Prod / Lab (2.0/1.0)

Recommended (not required) elective for incoming students:

- COMM 1001 Communication First Year Experience (1.0)

**Graduation Requirements**

1. Complete a minimum of 120 college-level credits (1000 and above).
2. Complete at least 40 upper-division credits.
3. Complete at least 30 upper-division credits at DSC for institutional residency.
4. Cumulative GPA 2.5 or higher.
5. Grade C+ or higher in each Core Discipline and Emphasis Requirement course.

**Bachelor of Science in Communication** 120 credits

**Human Communication Emphasis**

A Bachelor of Science in Communication with an emphasis in Human Communication degree has four basic components:

1. Lower-division, General Education Requirements, excluding Fine Arts / Communication, which is included in degree requirements (28 – 33 credits).
2. Core Discipline Requirements (37 credits).
3. Emphasis Requirements (15 credits).
4. Electives: college-level courses from any prefix (up to 37 credits).

**General Education**

All DSC General Education requirements must be fulfilled. A previously earned degree may fulfill those requirements. However, courses must be equivalent to DSC’s minimum General Education standards in the following subjects:

- American Institutions
• English
• Mathematics

DSC General Education Requirements

Complete the following:

• ENGL 1010 Intro to Writing 3.0
• ENGL 2010 Intermediate Writing 3.0
• CIS 1200 Computer Skills 3.0
• LIB 1010 Information Literacy 1.0

Complete one of the following: 3.0-4.0

• MATH 1040 Intro to Statistics (3.0) *(recommended)*
• MATH 1030 Quantitative Literacy (3.0)
• MATH 1050 College Algebra / Pre-Calculus (4.0)

Complete the following:

• American Institutions GE approved course 3.0
• Life Sciences GE approved course 3.0-5.0
• Physical Science GE approved course 3.0-5.0
• Social & Behavioral Sciences GE approved course 3.0
• Literature / Humanities GE approved course 3.0

Core Discipline Requirements

Complete all of the following:

• COMM 1020 Public Speaking 3.0
• COMM 1050 Intro to Communication Theory 3.0
• COMM 1270 Argumentation-Critical Thinking 3.0
• COMM 2110 Interpersonal Communication 3.0
• COMM 2120 Small Group Communication 3.0
• COMM 2500 Being Digital: Elements, Trends Issues 3.0
• COMM 3510 Ethics in Communication 3.0
• COMM 3060 Communication Theory 3.0
• COMM 3190 Intercultural Communication 3.0
• COMM 4450 Communication Research 3.0
• COMM 4950 Internship 3.0
• COMM 4980 Senior Seminar (Capstone) 4.0

Human Communication Emphasis Requirements

Complete a minimum of 15 credits from the following: 15.0

• COMM 1060 Rhetorical Theory (3.0)
• COMM 3010 Nonverbal Communication (3.0)
• COMM 3120 Family Communication (3.0)
• COMM 3150 Lying and Deception (3.0)
• COMM 3330 Negotiations & Bargaining (3.0)
• COMM 3350 Interviewing (3.0)
• COMM 3400 Gender Communication (3.0)
• COMM 3460 Content & Rhetorical Analysis (3.0)
• COMM 3850 Organizational Communication (3.0)
• COMM 4010 Persuasion (3.0)
• COMM 4020 Integrated Oral Presentations (3.0)
• COMM 4050 Leadership & High Performance Teams (3.0)
• COMM 4490 Comm & Contemporary Public Issues (3.0)
• COMM 4500 Human Communication & Conflict (3.0)

Recommended (not required) elective for incoming students:
• COMM 1001 Comm First Year Experience (1.0)

Several tracks providing a logical sequence of courses are available for students with specialized interests. See your Communication Advisor for details:
• Interpersonal / Small Group Communication
• Organization Communication
• Public Communication

Graduation Requirements
1. Complete a minimum of 120 college-level credits (1000 and above).
2. Complete at least 40 upper-division credits.
3. Complete at least 30 upper-division credits at DSC for institutional residency.
4. Cumulative GPA 2.5 or higher.
5. Grade C+ or higher in each Core Discipline and Emphasis Requirement course.

Bachelor of Science in Communication
Mass Communication Emphasis

A Bachelor of Science in Communication with an emphasis in Mass Communication degree has five basic components:

1. Lower-division, General Education Requirements, excluding Fine Arts / Communication, which is included in degree requirements (28 – 33 credits).
2. Core Discipline Requirements (37 credits).
4. Electives: college-level courses from any prefix (up to 37 credits).

General Education
All DSC General Education requirements must be fulfilled. A previously earned degree may fulfill those requirements. However, courses must be equivalent to DSC’s minimum General Education standards in the following subjects:

• American Institutions
• English
• Mathematics

DSC General Education Requirements
Complete the following:

• ENGL 1010 Intro to Writing 3.0
• ENGL 2010 Intermediate Writing 3.0
• CIS 1200 Computer Skills 3.0
• LIB 1010 Information Literacy 1.0

Complete one of the following: 3.0–4.0

• MATH 1040 Intro to Statistics (3.0) (recommended)
MATH 1030 Quantitative Literacy (3.0)
MATH 1050 College Algebra / Pre-Calculus (4.0)

Complete the following:
• American Institutions GE approved course 3.0
• Life Sciences GE approved course 3.0-5.0
• Physical Science GE approved course 3.0-5.0
• Social & Behavioral Sciences GE approved course 3.0
• Fine Arts / Communication GE approved course 3.0
• Literature / Humanities GE approved course 3.0

Core Discipline Requirements
Complete all of the following:

• COMM 1050 Intro to Communication Theory 3.0
• COMM 1130 Writing for Mediated Audiences 3.0
• COMM 2110 Interpersonal Communication 3.0
• COMM 2500 Being Digital: Elements, Trends Issues 3.0
• COMM 3510 Ethics in Communication 3.0
• COMM 3060 Communication Theory 3.0
• COMM 3560 Visual Communication 3.0
• COMM 4260 Media Law 3.0
• COMM 4450 Communication Research 3.0
• COMM 4950 Internship 3.0
• COMM 4980 Senior Seminar (Capstone) 4.0

Complete one of the following: 3.0

• COMM 1500 Intro to Mediated Communication (3.0)
• COMM 2010 Media and Society (3.0)

Mass Communication Emphasis Requirements 15.0
Complete a minimum of 15 credits of Communication electives, including:
At least one or more of the following Audio Production courses:

• COMM 1560 Audio for Converged Media (3.0)
• COMM 3790 Adv Audio for Converged Media (3.0)
• COMM 4790 Audio Prod Digital Motion Picture (3.0)

At least one or more of the following New Media courses:

• COMM 2460 Intro to New Media Production (3.0)
• COMM 3480 New Social Media (3.0)
• COMM 3530 Digital Photojournalism (3.0)
• COMM 4330 New Media Applications (3.0)

At least one or more of the following TV / Film Production courses

• COMM 1380/1385 Intro to Television Production / Lab (2.0/1.0)
• COMM 2660 Into to Digital Motion Picture Production (3.0)
• COMM 3650/3655 TV Field Production & Reporting / Lab (2.0/1.0)
• COMM 4380/4385 Adv Television Production (2.0/1.0)

Other Mass Communication electives:

• COMM 1610 News Writing & Reporting (3.0)
• COMM 3580 Public Relations (3.0)
• COMM 3590 Media Management & Sales (3.0)
• COMM 3600 Convergence Journalism (3.0)
• COMM 3610 News & Copy Editing (3.0)
• COMM 3830 Editorial & Opinion Writing (3.0)
• COMM 4490  Comm & Contemporary Public Issues (3.0)
• COMM 4580  Public Relations Case Studies (3.0)
• COMM 4640  Feature Writing (3.0)
• COMM 4680  Advanced Reporting (3.0)

Recommended (not required) elective for incoming students:
• COMM 1001  Comm First Year Experience (1.0)

Several tracks providing a logical sequence of courses are available for students with specialized interests. See your Communication Advisor for details:
A. Electronic Media
B. New Media
C. Print/Online Journalism
D. Public Relations

Graduation Requirements
1. Complete a minimum of 120 college-level credits (1000 and above).
2. Complete at least 40 upper-division credits.
3. Complete at least 30 upper-division credits at DSC for institutional residency.
4. Cumulative GPA 2.5 or higher.
5. Grade C+ or higher in each Core Discipline and Emphasis Requirement course.

Bachelor of Science in Communication
Organization and Leadership Emphasis
120 credits

NOTE: This is a degree-completion cohort program with additional fees required.

General Education
All DSC General Education requirements must be fulfilled. A previously earned degree may fulfill those requirements. However, courses must be equivalent to DSC’s minimum General Education standards in the following subjects:

• American Institutions
• English
• Mathematics

DSC General Education Requirements
Complete the following:

• ENGL 1010  Intro to Writing    3.0
• ENGL 2010  Intermediate Writing   3.0
• CIS 1200  Computer Skills    3.0
• LIB 1010  Information Literacy  1.0

Complete one of the following:  3.0-4.0

• MATH 1040  Intro to Statistics (3.0) (recommended)
• MATH 1030  Quantitative Literacy (3.0)
• MATH 1050  College Algebra / Pre-Calculus (4.0)

Complete the following:

• American Institutions GE approved course  3.0
• Life Sciences GE approved course  3.0-5.0

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• Physical Science GE approved course 3.0-5.0
• Social & Behavioral Sciences GE approved course 3.0
• Fine Arts / Communication GE approved course 3.0
• Literature / Humanities GE approved course 3.0

Prerequisite
Complete one of the following: 60.0

• Minimum 60 college semester credits
  Associate of Arts degree
  Associate of Science degree

Core Discipline Requirements
Complete all of the following:

• COMM 1050 Intro to Communication Theory 3.0
• COMM 1270 Argumentation-Critical Thinking 3.0
• COMM 2110 Interpersonal Communication 3.0
• COMM 2500 Being Digital: Elements, Trends Issues 3.0
• COMM 3190 Intercultural Communication 3.0
• COMM 3510 Ethics in Communication 3.0
• COMM 3850 Organizational Communication 3.0
• COMM 4450 Communication Research 3.0
• COMM 4500 Human Communication & Conflict 3.0
• COMM 4950 Internship 3.0
• COMM 4980 Senior Seminar (Capstone) 4.0

Organization & Leadership Emphasis Requirements
Complete all of the following:

• COMM 3330 Negotiations & Bargaining 3.0
• COMM 3580 Public Relations 3.0
• COMM 3460 Content & Rhetorical Analysis 3.0
• COMM 4010 Persuasion 3.0
• COMM 4020 Integrated Oral Presentations 3.0
• COMM 4050 Leadership & High Performance Teams 3.0
• COMM 4490 Comm & Contemporary Public Issues 3.0
• ENGL 3010 Writing in the Professions 3.0
• MGMT 3400 Management & Organizations 3.0
• MTKG 3010 Marketing Principles 3.0

Graduation Requirements
1. Complete a minimum of 120 college-level credits (1000 and above).
2. Complete at least 40 upper-division credits.
3. Complete at least 30 upper-division credits at DSC for institutional residency.
4. Cumulative GPA 2.0 or higher.
5. Grade C+ or higher in each Core Discipline Requirement and Required Elective course.