

# Communication



## Studying Communication at Cedar Crest College

### Overview - Why study Communication?

Communication is a social process that all students will use in college and beyond. We communicate daily both verbally and non-verbally, but simply because we can communicate does not mean that we are good communicators.

The National Communication Association (NAC) estimates that “75 percent of a person’s day is spent communicating in some way. A majority of your communication time may be spent speaking and listening, while a minority of that time is spent reading and writing. These communication actions reflect skills which foster personal, academic, and professional success.”

### Why take Communication courses?

According to well-known communication scholar and educator G.W. Friedrich, “The ability to speak clearly, eloquently, and effectively has been recognized as the hallmark of an educated person since the beginning of recorded history.” Good communication skills are paramount to a student’s success and according to the U.S. Department of Labor, communication skills are in demand across all occupations.

Students can choose to major, co-major or minor in Communication at Cedar Crest. With as few as 18 credits, a student can improve her communication skills and her marketability as an employee.

### Why study Communication at Cedar Crest?

The Communication program is dedicated both to the training of communication professionals and to the education of communication scholars. The design of the program stresses both goals.

Our students graduate from Cedar Crest prepared for a variety of careers in communication fields such as journalism, public relations and video production. They also learn how to write, speak, and think critically, from a liberal arts perspective, about the role of communication in our society. Given the centrality of communication-related enterprises in our contemporary society, the Communication program seeks to enable graduates to serve as participants in and shapers of public discourse and values connected with communication-related activities.

## Opportunities

The Communication major at Cedar Crest is a 39-credit major. Each student works with her academic advisor to create a program of study that fits her goals. All students are required to complete courses in four categories: Core, Exploration, Applications, and Advanced Study. Within the Exploration, Applications, and Advanced Study categories, students may select courses that allow them to pursue specific interests, such as journalism or multimedia production. Core courses include Introduction to Communication, Mass Communication, Research in Communication and a Senior Capstone Seminar.

Practical and theoretical coursework combine to ensure that Cedar Crest Communication students receive instruction in both an academic setting as well as a real-world setting. Students are encouraged to take advantage of the hands-on opportunities that exist at Cedar Crest.

**The Crestiad**, Cedar Crest College’s student-run newspaper, is published bi-monthly and was recently awarded a first place award from the American Scholastic Press Association. Providing an on-campus internship-quality media opportunity, staff members gather, report, write and edit news, features and sports articles. They are also responsible for layout, photography, advertising and circulation. First year students are strongly encouraged to become staff members. Students participating in The Crestiad may register for academic credit.

**WCCC** is the college’s student-run radio station and is transmitted over the college-wide cable system. WCCC offers a broad range of programming and is run by students in the Cedar Crest Radio Club. The station features student deejays playing a wide range of music from pop to jazz, as well as news and campus information.

**Digital editing and video production** at Cedar Crest is popular with students from a variety of majors and is possible because of the state-of-the-art equipment available to students. Students enrolled in editing classes have access to Mini-DV, Hi-8, and VHS camcorders. Students learn how to use editing software that professionals use in the editing studio. Final Cut Pro, iMovie, Media 100, Adobe Premier and Photoshop are just a few of the software programs available to students. Along with production facilities, the college also has broadcast capabilities. Three television channels are available for campus use, and two of those channels are specifically for transmitting special programming, including student-produced news shows and video projects.

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# Communication Outcomes

Communication students have achieved success both within the discipline and beyond.

## While they were students...

**Amanda Swartz '06** was accepted by The Fund for American Studies to study in its "Live, Learn and Intern" program in Washington D.C. Amanda interned for Radio America, lived in the heart of the city and took classes at Georgetown University.

**Laura Scioli '06** served as production intern at PBS 39. She helped with shooting for documentaries and Lehigh Valley TEMPO, a local news magazine, where she also served as a production assistant.

**Katherine Fehlinger '04** filmed and produced a video that looked at the representations of blondes in media. She explored the "dumb blonde" stereotype through interviews with politicians, radio personalities and everyday people.

**Jessica Eyth '04** critically analyzed the process of "embedding," and its effects on news coverage. Jessica created a website that showcased her findings and serves as a user-friendly site for the use of exploration of the embedded journalists.

**Alma Redzanovic '04** presented her senior research paper "Bosnian, Croatian, and Serbian movies: A content analysis" at the National Popular Culture and American Culture Associations in San Antonio, Texas.

**GinaMarie Albert-Paulino '03** created a promotional video for the Pocono Travel Bureau about vacationing in the Poconos. She is currently working full-time in promotions and production for Pocono radio station WSBG 93.5.

**Betsy Runkle '01** assisted in the development of "Bug Alert," a children's program for Two Sides Television, during her internship in London, England. Betsy also served as an assistant on the program's initial episodes, which have aired on Britain's Channel 4.

## When they graduate....

After graduation, Cedar Crest Communication majors have gone on to successful careers or have pursued advanced degrees. Cedar Crest students have entered graduate programs at Columbia University, Lehigh University, Syracuse University, University of Miami, Temple University, Widener University, University of Pennsylvania, Northeastern University, Princeton University, Drexel University, Villanova University, Georgetown University, and Penn State University, among others.

Cedar Crest Communication graduates work in fields including journalism, video production, media, public relations, advertising, media management, law, research and education. Graduates who represent the range of professions for which the Communication major was a good preparation include:

**Jessica Eyth '04** is pursuing an M.A. at the Columbia School of Journalism.

**April Barnes '03** is an Assistant Event Coordinator for City of Hope, a comprehensive cancer research center and is pursuing an M.A. in Communication at West Chester University.

**Sarah Duvall '03** is a Producer/Director at D S Simon Productions Inc., a leading media communications company.

**Stacey Prohaska '02** is Director of Media and Public Relations at Rosemont College.

**Kristin Hawley '01** is a Promotions Director with Froggy 103.5 in Steubenville, Ohio, a Key Market affiliate. Among other responsibilities, she is in charge of prize cultivation, on-air giveaways, promotions and the creation and maintenance of several websites.

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## Faculty and Staff

### James P. Brancato, Program Director

Associate Professor of Communication  
B.S., Syracuse University; M.A., Purdue University;  
Ph.D., University of Colorado  
610-606-4666 ext. 3470

### Elizabeth Ortiz

Instructor of Communication; Adviser, The Crestiad  
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### Anthony Bleach

Instructor of Communication  
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### Guy Gray

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Please note that changes are occasionally made in program requirements. Schedules for course offerings are announced well in advance. Faculty work closely with students in program selection and scheduling.

*Cedar Crest College complies with all applicable federal and state legislation and does not discriminate in educational programs or in employment on the basis of race, religion, national origin, age, gender, disability or sexual orientation.*

*For additional information about the communication major at Cedar Crest, call or write:*

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