




Department of

COMMUNICATION

CEDARVILLE UNIVERSITY

A group of five diverse students (three women and two men) are sitting on a concrete ledge outdoors. They are all smiling and looking towards the camera. The background shows trees and a clear sky. The students are dressed in casual attire, including shirts, blouses, and jeans. A semi-transparent grey box is overlaid on the bottom half of the image, containing the text.

Your Guide to the Three
Communication Programs

The Department of Communication



The Cedarville University Department of Communication is a diverse community of professionals committed to cultivating students' abilities to convey key messages through various communication formats. Students will learn how to engage different audience groups with the heart and mind of Christ.

Within the communication department, students will find outstanding programs of study in a variety of specialized but adaptable fields: Professional Writing and Information Design, Journalism, Broadcasting and Digital Media, and Communication. They will also engage with professors who mentor them and care about their intellectual and spiritual growth.

This magazine offers a brief overview of each communication program. As you learn more about the Department of Communication, you will notice three common values weaved throughout its majors: community, creativity, and customizable courses.

Community

Develop close relationships with peers and professors.

Creativity

Express original ideas by telling stories, solving problems, and evaluating how communication reflects culture.

Customizable Curriculum

Tailor the curriculum to meet personal career goals and acquire the skills needed to work in a wide variety of professions.

Professional Writing and Information Design



Cedarville University's Professional Writing and Information Design (PWID) major will prepare you to write, edit, and design documents that provide readers with important information, connect with them emotionally, and help them accomplish tasks.

Courses and Deliverables

Students in the PWID major are content specialists who handle content in every stage, from audience analysis to layout, design, writing, and editing. Effective content is vital to the success of organizations, and PWID students are content experts. As a student in the PWID program, you will learn to analyze the rhetorical factors surrounding a problem, including audience, purpose, and context, in order to write and design effective documents.

These blocks show six PWID classes, each with a short description of the class objectives and an example of what students create in the classes.

Content Strategy and Development

This class will teach you to develop and apply information architecture and content strategy to existing websites.

As a class project, you will create a fully-functioning and interactive website prototype.

Instructional Design

This class will teach you to understand and apply principles to effectively instruct in an adult-learning context.

As a class project, you will create an hour-long, instructor-led course for a specific industry or profession.

Marketing Communication

This class will teach you to create marketing materials for many professional contexts.

As a class project, you will write a corporate blog post and design a marketing infographic.

Professional Editing

This class will teach you to copyedit and comprehensively edit, including editing for grammar, punctuation, sentence structure, content development, and visual design.

As a class project, you will Comprehensively edit a document (blog post, safety guide, etc.).

Visual Rhetoric

This class will teach you to understand the rhetoric of visual language. You will learn to adapt visual language and respond flexibly to design problems in various documents.

As a class project, you will create an infographic and a mobile app design.

Production Tools and Document Design

This class will teach you to learn design software including Adobe Illustrator, InDesign, and Photoshop to prepare for learning new technology as it develops in the future.

As a class project, you will design and create a software tutorial and recipe book.

Meet Some PWID Students

Audience analysis is a key component of PWID. One audience analysis tactic is to create a persona, which is defined as a profile of a person who represents an actual target audience. Students in PWID classes generally create a persona based on a fictional character who matches all the traits of the audience. However, personas can also be based on people you actually know. Here are two examples of current PWID students featured in the persona style:



James Gilcher

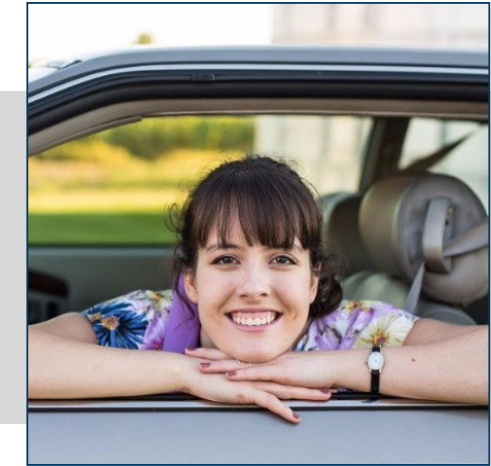
Class: Junior

Future job aspirations: Working in marketing and social media, and perhaps in translating

Why: I hope to use the skills I learned in the PWID major to work in marketing and social media because it allows me to work in a field that is constantly changing. Marketing uses both writing and design skill sets, and I find combining written and visual elements fulfilling.

Favorite classes: Content Strategy and Marketing Communication

Favorite word: Pedantic



Delaney Yutzy

Class: Sophomore

Future job aspirations: Editor

Why: I have loved reading since I can remember, but I always struggled to dive into writing that contained typos and errors. I want to be an editor so that I can contribute my passions and skills to written work and help the reader enjoy it so much more. I would feel privileged to play a small part in the production of various forms of writing.

Favorite classes: English Grammar and Professional Editing

Favorite word: Plethora

Job Opportunities

The PWID program will give you the skills to obtain numerous writing and editing jobs throughout your career. Students graduate from the program with the ability to create content for a variety of media and industries, including:

- Marketing Content Creators
- Social Media Specialists
- Copywriters
- Content Strategists
- Technical Writers
- Instructional Designers
- Grant Writers
- Editors
- Usability/User Experience Specialists

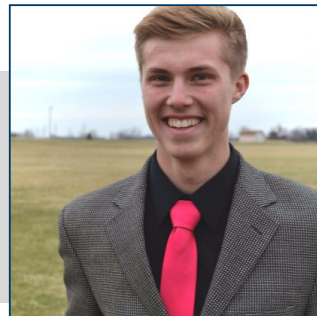
Graduate Personas

This next section focuses on three recent graduates from the PWID program. Our graduates go on to work in various fields, including digital strategy, marketing, and content creation. Here are three personas that exhibit the talent and creativity of three graduates.

Chris Renaud

Graduation Year: 2017

Current Job Title:
Marketing Specialist



How the PWID

program shaped you: It prepared me to adapt and learn within the corporate workplace and gave me tools to set myself apart from other candidates during the interview process. Where there's a need for communication, especially in written form, graduates from the Professional Writing and Information Design major can answer the call.

PWID classes that prepared you most for your current job: Professional Editing, Production Tools and Document Design, Web Design, and Corporate Culture

Olivia Duffus

Graduation Year: 2016

Current Job Title: Digital Marketing Manager



How the PWID

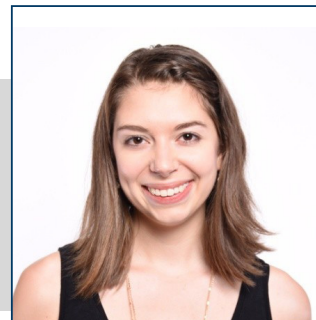
program shaped you: PWID shaped me professionally by equipping me with the skills to be an excellent writer for any outlet or industry. I work with and write for companies in all kinds of industries, from plumbers to bakeries. The program shaped me personally by giving me lifelong friends who appreciate a good pun, 3 years of cherished classroom memories, and confidence in my writing skills.

Classes that prepared you for your current job: Professional Editing, User Experience for the Web, and Style & Mechanics

Kaity Tomlinson

Graduation Year: 2016

Current Job Title:
Freelance Writer



How the PWID

program shaped you: The PWID program first and foremost taught me how to learn and that no challenge is too tough to understand. Through the program, I gained the skills and confidence I needed to start my own business, connect with clients, and complete complicated projects. Personally, the PWID experience for me was like finding a home. I felt like I found a family in my classmates and professors. I couldn't have asked for a better group! Also, the PWID program challenged me to put forth my best work because I knew every assignment I completed had the potential to be in my portfolio, which future employers would see!

PWID classes that prepared you most for your current job: Instructional Design, Professional Editing, and Production Tools and Document Design

A Typical PWID Day

Lydia Watson | Senior | Houston, Texas

My Monday morning starts at 6:30 A.M. I get ready for the day, making coffee and eating a bowl of oatmeal. I walk to my first morning class, Instructional Design II, with two PWID friends who live in my dorm. We talk about the readings for class and how glad we are that this final project is coming together. We've worked all semester to create an e-learning course on mutual funds, and we're so excited to almost be finished.

After Instructional Design, I walk to my 9 A.M. class, Theology II. My professor is approachable and loves when students ask questions. I take notes on the lecture (eschatology is a fascinating but confusing topic) and try to ignore the slight grammatical mistake in the PowerPoint. I make a mental note to tell my PWID friends about it later.

Chapel, held at 10 A.M. every day, is one of my favorite aspects of Cedarville. The worship team leads us all through a few songs, and then Dr. White gets up to preach an uplifting message on Proverbs.

My next class after chapel is Special Topics, the senior capstone course for our major. We spend half the class discussing an article Professor Carrington assigned. It's cool to hear the opinions of my classmates and to learn more about them as we talk about writing techniques. The second half of class is reserved for work on our capstone project, which all seven of us are working on. We all work in different roles: managing editors, copywriters, and designers. The deadlines are looming, but I am confident that



our class will create something remarkable.

I grab lunch after Special Topics and get some homework done in the library. Before dinner, I meet with my team of editors for the undergraduate student research journal. We have already proofread and edited the submissions; now it's time to work on the layout and design. We make grammar jokes as we work, and I think about how cool it is to work with people who enjoy the same "writing humor" as I do.

I love Cedarville University, and I love my major. PWID is a program of passionate and creative students who make content that will influence the world in a positive way. Does that statement sound like you? If so, stop by Tyler 102 and sit in on a class—maybe you'll find out that you belong in PWID, too.

Broadcasting and Digital Media



Cedarville's distinctly Christian Broadcasting and Digital Media (BRDM) major will prepare you for a career in a wide range of media—radio, television, film, non-broadcast audio/video production, multiplatform journalism, as well as online and computer-based media.

Broadcasting at Cedarville

Today's culture focuses more than ever on media. Whether reading the news, watching videos, or listening to the radio on the way to work, we're inundated with media virtually everywhere we go.

Cedarville's B.A. in Broadcasting and Digital Media (BRDM) shapes its students to make a huge difference. We train leaders in the field with a sound biblical worldview. The vision is big, but the resources are there for students to meet it.

With an excellent foundation in traditional cornerstone media in radio, television broadcasting, audio and film production, BRDM pays close attention to developing fields and allows students to explore a number of new media such as motion graphics, virtual animation, webcasting and web analytics.

Concentrations

Broadcasting and Digital Media has three primary customizations, shown below. These customizations allow students to tailor their degree to their career goals. Take a look at these three concentrations to see which one best fits you.

Digital Radio and Audio

This concentration focuses on production and on-air skills for traditional and internet radio stations. Skills you'll learn in audio facilities easily translate to working in television, film, and music production.

Digital Film and Video

Whether you've wanted to be in front of the camera, directing the action from behind the scenes, piecing a work together in the editing lab, or writing a compelling storyline to see it become reality, this concentration is definitely for you. Our mission is "God's will, God's way" in this grounded approach to video production.

Integrated Digital Media

With core classes in BRDM covered, a focused look into specific audio and video studies is something open to every BRDM student. You can work with your advisor to create a custom major tailored to your interests and career goals. Examples include:

- 3D animation
- Digital media consulting
- Interactive media
- Motion graphics
- New media development



Resound Radio

Resound Radio lets Cedarville students hear the music of faith they love while enabling BRDM students to learn about their passion.

The online and mobile radio station is brimming with fresh music that inspires, encourages, and challenges students in their journey of faith.

Who Are We?

We're Resound Radio. We're a team from many majors and interests combined in our common love. We're Cedarville students who aim to build others up through music.

Our on-air voice and personality is headed by Jamie Dodane, our director. The music and songs we play are specifically intended to encourage and build up others in their faith. As our music director, Hope Hesterman leads the effort to select the best of new music. We love promoting the station to better our effort and increase our reach in the student body. Planning and marketing is led by our promotions director, Hannah Heft.

Although we're a radio station, our app and website is important to us. Graphics, web design, and communicating the visual part of our brand is directed by Aaron Watson, our visual media director. On the flip side, recording, editing, and producing audio is led by Benjamin Rys, our audio expert.

Station Verse:

"Do not let any unwholesome talk come out of your mouths, but only what is helpful for building others up according to their needs, that it may benefit those who listen." – Ephesians 4:29 (NIV)

BRDM TIMELINE

1980

Professor Jim Leightenheimer saw the need for a way for media students to use practical skills here on campus.

1990

The WSRN (Student Radio Network) was launched in 1990 as a way for students to gain experience in a professional environment.

1996

The WSRN was upgraded to U99.5FM, with a low-power signal that covered Cedarville's Campus.

2000

When the SSC was finished, the station moved into its current home: lower-level SSC across from Rinnova.

2006

After compelling research in the student body and modern trends, the station made the transition from a FM signal to strictly online. The station was also renamed to Resound Radio.

NOW

Now: On the website and a mobile app, Resound Radio reaches the student body better than ever with fresh music and content that inspires and challenges.

Hands-on Experience

Hands-on campus experiences will give you a chance to work on your craft while complementing your coursework. Some of our campus opportunities are listed below:

- **Filmgate:** A student organization that offers opportunities to work on productions outside of class. Filmgate strives to work with clients to provide a environment that realistically simulates the media industry pipeline.
- **Production Services Group:** PSG provides audio, video, and lighting technical support for the University's daily chapel service and other campus events. BRDM students have the opportunity to apply for jobs in audio & video production, chapel and event setup, camera operation and more.
- Additionally, BRDM students have opportunities to work behind the camera or in the audio booth for Yellow Jackets sports productions, Cedars (chapel and special events), and HeartSong Ministries.

BRDM Internships

Internships give students real-world work experience within their chosen field. Our students have completed internships with the following companies:



Careers in Broadcasting

There is so much you can do with a broadcasting and digital media degree from Cedarville! Cedarville graduates work in careers such as these:

- Assistant producer
- Church media director
- Copy editor
- Digital media director
- Director for network commercials
- Feature film cinematographer, director, or writer
- Feature writer
- Journalist
- Layout editor
- Live production specialists for audio and video
- Media buyer
- Media relations
- Motion graphics artist
- Network news anchor
- News editor
- Online media
- Press officer
- Producer
- Radio personality, station manager, station operations manager, sales, or sales management
- Reporter
- Social media director
- Sportswriter
- TV producer or station general manager
- VFX artist
- Videographer
- Web editor

Graduate Success

Our students appreciate high placement rates into countless careers. Alumni from our major have found success in many professions at major organizations:

ALUMNI	Grad. YEAR	COMPANY
Andrey Arkhipov	2004	EBI Video & Film; Independent News Network
Sarah Bowman	2004	Original Productions
Craig Bennington	2003	"The River"
Ben Barrett	2002	Association of Baptist for World Evangelism
Kristi Abildness	2002	WJTL-FM
Mark Allen	1998	WJAC-TV
Eric Bickel	1998	Gaither Music Group
Eric Case	1995	Star 93
Todd Carter	1994	Calvary Community Church
David Burkley	1992	DB Productions
Ruth Kramer	1991	Mission Network News
David Allen	1990	Miami University
Brian Bush	1990	WCOL
Mike Campbell	1986	WHIO-TV/DT
Chad Bresson	1986	Cedarville University
Jay Benson	1985	WHIZ-AM/FM/TV/DT
Brian Blair	1983	KYKD
Jeff Bean	1979	WCHR 90.5 - The Compass



The BRDM concentration in Journalism

The field of journalism is changing to meet the demands of today's evolving media. Cedarville's journalism emphasis will equip the next generation of journalists to bring a strong ethical and moral perspective to the changing way people access the news. At Cedarville, students learn to report and write for print, online, and broadcast, while working in teams to produce video news reports, develop social media strategies, and accomplish even more tasks that reflect the convergence of today's news media. The excellence of Cedarville's journalism program is demonstrated by the numerous awards won by our student newspaper, Cedars, and by the other outstanding achievements of our students and alumni.



Cedarville's approach to Journalism

Cedarville's journalism curriculum delivers the integrity of a Christian worldview, preparing students to produce multiplatform content in line with media organizations around the world. **Multiplatform journalism** involves a radical change in approach and mindset among journalists and their managers.

Producing multiplatform content is the current standard for journalism professionals, and with classes dedicated to reporting, investigative journalism, digital media, convergence, and more, Cedarville will prepare you to tackle any story that comes your way.

Journalism in the digital age

Cedarville's journalism curriculum recognizes the importance of giving students hands-on experience as modern reporters, practicing the marketable skills needed in today's convergent newsrooms. Full **media convergence** involves a shared assignment desk where the key people and the multimedia assignment editors assess each news event on its merits and send the most appropriate people to the story. Convergent coverage is driven by the significance of the news event. Depending on variables unique to each country and company, convergence is one of the most likely scenarios for media organizations around the world.

Jobs in Journalism

Journalism is a highly versatile field, emphasizing skills that prepare students to break stories in print, digital, radio, and TV. Some positions are shown below:

- **Editor-in-Chief:** Creates editorial boards and oversees all department editors
- **Section Editors:** Plans and edits articles, supervising the work of writers in specific areas like sports, A&E, and local and global issues
- **Social Media Manager:** Administers a brand's social media marketing
- **Broadcast journalist:** Presents the news live for radio and TV audiences
- **News Production:** Works behind the scenes, pitching and investigating the stories that make it on-air

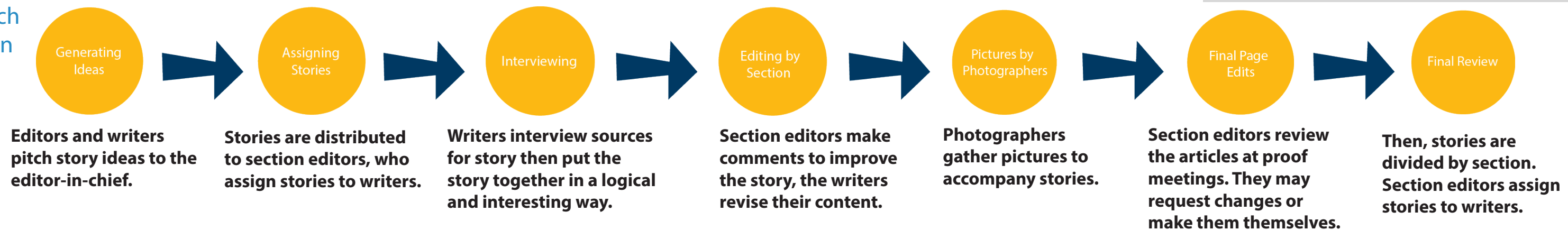
Cedars Wins Top Awards in Statewide Competition

For the fifth consecutive year, Cedars has received the Frank E. Deaner Award for General Excellence in Collegiate Journalism. The statewide award issued by the Ohio News Media Association (ONMA) marks Cedars as the best newspaper at a small university. In addition to the Frank E. Deaner Award, the Cedars staff also took first place in the news coverage, sports coverage, and multimedia package categories. It also won second place in the in-depth reporting, design, and headline writing categories and placed third in the best website category.

Cedars is the student-run, award-winning newspaper of Cedarville University. Assistant professor of journalism and faculty adviser for Cedars Jeffery Gilbert knows that collaboration among students led to the paper's success. Filled with campus relevant stories, the newspaper is published once a month during the academic school year. Students, faculty, staff, and even visiting people can pick up an issue from the newsstands scattered around campus or they can read them on the Cedars website for free.

On Cedar's continued success, former Editor and Chief Jenn Taggart wrote, "It's important to work for a newspaper with a proven record of success. The awards show the high-quality education that Journalism majors and other media students receive at Cedarville."

Writing the news: from first pitch to publication



Communication



A communication degree will equip you to change the world as you biblically engage culture with the heart and mind of Christ. Following the principles of God's Word, we seek to achieve excellence in communication and critical thinking skills.

Your Pathway To Success

Cedarville's communication degree equips students with the leadership, problem-solving, critical-thinking, creative, and communications skills they need to succeed in the workplace. Every student will take foundational courses such as Communication Theory, Interpersonal Communication, and Advanced Public Speaking.

Students build on their foundational coursework by choosing classes from three concentrations. These different paths allow students to customize the major to their goals. The organizational communication path prepares students to effectively communicate with an organization's employees, customers, investors, and shareholders. Coursework within the public communication path teaches students to write and deliver persuasive messages. Students following the strategic communication path will learn how to create strategic plans for an organization.

Communication majors love the flexibility of the program. Students can work with their advisor to custom-build their own course schedule, tailoring courses from each concentration to fit their personal career goals. Read the concentration summaries below to learn more about each course path.



Organizational Communication

Skills You Will Acquire

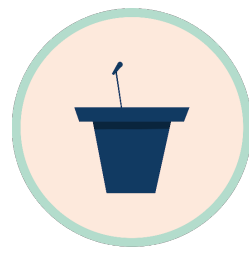
- Internal and external communication
- Leadership
- Negotiation

Courses You Can Take

- Interviewing
- Organizational Training
- Human Resources Management

Careers You Can Pursue

- Corporate executive training
- Personnel management
- Social media management



Public Communication

Skills You Will Acquire

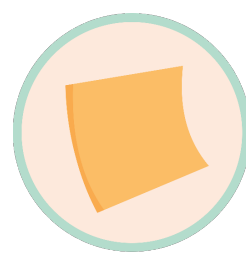
- Speechwriting
- Speech delivery
- Persuasion

Courses You Can Take

- Persuasive Theory
- Communication Rhetoric
- Speechwriting for the Professional

Careers You Can Pursue

- Public relations
- Consultation programs
- Media communications



Strategic Communication

Skills You Will Acquire

- Event planning
- Leadership
- Ethics

Courses You Can Take

- Virtual Communication
- Communication Ethics
- Event Planning

Careers You Can Pursue

- Public relations
- Advertising/marketing
- Event planning

The Professors Guiding You Along the Way

In the communication program, students will not only find courses that help them achieve their career goals, but professors who truly believe in their success. Our faculty members come from a variety of professional backgrounds, allowing them to share their own unique experiences with students.

Communication professors share more than just their knowledge with students. Professors often invite students into their homes for food, games, and fellowship. If students need academic or personal guidance, the communication professors are more than happy to meet with students outside of class. Students describe the professors as "engaging," "passionate," and "intentional." Read the biographies below to learn more about a few of them.

Dr. Elliot Professor of Communication



Where He Comes From:

- He served as the Chair of the Department of Communication Studies at Hong Kong Baptist University
- He researched cultural values in mediated communication and the impact of technology on social life

Some Classes He Teaches:

- Communication Theory
- Intercultural Communication

Why Students Love Him:

"I can tell he works hard in preparing his lessons because he teaches the concepts thoroughly, and they're informative, yet alluring. He exudes love for communication and cares for his students through intentional investment and hospitality." — Brenna Zuranski

Professor Moreland Associate Professor of Communication



Where He Comes From:

- He researched crisis communication and negotiation
- He serves as the advisor for the student chapter of the Society for Human Resource Management

Some Classes He Teaches:

- Organizational Communication
- Interviewing

Why Students Love Him:

"He cares for his students. He takes the time to pray before every class, asking if any of the students have prayer requests before beginning. Later, he checks up on our specific requests." — Kendall Heydt

Professor Heritage Assistant Professor of Communication



Where She Comes From:

- She trained and organized communication for an international weight-loss company
- She serves as a member of the Public Relations Society of America

Some Classes She Teaches:

- Event Planning
- Advocacy Communication

Why Students Love Her:

"Professor Heritage is a very real teacher. She understands the daily stresses that her students experience. It is nice to know that I have a teacher who genuinely cares about my well-being." — Colin Dellaperute

The People Walking By Your Side

The communication major is made up of a close-knit group of students who walk through the program together. The communication community shares classes, meals, interests, and goals. The small class sizes allow for meaningful discussions and the chance to build strong relationships. Students participate in academic campus activities such as Cedars newspaper, The Society of Human Resource Management, the debate team, and competitive public speaking. Most students describe the program's social culture as welcoming, relational, and personal. Below, three communication majors share why they love the community.



"I love when our professors invite our class to their house for a home-cooked meal. Our professors foster community by showing us generosity and hospitality inside and outside of their homes. I also enjoy when our professors share part of their personal lives with our class. I feel most like a community when we gather together to eat and share some of God's everyday blessings—a place to be together and food to enjoy."

-Brenna Zuranski



"The communication major is a close-knit group of students who love taking classes together. We spend all four years at Cedarville walking through the same program. My favorite memory in the communication program would be time spent at professors' houses. Dr. Phipps invites his Organizational Leadership class to his house for breakfast, and it is always a wonderful experience."

-Debbie Andrus



"I love running into professors outside of class. Even if I do not currently have a class with them that semester, I always catch up with them. They have created friendships with me as one of their students."

-Kendall Heydt

The Journey is the Destination

The communication degree helps students grow not only as professionals but, more importantly, as Christ-followers. Students gain knowledge they can apply to their spiritual lives, such as how to effectively communicate God's love to the world. Below, Clara, a junior communication major, shares how God used the program to teach her more about himself.

My Story

Clara Costello | Junior | Vine Grove, Kentucky

When I started my journey in the communication department, I felt a bit lost. I had just transferred to Cedarville after spending a year working at a national nonprofit. As a sophomore transfer student, I struggled to find my place.

Thankfully, God sent Dr. Phipps to guide me through that first year. Dr. Phipps helped me schedule my classes, get involved on campus, and discover passions I didn't know I had. The Lord used my transfer status to push me outside of my comfort zone and into the world of communication.

The further I walked in the program, the more I felt the weight of responsibility communicators carry. Words are a gift from God for us to steward with diligence and respect. In Intercultural Communications, I learned that we are always communicating something, whether it be with our mouths, our pens, our keyboards, our bodies, or our attitudes. Words might be freely heard and spoken, but they are very powerful. It is often the silent words we send that communicate the loudest messages.

This is true not only in my professional journey but in my journey following Christ as well. As a professional communicator, I am required to present research and



deliver speeches with excellence. As a Christian, God calls me to communicate in love, no matter what I say or don't say to others. 1 Corinthians 13 says, "If I speak in the tongues of men, but have not love, I am a resounding gong or a clanging cymbal." No matter how proficient I am at communicating, if my words are not motivated by love, they are worthless.

The Lord shows me new ways I can communicate love every day. Communicating love is speaking boldly, yet gracefully. It is treating people with respect, even when I do not agree with them. It is working patiently with people I do not understand. It is choosing to look beyond a person's words and to the nonverbal messages of their heart.

Tracing the steps of my journey through the communication program, I realize strategic communication is the perfect path for me. I have seen just how powerful and transformative words, in any form, can be. I love that my professors and classes taught me how to use my words to serve others. The communication program has prepared me to communicate well as a professional, and, more importantly, as a Christ-follower.