



GENEVA COLLEGE

Department of Communication

MISSION

The mission of the department of communication is to enable students to gain the skills, insights, perspectives and knowledge necessary to become effective, competent and wise communicators as they represent Christ in their professions, churches, communities and families.

OVERVIEW

In an era of communication technology, attention to the nature, meaning and interpretation of messages is critical. Exploring the communicative process through a variety of media is essential for students to understand the impact of communication on all areas of life, from large institutions to interpersonal interaction. More importantly, as a Christian institution of higher education, we encourage students to integrate their faith with communication. Communication is a gift from God and we are stewards and servants of that gift. We believe that we are called to use communication creatively and compassionately to bridge differences of culture, embody servant leadership and transform society for the kingdom of Christ.

DISTINCTIVES

- Senior seminar course, focused on an integration of faith project
- Participation in intercollegiate communication and forensics competitions
- Communication disorders clinical practicum in which students gain experience in the field
- Off campus film studies program in Los Angeles, Calif.
- Off campus cooperative program with the Art Institute of Pittsburgh
- Two-three theater productions per year, alternating between musical and classical play performances

COMMUNICATION DISORDERS

Communication disorders is the study of speech, language, voice, swallowing, and fluency disorders and the methods of their diagnosis and treatment. Geneva's program is distinct in its Christian approach toward patient treatment and interaction. In order to practice as a speech/language pathologist, students need to have the proper credentials to practice in the field. Geneva's undergraduate program prepares students for entrance into graduate schools throughout the country.

COMMUNICATIONS

The core of the communication major is designed to deliver a liberal arts approach and extensive preparation for a professional communication field. Students explore communication through a variety of media, with particular attention to written and oral skills. Students then choose among five concentrations in order to gain more focused expertise:

COMMUNICATION STUDIES

The Communication Studies concentration seeks to prepare students for graduate studies in the discipline. The concentration includes coursework from across the discipline, as well courses in statistics and research writing.

PUBLIC RELATIONS

The concentration provides students with a Christ-centered understanding of public relation practices in order to ethically employ various communication theories, techniques and strategies. Students learn to effectively build mutually beneficial relationships with diverse publics through classroom and internship experiences. The courses emphasize a rhetorical perspective in writing, public speaking, and the use of technology in mass media. The program prepares students to critically think and responsibly apply theoretical approaches to real world opportunities and challenges in for-profit and non-profit organizations.

INTEGRATED MEDIA

The integrated media concentration begins with the idea that communication majors are interested in a wide variety of methods to get their messages heard. Significant changes in the radio and television industry and the World Wide Web have provided great possibilities for effective communication. This concentration provides students with opportunities to explore those possibilities and sharpen their God-given communication interests and abilities in the worlds of digital audio, digital video and multimedia storytelling.

VISUAL COMMUNICATION

Geneva's visual communication program provides students with coursework that emphasizes technical art skills. The visual communication program is highlighted by two elective opportunities. First, the year-end art show enables students to professionally display their personal portfolios. Second, during their junior year of study, students have the opportunity to complete a year long program at the Art Institute of Pittsburgh. At this world renowned institution, students can take advantage of the Art Institute's focused concentrations, including photography, graphic design, fashion, interior design, etc.

WRITING

The writing concentration equips students for writing in various media. The focus is on technical writing, with particular emphasis on interpretation, messaging, style and voice.

OUTCOMES

Employers look to hire people with strong written and verbal skills, the ability to think critically and work well on a team. Jobs are available in government, education, business, media, retail and non-profit sectors. Our program prepares students with a general skill set of communication ability paired with a focused concentration, allowing students to pursue either professional employment or graduate school. Our graduates have been very successful in pursuing their employment of choice.

OUR FACULTY

TODD A. ALLEN (1996), Associate Professor of Communication and Director of Forensics; B.A., Geneva College; M.A., University of Akron, Ph.D., Duquesne University;

PETER W. CROISANT (1983), Assistant Professor of Communication and Director of Broadcasting; B.A., Michigan State University; M.A., CBN University

MINDY GEORGE, Director of Theater, B.A., Geneva College.

ELAINE HOCKENBERGER (1985), Full Professor of Communication Disorders; B.A., M.S., Bloomsburg State College; Ph.D., University of Pittsburgh

TODD HUGHES, Adjunct Assistant Professor/Technology Specialist of Integrated Media; B.A., M.S., Geneva College

SUSAN LAYTON, Assistant Professor in the Communication Disorders Department; Diploma, Moody Bible Institute; B.A., Geneva College; M.S., Illinois State University. Department chair.

JEFFERY C. SCHINDEL (1999), Instructor of Communication and Public Relations; B.A., M.S., Geneva College; Ph.D. candidate, Duquesne University



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