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### The Passion

Communication is the fabric of human society. It weaves together the personal, artistic, religious, business, and community aspects of life. Communication can transform feelings, start and stop wars, transcend cultural differences, and unite people. As a discipline, the communication arts draw upon the humanities, the social and natural sciences, and the professional disciplines of law, medicine, business, and engineering to create a strong liberal arts education.

Gonzaga's Communication Arts Department challenges students to respect what is human, to recognize what is good, and to understand the social significance of their field. Students strive to become effective, creative, and ethically responsible communicators by integrating the theoretical and practical. The Department emphasizes both the historical significance of communication and the technical skills necessary for successful careers.

In the Jesuit tradition of *eloquentia perfecta*, Gonzaga encourages students to incorporate the development of strong communication skills into their curriculum. Courses in speech, interpersonal relations, theatre, broadcasting, public relations, and journalism are open to all students.

### The Program

Gonzaga's communication arts students transfer conceptual and applied skills to the world of work and/or further academic study. Students who opt for immediate employment are well prepared for a variety of professional careers. Students who opt for graduate studies have recently received scholarships to prestigious graduate programs across the country.

Gonzaga University's Communication Arts Department offers a Bachelor of Arts degree in five areas: applied communication studies, broadcast and electronic media studies, journalism, public relations, and theatre arts. Students may also minor in dance or advertising, a program taught jointly by Communication Arts and Marketing Department faculty.

**The Broadcast and Electronic Media Studies Program** provides students with the skills necessary for creative and responsible work in the radio and television industries. Broadcasting majors are taught to emphasize work that makes a positive difference.

To master their technical skills, radio students contribute to Gonzaga's radio station, KAGU-FM, a 5000-watt licensed station. Television students put on a series of live shows which air on GUTV cable channel 15, which goes out to the greater Spokane and Coeur d'Alene viewing area. Students perform all roles in these productions, which include talent, floor cameras, directing, technical directing, audio,

character generation, playback, field cameras, and non-linear editing functions. In addition, each spring we offer a class in live remote sporting events in which students gain experience putting on basketball and baseball games out of Gonzaga's remote production truck.

Internships allow students to transfer knowledge and experience acquired through classes to the professional world. Each semester, Spokane's television and radio facilities invite our students to work 20 to 40 hours each week. Interns must first receive faculty approval and complete major course requirements.

**The Journalism Program** cultivates students' abilities to report, write, edit, and produce newspapers and magazines, as well as their online components. Evaluated favorably by the Pacific Northwest Newspaper Association, the program emphasizes writing, editing, media ethics, theory, and the philosophy of news. Journalism history, media law, and mass communication courses form the foundation for the journalism major. Coursework in news writing, photography, and editing develop skills necessary for today's journalism workplace. Classes in sports reporting, religion reporting, and literary journalism distinguish the program within the Pacific Northwest.

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Most of Gonzaga's journalism students write for *The Gonzaga Bulletin*, a campus-based weekly newspaper produced by students. Students also intern with local publications such as *The Spokesman-Review* and *The Inlander*. In addition, Gonzaga's journalists have recently been awarded prestigious internships with *The Seattle Times* and, as part of the national Dow Jones Internship Program, *The Denver Post*, and *San Jose Mercury News*.

**Gonzaga's journalism graduates work in a variety of fields including:**

advertising	newspapers	radio
business	photography	television
government	public relations	wire services

**The Public Relations Program** combines communication theory and research, techniques, strategies, structures and tactics of the field with technical expertise in journalism and speech. Students learn to skillfully manage communication between organizations and the people they serve. Internships with local, national, and international organizations provide hands-on experience in campaign planning, corporate communication, nonprofit organization advocacy, and agencies. As part of the senior colloquium course, public relations students develop a portfolio, articulate a philosophical statement of communication, and may write a thesis. In Advanced Public Relations, students work directly with a local organization to create a comprehensive public relations plan and media kit.

Public relations skills also enhance other degrees. Political Science students interested in honing their campaigning skills, students in the humanities who wish to promote and publicize the arts, and business students seeking to complement concentrations in marketing and management often complete public relations minors.

**The Applied Communication Studies Program** strives to cultivate superior interpersonal and public speaking skills. Western civilization has traditionally recognized oratory excellence as one of the hallmarks of a well-rounded education. Gonzaga's speech communication program pursues *ars eloquentiae*, the ability to communicate eloquently and effectively in professional and personal settings. The program also emphasizes the centrality of speech in the development of thought and culture.

Applied communications majors pursue a variety of careers, including law, business, sales, academia, and public

service. Students interested in the legal profession may join Gonzaga's nationally-recognized Debate Team for extensive training in competitive speaking and technical research, or the regional and national award-winning Mock Trial Team for experience in trial advocacy, character study, and oratorical skill.

In the Jesuit tradition of service, students also have the opportunity to use their skills to help others through service learning experiences such as mentoring eighth-graders from St. Aloysius School to become more confident in their speaking abilities.

**Recent graduates' plans included the following:**

- Working for a production company in California.
- Law school at Florida State University to become a sports agent or attorney.
- Master's of Business Administration at Loyola Marymount University to work in the entertainment industry.
- Master's in Teaching at Gonzaga to work with at-risk elementary students.

**The Theatre Arts Program** molds sensitive and responsible performers, thoughtful and informed directors, perceptive and knowledgeable audiences, articulate critics, and proficient technicians. The program allows students to experience theatre as a living art form, to esteem theatre as a lifelong source of inspiration and pleasure, and to take steps toward careers related to theatre. Students develop an attitude of professionalism and leadership not only through their training in the classroom—in acting, stagecraft, stage and lighting design, costume construction, directing, and dance—but also through interaction with local theatre professionals. Internships are available at the Spokane Civic Theatre and Interplayers Theatre. Work with the stagehands union, the International Alliance of Theatrical Stage Employees (IATSE), allows students opportunities to work on touring Broadway productions, and acting opportunities with ComedySportz give student actors exposure on the professional stage. Film and theatre professionals are often guests in the theatre classrooms.

The Theatre Arts Program stages a wide range of productions from contemporary scripts (*Dead Man Walking*, *Joyful Noise*, *45 Seconds from Broadway*) and classical theatre (*A Comedy of Errors*) to children's plays

(*Zink: the Myth, the Legend, the Zebra*), musicals (*Once Upon a Mattress*, *Pippin*), and puppet shows (*The Little Prince*). Guest artists for main stage productions have included University professors, a Ukrainian Fulbright scholar, and an opera singer. Supplemented with numerous smaller performances, which are usually student-directed, the main stage season includes three theatrical productions and one dance performance each year. In addition, Gonzaga University Theatre Sports (GUTS), a student improvisational comedy team, practices twice a week and performs once a month. Alpha Psi Omega, a theatre club, teaches theatre classes at the Boys and Girls Club in Spokane.

**Recent graduates' plans have included the following:**

- Working for the Actor's Theater of Louisville.
- Continued education in law school, education, and art therapy.
- A position as assistant technical director for a San Diego regional theatre company.
- Summer studies at the Shakespeare Globe Theatre in London, England.

**The Place**

Gonzaga's Communication Arts Department offers students direct access to equipment in the newly opened Journalism and Broadcast Center and in the Magnuson Theatre. These facilities allow students to acquire the practical, hands-on experience necessary to compete successfully in the job market. The broadcasting program's video equipment includes a full color television studio, state-of-the-art non-linear editing facilities, field and portable television cameras and recorders, and teleproduction unit for remote productions.

Gonzaga's radio station broadcasts daily from the campus. The station will soon be equipped to conduct interviews, produce a variety show, and link with television production units to perform play-by-play and color commentary at athletic events.

Gonzaga's Magnuson Theatre, a 250-seat black box theatre, houses the Theatre Arts program and hosts most theatrical productions. Magnuson's thrust stage allows for greater interplay between performer and audience. Students also acquire experience in designing and creating props and costumes in Magnuson's scene and costume shops. As most shows' crews are filled entirely by students, majors and non-

majors alike have numerous opportunities to operate sound and lighting equipment.

**The People**

Communication Arts Department faculty enrich Gonzaga's academic and cultural environment with their diverse and multidisciplinary backgrounds. Faculty have received several prestigious grants and awards, including Fulbright scholarships, grants from Gannett Publications, and a United States-Soviet Grant. Faculty mentoring, advising, and networking allow students to pursue a variety of career opportunities and to complete internships in major media markets such as New York, Los Angeles, Seattle, Denver, and San Francisco.

The faculty members fully support student participation in regional academic organizations such as the Northwest Communication Association and the Northwest College Theatre Association. Gonzaga also boasts active chapters of the national Society of Professional Journalists and the Public Relations Students Society of America. These various organizations highlight student productions and research. The Department also sponsors the John Quincy Adams Oratory Contest, in which students write and deliver persuasive speeches, and it awards the Iota Rho Honor Society Student of the Year.

**Faculty Contacts and Specialties**

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