Westminster’s School of Communication Sees Major Changes Exploring the New Majors and Changing Faculty

Sydney Roach

The School of Communication at Westminster College is facing major changes starting next semester. Communications faculty and staff from the School of Communication called a meeting for all students in the department on Tuesday, Feb. 18 to discuss the new changes. These faculty members included Dr. David Barnett, Bradley Weiser, Randielle Hartner, Dr. Brittany Rose-Genovesius, Dr. Keith Corso, Gary Swanson and Dr. Colleen Merrick. The majors and minors within the program are going through significant changes, the various faculty members explained. Come fall 2020, the majors and minors will all have different names and different requirements. However, there will be three common courses required for each major. These courses are COM 203-Media Writing, COM 205-Mass Communications and COM 430-Audience Research and Analysis.

The current broadcast and media production major will change into “broadcasting and sports communication.” There will be a new major within the School of Communications: creative media production. This major is entirely new at Westminster and will be offered beginning next semester.

“Our School of Communication students and alumni have won national awards—including Emmys—for music videos, documentaries and public-service announcements,” Barnett, professor of broadcast communications and outgoing chair of the School of Communication, said. “We’re excited to launch another major that will provide an even wider range of career options and opportunities to succeed.”

“Creative media production is an exciting area of growth and opportunity right now,” Dr. Jeffrey Coker, dean of the College, said. “The new major in our School of Communications: creative media production. This major is entirely new at Westminster and will be offered beginning next semester.”

“Creative media production is an exciting area of growth and opportunity right now.” Dr. Jeffrey Coker, vice president for academic affairs and enrollment and dean of the College, said. “The new major in our School of Communication will serve current and future Westminster students very well.”

The public relations major is changing to “strategic communication and social media,” while the communication studies major is changing to “public communication and leadership.” The multimedia journalism major is disappearing. While these changes do not affect students currently in the School of Communication, underrclassmen can shift into one of these new majors starting next semester when the new classes will be offered. Most of the classes currently offered in these majors will still be taught, but they will have different prefixes. For example, the current public relations courses have a “PR” code, but under the new major, they will instead have an “SCSM” code. The communications faculty at the meeting said that this should not impact registration.

There will be several faculty changes within the School of Communication, as well. Barnett, the current chair of the School of Communication, is retiring after this semester. He will continue as an adjunct professor and director of broadcasting. Prestien, a public relations professor, is also retiring. Hartner, currently an adjunct faculty member, is going to become a full-time lecturer of communication to help teach courses in the new creative media production major.

“I am excited and thankful for the opportunity to continue working in the School of Communication at Westminster. The Creative Media Production major focuses on storytelling, hands-on learning, and I am thrilled to have the opportunity to work with students to build on these concepts,” Hartner said.

Merrick, communications professor, is stepping up as the new chair of the department.

“I think every good department is always changing, so to have ours make a change, I think it’s going to bring in a lot more students and be a positive thing,” junior broadcasting and media production major Maddie Kemen said.

Barnett emphasized multiple times throughout the meeting that students currently enrolled in the School of Communication will still be able to finish their degrees.

Quote of the Week:
Some people want it to happen, some wish it would happen, others make it happen.
– Michael Jordan
Watch Out, Cancer Cells: The Research is Coming!

Charlotte S. Shum

Editor

Editor-in-Chief: Sydney Rosoch
Layout Editor: Erica Shunk

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LETTER TO THE EDITOR

Letter to the Editor?

Your Name

The Holcad

Westminster College

New Wilmington, PA

March 10th, 2020

Dear Editor,

I am writing to express my concern about the recent issue of The Holcad. As a longtime reader, I was disappointed to see such a lack of diversity in the content.

I understand that the editorial team is working hard to ensure that our publication represents a wide range of voices. However, I believe that more can be done to ensure that our readers feel included and represented.

I appreciate your attention to this issue and look forward to seeing more diverse perspectives in future editions.

Sincerely,

[Your Name]

[Your Contact Information]
That's Outrageous: The Astros Atrocity

Garvey Biggers

The baseball season is starting this weekend with the first games of Spring Training beginning on Saturday, and yet there is still plenty of talk going on about the Houston Astros and their cheating scandal. For those that do not know, the Houston Astros were caught stealing signs electronically from the 2017 and part of the 2018 season, attesting that they did not use their previous methods in last season. They used a method where they set up a camera in centerfield and peaked in to the catcher's signs, telling the pitcher what to throw and relaying it in real time to a person banging a trashcan within earshot of the batter at the plate to swing on a particular pitch. In baseball, stealing signs has always been a part of the game, but the method they used was beyond the code of ethics for this sport, rooted in tradition and edict.

Now, a reasonable person that isn't a baseball fan would think, "Okay, get the guys out of the game for a year or so, let serve a punishment that should tell the rest of the league this is unacceptable." That's how the commissioner of baseball, Rob Manfred, or as many baseball fans call him, Uncle Manfred. Uncle Manfred gave amnesty to the players that came forth and told the league's officers of their cheating, in return, they would not face further punishment. 'This alone is outrageous, a team that has supreme talent on the offensive side and on the mound, they used this cheating method to win a World Series and a MVP, Jose Altuve in the 2017 season. On top of that, the apologies by star players like the aforementioned Altuve and Alex Bregman have been hollow and unforgiving of their cheating.

But it doesn't stop there, no. Uncle Manfred has gone on to implement a rule regarding hit batmen and the intention if they were being thrown at.

"Going up to the plate knowing what's coming...that would be a lot of fun." For a guy who stays mum under most circumstances, this should come as a shock to the commissioner as a call to action to reopen the case and find the punishment; take it into your own hands that this can't happen again and make these players an example.

"We're going to win the World Series and this will all blow over." Which could be argued is still a possibility, but it will never be blown over, they will forever be held in the books with an asterisk by their name for their two, possibly three years of involvement in this scheme to become title holders. There was so much more I could have laid out in this article of this debacle, but I'm only allowed so many words. So if there is anything to take away from this, it is: justice is blind and there will be a deserved punishment for these Astros players whether it's from the league office or on the field.

This quote set off a siren in my head when I saw it, proving Uncle Manfred point still stands and hasn't paid enough attention by the national media. The players of the Astros have come out with the normal tagline of, "We're going to win the World Series and this will all blow over." Which could be argued is still a possibility, but it will never be blown over, they will forever be held in the books with an asterisk by their name for their two, possibly three years of involvement in this scheme to become title holders. There was so much more I could have laid out in this article of this debacle, but I'm only allowed so many words. So if there is anything to take away from this, it is: justice is blind and there will be a deserved punishment for these Astros players whether it's from the league office or on the field.