

2015-2016 Communication Course Descriptions

COM 101 Public Speaking. A study of effective extemporaneous speaking emphasizing informative and persuasive speaking. Special attention is given to the development of competent speakers. A competent speaker is a person that is able to compose a message and provide ideas and information suitable to the topic, purpose, and audience and transmit the message by using delivery skills suitable to the topic, purpose, and audience. 4 Semester Hours.

COM 102 Group Communication. An introductory course in the processes and procedures of group decision-making and problem-solving. Emphasis on communication processes and conference leadership within the problem-solving context. Special attention is given to the development of competent group communicators. A competent group communicator is able to recognize and manage misunderstandings, be assertive, listen effectively, use appropriate vocal behaviors, and work on a collaborative team. 4 Semester Hours.

COM 103 Introduction to Film. An introduction to the fundamentals of film theory and criticism. Students will learn the basic techniques involved in film production and evaluate the impact of film on society. Critical tools that enable the student to analyze and evaluate the film medium will be applied in classroom viewing experiences. Laboratory experience required. 4 Semester Hours.

COM 110S Introduction to Communication. An introductory survey of concepts, methods, and theories that define the study of communication. Attention is given to the history of the field, ethics, the process of communication, contexts of communication, theories and research methods fundamental to the study of communication as well as career options. This course is required for the major and minor in the department and is to be completed prior to the end of the second year of study. 4 Semester Hours.

COM 130 Media, Culture and Technology. An introduction into the historical, legal and social backgrounds of contemporary mass communication media including newspapers, radio, television, film, magazines, books and the Internet. 4 Semester Hours.

COM 140 Broadcast Studio Operations. An introduction to the functions, operations, and equipment found in a radio studio. FCC Rules and regulations are emphasized. Required of all majors and students wishing to be on the staff of WRMU. 1 Semester Hour.

COM 145 Audio and Video Production I. An introduction to the principles of writing and producing materials for audio and video media. Students will be engaged in hands-on experiences developing basic skills necessary for working in various media settings. Interviewing, producing various media messages and on-air skills are stressed. Prerequisites COM 140 and 130. 4 Semester Hours.

COM 150 Writing for the Media. This is an introduction to news gathering, reporting and writing for print and electronic media. 4 Semester Hours.

COM 199 Special Topics. See All-university course description.

COM 200 Introduction to Global and Intercultural Communication. A study of human communication across cultures focusing on the variables that influence interaction when members of different cultures come together. The course considers the basic concepts of intercultural communication with attention to cultural stereotypes, prejudice, and ethnocentrism. 4 Semester Hours.

COM 220 Interpersonal Communication. A study of the major approaches, models, theories and research on dyadic and small group communication. Focus will be on topics such as verbal and nonverbal communication, competent listening, situation analysis, relationship management, conflict management, and self-disclosure in personal and professional relationships. 4 Semester Hours.

COM 225 Organizational Communication. A review of the development of organizational communication theory and how application of that theory adds to our understanding of organizations as information systems. Topics include information flow, organizational structures, formal and informal networks, organizational cultures, and external and internal organizational communication. 4 Semester Hours.

COM 227H Persuasion and Argumentation. This course provides an introduction to principles of persuasion and argumentation. Students will learn how to construct and critique persuasive messages and arguments in both written and oral formats. 4 Semester Hours.

COM 245 Broadcast News Writing and Reporting. This course focuses on the fundamentals of writing and reporting for the broadcast media. Topics include the newsroom, news selection, news writing, editing, interviewing, press conferences, disaster and on-the-scene reporting, and news ethics. Prerequisites: COM 145 and 150. 4 Semester Hours.

COM 254 Social Media Strategies. An introductory course designed to develop skills in the social media and apply those skills toward appropriate messaging. The social media change rapidly and the course is designed to teach concepts, which may be adapted to accommodate change. 4 Semester Hours.

COM 255 Introduction to Public Relations. An introductory course designed to develop public relations skills. The course will include public relations theory, organization and history with an emphasis on writing and developing public relations plans. 4 Semester Hours.

COM 256 Print Production and Design. An examination of the integration of print and design and the concepts, theories and skills needed to convey messages. The course features hands-on experiences in the computer-assisted techniques of writing and producing publications. 4 Semester Hours.

COM 270 Photojournalism. An introductory course in the basic theories, principles and practices of digital photojournalism. Topics include composing, editing, and producing photos for media use. Students learn the fundamentals of visual reporting and the ethical dimensions of photojournalism through this course. 4 Semester Hours.

COM 275 Sports Journalism. A course designed to introduce students to sports journalism in the 21st Century. A writing intensive course which provides an overview of the ever-changing sports media field, discusses journalists as public figures, explores the role of the Internet, and analyzes the 24-hour news cycle and its effects on journalists and the public figures they cover. Cross-listed as SPB 275. Prerequisite: permission of instructor. 4 Semester Hours.

COM 290 Communication Practicum: Print. Open to majors wishing to pursue an on-campus project in print. Course work involves active participation in a performance-oriented project. Students may count a maximum of four semester hours in any practicum toward graduation requirements. Registration for practicum hours requires completion of an application form. Graded S or U. Prerequisites: COM 110 and 150 and permission of instructor. 1-4 Semester Hours.

COM 291 Communication Practicum: Audio. Open to majors wishing to pursue an on-campus project in audio production. Course work involves active participation in a performance-oriented project. Students may count a maximum of four semester hours in any practicum toward graduation requirements. Registration for practicum hours requires completion of an application form. Graded S or U. Prerequisites: COM 110 and 140 and permission of instructor. 1-4 Semester Hours.

COM 292 Communication Practicum: Public Relations. Open to majors wishing to pursue an on-campus project in public relations. Course work involves active participation in a performance-oriented project. Students may count a maximum of four semester hours in any practicum toward graduation requirements. Registration for practicum hours requires completion of an application form. Graded S or U. Prerequisites: COM 110 and 255 and permission of instructor. 1-4 Semester Hours.

COM 293 Communication Practicum: Video. Open to majors wishing to pursue an on-campus project in video. Course work involves active participation in a performance-oriented project. Students may count a maximum of four semester hours in any practicum toward graduation requirements. Registration for practicum hours requires completion of an application form. Graded S or U. Prerequisites: COM 110 and 246 and permission of instructor. 1-4 Sem. Hrs.

COM 294 Communication Practicum: Special Topics. Open to majors wishing to pursue an on-campus project in communication (other than print, audio, public relations or video). Course work involves active participation in a performance-oriented project. Students may count a maximum of four semester hours in any practicum toward graduation requirements. Registration for practicum hours requires completion of an application form. Graded S or U. Prerequisites COM 110 and permission of instructor. 1-4 Semester Hours.

COM 305 Communication Study Travel Seminar. A faculty led trip to national or international locations for the purpose of studying a topic or even firsthand from a communication perspective. Students are expected to attend orientation sessions, complete required readings and develop a research proposal before the trip. During the trip students will keep a journal and collect data for their project which is to be completed upon return. Prerequisites: permission of instructor. 1-4 Semester Hours.

COM 321 Research in Communication Studies. An introduction to research design with application of qualitative and quantitative methods typically used in communication studies. Prerequisite: COM 110 and junior standing or permission of instructor. 4 Semester Hours.

COM 325 Leadership and Team Communication. The course explores the relationship between communication and leadership within organizations to develop specific communication competencies associated with effective leadership. This is accomplished by considering both theoretical and applied approaches to leadership communication. The relationship between leaders and followers and the communication approaches used to develop and maintain that relationship are studied. Prerequisite: sophomore standing or above. 4 Semester Hours.

COM 346 Audio and Video Production II . An intensive project-driven course offering students the opportunity to further develop their skills in writing and producing audio and video content. This will be a laboratory-based course in which students will gain advanced hands-on experience. Prerequisites COM 145 and 245. 4 Semester Hours.

COM 350 Advanced Journalism. A course further exploring newsgathering and research designed to develop journalistic writing skills in feature stories, editorials, columns, and multi media. Prerequisite: COM 150. 4 Semester Hours.

COM 378 Minorities, Women and the Media. This course in media literacy offers students the opportunity to examine critically the image construction of women, LGBT communities, economic classes, and various minorities including but not limited to racial and ethnic minorities. Both U.S. and international media will be considered. 4 Semester Hours.

COM 380 Gender, Communication and Society. An examination of how communication structures gender identities, and how gender affects communication. Prerequisite: junior standing. 4 Semester Hours.

COM 385 Health Communication. This course provides an introduction to the roles of communication in health, health and risk behavior, health care, and health promotion, including interpersonal and media contexts. The over-arching goal of the course is to directly and/or indirectly facilitate health consumers' and professionals' communication skills. Effective communication requires understanding the significance of communication processes in health contexts (everyday interactions, health information-seeking, health care, and health promotion). In turn, more effective health communication likely results in better health outcomes. Prerequisite: Junior standing. 4 Semester Hours.

COM 386 Public Advocacy for Social Justice. This course offers a critical analysis of persuasive discourse advanced in U.S. social movements such as but not limited to the abolitionist movement, civil rights movement, Native American rights movement, women's rights movements, LGBT rights movement, peace movement and labor movement. Persuasive strategies used by those advocating change as well as those opposing change will be considered. Emphasis is placed on the rhetorical strategies employed in representative texts. Prerequisites: COM227H recommended. 4 Semester Hours.

COM 399 Special Topics. See AI-University 300 course description.

COM 400 Independent Study. The study of selected topics in communication. Individual research is emphasized and a paper or major project is required. Prerequisites: COM 110, COM 321, and junior or above standing. 4 Semester Hours.

COM 410 Advertising. This course will explore the role of advertising in society including its importance to the economic foundation of newspapers, television, radio, magazines, and the Internet. Prerequisite: junior standing. 4 Semester Hours.

COM 425 Design for Multimedia. This course covers the graphic and cognitive design of electronic multimedia. Students will combine creative typography, digital image manipulation and information-based web applications in the visual display of quantitative information. Students will also examine content development and the on-line distribution and display of digital images and video through electronic story telling. Prerequisites: COM 150, COM 240. COM 256 is recommended. 4 Semester Hours.

COM 430 Media Criticism. A seminar exploring the mass media from a critical perspective. The social, political and economic impact of both the mainstream and alternative media on American society and democracy will be discussed. Prerequisite: senior standing or permission of the instructor. 4 Semester Hours.

COM 435 Media Law and Policy. A seminar which examines the policy formation and implementation in media law. Topics include the role of the Federal Communications Commission, an analysis of the First Amendment and related Supreme Court interpretations of the law as it relates to policies. Prerequisite: junior standing or above. 4 Semester Hours.

COM 440 Political Communication. This course examines the role rhetoric and the media play in constructing and shaping a variety of political messages and citizen perceptions of politics. Topics include the nature of political rhetoric, campaign discourses, media coverage of campaign discourses, congressional and presidential oratory and media ethics. The course aims to sharpen students' critical skills in analyzing and evaluating political rhetoric and media coverage of political campaigns. Prerequisite: junior standing. 4 Semester Hours.

COM 445 Relational Communication. This course provides an exploration of theory and research about communication between individuals in relationships, especially friendships, romantic relationships, family and marriage, but also work relationships, long-distance or online relationships, and enemies, among others. The course addresses issues such as why relationships are important; distinctive forms of interacting in relationships; why and how relationships develop, evolve, and sometimes deteriorate; how identities are managed in relationships; the role of emotion; privacy, disclosure, and secrecy; conflict; power and dominance; ethics and abuse; cultural issues; the effects of new technologies on personal relationships, and a host of other topics that will emerge. Prerequisite: COM 220 is recommended. 4 Semester Hours.

COM 450 Popular Culture in Context. This class examines artifacts of popular culture in their political, economic, and social context from a critical perspective, especially as it relates to issues of power. The types of artifacts can include popular music, music videos, viral videos, television shows, movies, and anything else that is a part of popular culture that is produced by the mass media. The class will draw on an existing body of theory and research in the established field of cultural studies. Prerequisite: junior standing. 4 Semester Hours.

COM 455 Advanced Public Relations. A course designed to build on foundational public relations skills. Emphasis is on case studies and the development and execution of public relations plans. Students will also get hands-on learning experiences with area clients. Prerequisites: COM 150, 255, and 256. 4 Semester Hours.

COM 483 International Media Systems. Comparison of national approaches to television, radio, cable, telephone, the Internet, satellite communication and print media. The transnational flow of news and entertainment programs and their social and political impact on cultures and the role of international regulatory bodies will be discussed. Prerequisites: COM 130 and junior standing. 4 Semester Hours.

COM 485 Social Media and Relationships. This course will cover the major approaches, theories, and research on computer-mediated communication. Topics addressed throughout the semester will include, but will not be limited to similarities and differences between face-to-face and computer-mediated communication, online impression formation and maintenance, disclosure and privacy in online environments, online relationship initiation and maintenance, as well as dangers and opportunities that arise through computer-mediated interactions. Prerequisite: COM 220 is recommended. 4 Semester Hours.

COM 490 Senior Seminar. A senior seminar that culminates in either (1) a creative project or (2) research paper focusing on a creative, historical, descriptive, legal, or critical aspect of communication or mass media. Synthesis is stressed. Required of all seniors. Prerequisites: junior standing, COM 321. 4 Semester Hours.

COM 494 Honors Thesis/Project. See All-University 494 course description.

COM 499 Internship in Communication. An opportunity for a significant experiential learning experience outside of the classroom. Admission to the internship program is through a formal application and approval process. A student's academic record and active participation in the communication activities of the department are major criteria for admittance into the program. Consult with a department faculty member for details. Prerequisites: junior or senior standing and approval of the department faculty. Graded S or U. 4, 8, or 12 Semester Hours. May be repeated for a total not to exceed 12 Semester Hours.