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  Survey of the Mass Media. 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 160  Peace Communication. An examination of the nature of conflict and peace from a communication perspective. Attention will be given to persuasive tactics, language strategies and message development of spokespersons raised during times of conflict. Focus will be on social, economic, political, religious and/or human rights conflicts on local, regional, national or international levels. This course is part of the Hiroshima Peace Culture Foundation’s Peace Study Curriculum. Prerequisite: Sophomore standing or above. 4 Semester Hours.

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

COM 200  Introduction to Global and Intercultural Communication. A course which examines communication from an intercultural and international perspective. Topics include the study of: (1) the movement of information, news, and entertainment across national borders including globalization, the impact of international media conglomerates, the Internet, nationalism, censorship, and freedom of expression; (2) communication as a tool for international negotiations and the settlement of conflict; (3) the affect of culture on communication including cultural differences and values and their international consequences. 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  Public Advocacy and Argumentation. The study of the principles of argumentation, including collection and evaluation of evidence, modes of reasoning, briefing as a means of organizing written arguments and the refutation of arguments. 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  Introduction to Social Media. 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 265H  Persuasion and Social Movements. A study of rhetorical theory and criticism developed within social movement research literature. Focus will be on both US and international social movements. Persuasive strategies used by those advocating change as well as those opposed to change will be considered while examining both primary and secondary sources. 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 278S  Minorities, Women and the Media. This course in media literacy offers students the opportunity to examine critically the image construction of women, LBGT 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 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
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 323 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 325 Business and Professional Communication. An advanced course in business and professional communications. Course focuses on the skills necessary for developing workplace excellence from career planning and the initial job search to developing workplace relations including managing the challenges of interpersonal politics to developing advanced communication skills unique to businesses and professional organizations. An emphasis will be placed on business presentations. In addition, working experts from a variety of communication professions will be invited to share career advice. Prerequisites: Junior standing or permission of the instructor. 4 Semester Hours.

COM 329 Conflict Management and Negotiation. Analysis of the communication dynamics involved in managing interpersonal, organizational, and sociopolitical conflicts. Examination of theory and research related to conflict management and negotiation. Emphasis on case studies in various communication contexts. Prerequisite: junior standing or permission of the instructor. 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 multimedia. Prerequisite: COM 150. 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 381 American Indian Rhetoric. A study and critical analysis of the persuasive discourse advanced by American Indians from first encounter to contemporary times in their quest for liberation. Historical, political, cultural, environmental, human rights, and spiritual issues will be explored. Emphasis is placed on the rhetorical strategies employed and their significances addressed in representative texts. Prerequisite: junior standing or permission of the instructor. 4 Semester Hours.

COM 382 African American Rhetoric. A study and critical analysis of the persuasive discourse advanced by African-American spokespersons from colonial times to the present including the abolition era and civil rights movement. Emphasis is placed on the rhetorical strategies employed and social exigencies addressed in representative speeches and documents. Prerequisite: junior standing or permission of the instructor. 4 Semester Hours.

COM 384 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. Prerequisites: sophomore standing or permission of the instructor. Cross-listed as SOC 384. 4 Semester Hours.

COM 399 Special Topics. See Al-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 433 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 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 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.