

# Communication

## **COM 101 Principles of 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 110 Introduction to Communication Scholarship**

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 130S 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 150 Multimedia Journalism**

An introductory course in the basic theories, principles and practices of multimedia journalism. Topics include narrative and feature storytelling techniques through photojournalism, audio, video, and multiple media. Students learn the fundamentals of reporting, news value, and the ethical dimensions of story development. This course will teach students how to use social media to promote their work and adopt an entrepreneurial approach to media production and development. Three hours of class instruction with one hour of lab time spent producing content for student and campus media. Prerequisite: COM 130S. 4 Semester Hours.

## **COM 155 Principles of Public Relations**

This course will introduce students to the field and practice of public relations. Emphasis will be placed on the following: theories used in public relations; the importance of research and audience segmentation; creating program objectives, strategies, and tactics; introduction of the tools used in public relations, including both traditional and social media; evaluation of public relations efforts; legal and ethical considerations; and crisis communication. 4 Semester Hours.

## **COM 199 Special Topics**

See All-university course description.

## **COM 200 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 220S 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 225S Small Group and 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 231 Applied Media Research**

This course focuses on the interaction between current and traditional mass media theory and research along with the analysis and interpretation of original and proprietary research, complex data sets, and audience analysis and ethnography. Journalistic, narrative and feature storytelling will be explored through the development and production of several research-based projects. Prerequisite:

COM130S, may be taken concurrently, or permission of instructor. Prerequisite: COM 130S, may be taken concurrently, or permission of instructor. 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 256 Information Design**

This research and project-based course will center on story development and information design through the visualization of information. This course teaches students how to effectively visualize complex ideas. It covers the concepts, theories and skills needed to convey visual messages based on complex data sets and original research. Several forms of data visualization will be explored including maps, diagrams, charts, time lines, and information graphics. Students will use social media to promote and share their projects with various audiences. Three hours of class instruction with one hour of lab time spent producing content for student and campus media. 4 Semester Hours.

**COM 260 Public Relations Research and Design**

This course will introduce students to research methods and designs used to analyze and segment audiences in the public relations field. Students will develop primary research for public relations scenarios with specific target publics using the following tools: survey, focus group, and content analysis. Students will also learn how to locate and analyze secondary research. Prerequisite: COM 155. 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**

Open to majors and minors wishing to pursue an on-campus project in communications. Course work involves active participation in a performance-oriented project typically on campus. 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: 16 hours of Communication Department Credit, 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 310 Public Relations Writing**

Students will develop both internal and external writing associated with the field of public relations. Students will write and create public relations materials in print, broadcast, and social media. Prerequisites: COM 155 and COM 260. 4 Semester Hours.

**COM 320 Public Relations Cases**

This course will utilize award-winning Silver Anvil PRSA public relations cases for students to analyze and discuss. Students will employ the ROPE method (Research, Objectives, Programming, and Evaluation) to all elements of the case and determine if the program was developed strategically based on the research. Prerequisite: COM 155. 4 Semester Hours.

**COM 321 Communication Research Methods**

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 Digital Audio and Video Production**

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 150. 4 Semester Hours.

**COM 378 Social Identity, Power 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. 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. 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: COM 227H 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 403 Documentary Film Production**

This course builds on concepts explored in Digital Audio and Video Production. In this advanced project-based course students will continue to hone their filmmaking skills through the production of a documentary film, which will be screened in front of an audience. This challenging production-oriented course will teach students to work in a cooperative team environment where each person fills a different role within the production team. Prerequisite: COM 346. 4 Semester Hours.

**COM 425 SCE: Design for Multimedia**

This course serves as an optional project-based SCE for Integrated Media. Students will demonstrate the culmination of the narrative and documentary story telling approach through the production of a richly detailed researched-based electronic story package. Prerequisites: COM 150, COM 231, COM 321, COM 346 and junior or senior standing. COM 256 is highly recommended. 4 Semester Hours.

**COM 430 Critical Perspectives on Media, Popular Culture and Advertising**

A seminar exploring media from a critical perspective. The social, political and economic impact of both the mainstream and alternative media, advertising, and popular culture texts on American society and democracy will be discussed. 4 Semester Hours.

**COM 435 Media Management, Law and Policy**

A seminar which examines the management of media systems, the laws that regulate media, and the formation of policy intended to influence media. Topics range from an examination of media management in a quickly changing environment that includes social and mobile technologies for content distribution; 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; and, finally, emerging industry trends. 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. 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 220S is recommended. 4 Semester Hours.

**COM 446 Creative Visual Storytelling**

This course introduces students to digital filmmaking and provides a basic understanding of how films are made. Student will learn composition, lighting, sound, and editing to tell a story. It centers on the basic language of filmmaking, scriptwriting, preproduction, production, and postproduction along with the use of social media to raise funds and promote film projects. This course culminates in a final film project, which will be screened in front of an audience. This challenging production-oriented course will teach students to work in a cooperative team environment where each person helps others make their film. Due to the collaborative nature of this course, this course is an excellent elective for theater/acting majors and creative writing English majors. Prerequisite for majors: COM 150 and COM 346. Prerequisite for non-majors: Permission of instructor. 4 Semester Hours.

**COM 455 SCE: Public Relations Campaigns**

This course allows students to apply their public relations knowledge, including theories, frameworks, and tools, to develop and formulate a comprehensive and strategic professional public relations campaign for a client in the local community. Emphasis will be placed on: conducting research to determine and assess client needs and target publics; developing program objectives, strategies, and tactics; creating all communication incorporating both traditional and social media; and identifying evaluation methods to measure the effectiveness of the program. Additionally, students will apply best principles of effective group interaction and problem solving in an “agency setting” while producing the campaign. Prerequisites: COM 155, COM 260, COM 321, junior or senior standing. 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 130S. 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 220S is recommended. 4 Semester Hours.

**COM 490 SCE: Communication Studies**

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. 1-16 Semester Hours.