COMM 244 - Digital Media Lab (4)

Students learn to create and analyze digital media in multiple forms, including still image work, motion graphics composition, audio and video production, and web design.

General Education Category: Arts - Visual and Performing.

Offered: Fall, Spring, Summer.

COMM 246 - Television Production (4)

The theoretical and practical aspects of television production, script preparation, and studio and control room operations and practice are presented. Included is a two-hour-per-week lab.

Prerequisite: COMM 243 and COMM 244.

Offered: Fall, Spring.

COMM 251 - Research Methods in Communication (4)

Students will critique research from scholarly journals and apply a selected method in an original research proposal. Topics include communication research, quantitative and qualitative methods. (Formerly COMM 200.)

Prerequisite: Completion of at least 24 college credits.

Offered: Fall, Spring.

COMM 255 - Introduction to Language (4)

The diversity and basic similarities of languages are explored, including their phonetic, phonological, morphological, syntactic, semantic, and social properties.

Prerequisite: COMM 251.

Offered: Spring.

COMM 256 - Human Communication and New Technology (4)

Explores how human communication occurs through new technologies, including the Internet, social media, mobile communication, and virtual spaces. Students will study both theory and praxis in professional and personal contexts.

Prerequisite: COMM 251.

Offered: Spring.

COMM 261 - Issues in Free Speech (4)

Free speech issues are critically examined in historical and cultural context. Emphasis is on American law and circumstances compared to those of selected non-Western countries.

General Education Category: Connections.

Prerequisite: FYS 100, FYW 100/FYW 100P/FYW 100H, and at least 45 credits.

Offered: Annually.

COMM 262 - Dialect: What We Speak (4)

This course explores the variability within a human language as influenced by geography, history, social class, gender, age, ethnicity, and cultural identity.

General Education Category: Connections.

Prerequisite: FYS 100, FYW 100/FYW 100P/FYW 100H, and at least 45 credits.

Offered: As needed.

COMM 263 - East Asian Media and Popular Culture (4)

Examination of cultural forms in China, Japan, and Korea by studying socio-political and cultural implications of transnational flows between East Asia and the West through various forms of media.

General Education Category: Connections.

Prerequisite: FYS 100, FYW 100/FYW 100P/FYW 100H, and at least 45 credits.

Offered: Spring, Summer.

COMM 301 - Public Relations (4)

The field of public relations is surveyed, with emphasis on the role of the communication specialist as a practitioner. Topics include public relations history, ethics, campaign design, and media use.

Prerequisite: Completion of at least 45 college credits, including COMM 251, or consent of instructor.

Offered: Fall, Spring.

COMM 302 - Writing for News and Public Relations (4)

The fundamentals of composition using the AP style guide are introduced. Topics include news values, basic reporting, public relations formats, and techniques for achieving high-quality news and public relations writing.

Prerequisite: FYW 100 or FYW 100P or completion of the College Writing Requirement.

Offered: Fall, Spring.

COMM 305 - Introduction to Communication Disorders (3)

A variety of speech, language, and hearing problems that may exist in children and adults are examined. Normal processes, abnormalities, and treatment are also discussed.

Prerequisite: COMM 251.

Offered: Fall.

COMM 311 - Advanced Public Relations (4)

Additional public relations skills are learned, with emphasis on writing. Formats and public relations methods are also reviewed and applied to case studies.

Prerequisite: COMM 301 and COMM 302.

Offered: Fall.

COMM 312 - Advanced News and Public Relations Writing (4)

Students build on their news and media writing skills and become more proficient at public relations writing for digital and traditional outlets. Applications include news conferences and crisis communication.

Prerequisite: COMM 301 and COMM 302.

Offered: Fall, Spring.

## Communication

Learning Goals (p. 343)

Writing in the Discipline (p. 359)

**Department of Communication**

**Department Chair:** Robert Anthony Galvez

**Department Faculty: Professor** Min; **Associate Professors** Endress, Galvez, MacDonald, Magen, Olmsted, Palombo; **Assistant Professors** Auger, Kim, Knoth, Lemke, Parsons

Students **must** consult with their assigned advisor before they will be able to register for courses.

Communication B.A.

Course Requirements

CHOOSE concentration A, B, C, or D below

A. Media Communication

|  |  |  |  |
| --- | --- | --- | --- |
| COMM 208 | Public Speaking | 4 | F, Sp |
| COMM 240 | Mass Media and Society | 4 | F, Sp, Su |
| COMM 242 | Message, Media, and Meaning | 4 | F, Sp |
| COMM 243 | Preproduction for Digital Media | 4 | F, Sp |
| COMM 244 | Digital Media Lab | 4 | F, Sp, Su |
| COMM 246 | Television Production |  4 | F, Sp |
| COMM 340 | Media Ethics | 4 | Sp |
| COMM 343 | Audio Production for Multimedia | 4 | F, Sp |
| COMM 345 | Advanced Digital Media Production | 4 | F, Sp |
| COMM 347 | Media Law | 4 | Sp |
| COMM 349 | Media Theory and Research | 4 | F |
| COMM 492 | Digital Media Practicum | 4 | F, Sp |

THREE COURSES from

|  |  |  |  |
| --- | --- | --- | --- |
| COMM 241 | Introduction to Cinema and Video | 4 | F, Sp, Su |
| COMM 302 | Writing for News and Public Relations | 4 | F, Sp |
| COMM 344 | Broadcast Journalism | 4 | Sp |
| COMM 346 | Sports Reporting | 4 | F |
| COMM 348 | Global Communication | 4 | F |
| COMM 351 | Persuasion | 4 | F, Sp |
| COMM 443 | Sports, Culture, and Media | 4 | Sp |
| COMM 479 | Communication Internship | 4 | F, Sp, Su |

Total Credit Hours: 60

B. Public and Professional Communication

|  |  |  |  |
| --- | --- | --- | --- |
| COMM 208 | Public Speaking | 4 | F, Sp |
| COMM 251 | Research Methods in Communication | 4 | F, Sp |
| COMM 351 | Persuasion | 4 | F, Sp |
| COMM 461 | Public and Professional Capstone | 4 | Sp |

SEVEN COURSES from

|  |  |  |  |
| --- | --- | --- | --- |
| COMM 256 | Human Communication and New Technology | 4 | Sp |
| COMM 330 | Interpersonal Communication | 4 | F |
| COMM 332 | Gender and Communication | 4 | F |
| COMM 333 | Intercultural Communication | 4 | As needed |
| COMM 336 | Health Communication | 4 | Sp |
| COMM 338 | Communication for Health Professionals | 4 | Sp |
| COMM 353 | Political Communication | 4 | Annually |
| COMM 354 | Communication and Civic Engagement | 4 | Sp |
| COMM 356 | Group Decision Making | 4 | Sp |
| COMM 359 | Argumentation and Debate | 4 | F |
| COMM 412 | Strategies in Fundraising and Development | 4 | As needed |
| COMM 452 | Conflict Resolution | 4 | As needed |
| COMM 454 | Organizational Communication | 4 | Annually |
| COMM 459 | Debate Practicum | 4 | As needed |
| COMM 479 | Communication Internship | 4 | F, Sp, Su |

Total Credit Hours: 44

C. Public Relations/Advertising

|  |  |  |  |
| --- | --- | --- | --- |
| COMM 208 | Public Speaking | 4 | F, Sp |
| COMM 240 | Mass Media and Society | 4 | F, Sp, Su |
| COMM 251 | Research Methods in Communication | 4 | F, Sp |
| COMM 301 | Public Relations | 4 | F, Sp |
| COMM 334 | Advertising | 4 | F, Sp |
| COMM 357 | Public Opinion and Propaganda | 4 | Sp |
| COMM 479 | Communication Internship | 4 | F, Sp, Su |

CHOOSE Category a or b below

a. Public Relations

|  |  |  |  |
| --- | --- | --- | --- |
| COMM 302 | Writing for News and Public Relations | 4 | F, Sp |
| COMM 311 | Advanced Public Relations | 4 | F |
| COMM 312 | Advanced News and Public Relations Writing | 4 | F, Sp |
| COMM 377 | Public Relations Laboratory | 4 | Sp |

b. Advertising

|  |  |  |  |
| --- | --- | --- | --- |
| COMM 335 | Advertising Research | 4 | F |
| COMM 337 | Advertising Strategy | 4 | Sp |
| COMM 339 | Advertising Creativity | 4 | F |
| COMM 376 | Advertising Laboratory | 4 | Sp |

THREE COURSES from

|  |  |  |  |
| --- | --- | --- | --- |
| COMM 242 | Message, Media, and Meaning | 4 | F, Sp |
| COMM 347 | Media Law | 4 | Sp |
| COMM 351 | Persuasion | 4 | F, Sp |
| COMM 454 | Organizational Communication | 4 | Annually |
| MGT 201 | Foundations of Management | 3 | F, Sp, Su |
| MKT 201 | Introduction to Marketing | 3 | F, Sp, Su |
| MKT 334 | Consumer Behavior | 3 | F, Sp |

Total Credit Hours: 53-56

D. Speech, Language, and Hearing Science

|  |  |  |  |
| --- | --- | --- | --- |
| COMM 208 | Public Speaking | 4 | F, Sp |
| COMM 251 | Research Methods in Communication | 4 | F, Sp |
| COMM 255 | Introduction to Language | 4 | Sp |
| COMM 305 | Introduction to Communication Disorders | 3 | F |
| COMM 319 | Phonetics and Phonology | 4 | F |
| COMM 320 | Speech and Language Development | 4 | F |
| COMM 323 | Introduction to Audiology | 3 | F |
| COMM 325 | Anatomy and Physiology: Speech and Hearing | 4 | Sp |
| COMM 421 | Speech and Hearing Science | 4 | Sp |
| COMM 422 | Language Processes | 4 | As needed |
|  |   |  |  |
| COMM 429 | Introduction to the Clinical Process | 3 | As needed |
|  | -Or- |  |  |
| COMM 479 | Communication Internship | 4 | F, Sp, Su |

Cognates

|  |  |  |  |
| --- | --- | --- | --- |
| BIOL 100 | Fundamental Concepts of Biology | 4 | F, Sp, Su |
| MATH 240 | Statistical Methods I | 4 | F, Sp, Su |
|  |   |  |  |
| PHYS 101 | General Physics I | 4 | F, Su |
|  | -Or- |  |  |
| CHEM 103 | General Chemistry I | 4 | F, Sp, Su |

Total Credit Hours: 53-54

Communication Minor

Course Requirements

The minor in communication consists of a minimum of 20 credit hours (six courses), as follows:

Courses

|  |  |  |  |
| --- | --- | --- | --- |
| COMM 208 | Public Speaking | 4 | F, Sp |
| COMM 240 | Mass Media and Society | 4 | F, Sp, Su |

AND FOUR ADDITIONAL COMMUNICATION COURSES, with at least two at the 300-level.

Note: Connections courses cannot be used to satisfy these requirements.

Total Credit Hours: 20-24