NOTE: There were changes made earlier in the year to the Media Communication concentration not reflected here—in that proposal the COMM 302 course that is being changed to COMM 201 was moved to the electives list fROm those required.

In the GENERAL ED. Section:

Writing in the Discipline

Building on the core course, FYW 100 (p. 253)/FYW 100P (p. 253)/FYW 100H, each discipline has identified a required course or courses within the major in which students learn to write for that discipline. Completion of the major/program fulfills the Writing in the Discipline requirement.

Accounting (p. 381)

Anthropology (p. 356)

Art (p. 356) (Studio - Ceramics, Graphic Design, Metalsmithing and Jewelry, Painting, Photography, Printmaking, Sculpture)

Art Education (p. 357)

Art History (p. 357)

Biology (p. 358)

Business (p. 385) (Management)

Chemical Dependency/Addiction Studies (p. 358)

Chemistry (p. 358)

Communication (p. 359) (Journalism, Mass Media Communications; Public and Professional Communication; Public Relations; Speech, Language, and Hearing Science)

Computer Information Systems (p. 381)

Computer Science (p. 360)

Early Childhood Education (p. 379)

Economics (p. 382)

Elementary Education (p. 379)

English (p. 362)

English/Creative Writing (p. 361)

Film Studies (p. 363)

Finance (p. 382)

Gender and Women's Studies (p. 364)

Health Education (p. 379)

History (p. 364)

Justice Studies (p. 365)

Management (p. 383) (General, Human Resources, International, Operations)

Marketing (p. 386)

Mathematics (p. 367)

Medical Imaging (p. 368) (Nuclear Medicine Technology, Radiologic Technology, also open to certified radiologic technologists)

Modern Languages (p. 369) (Francophone Studies, French, Latin American Studies, Portuguese, Spanish)

Music (p. 369)

Music Education (p. 371)

Music Performance (p. 372)

Nursing (p. 388)

Philosophy (p. 374)

Physical Education (p. 379)

Political Science (p. 374)

Political Science/Public Administration (p. 375)

Psychology (p. 376)

Sociology (p. 376)

Program LISTINGS (FAS)

Chemistry\*\* (p. 78) B.A.

 B.A. Environmental Chemistry

  B.S. Biochemistry

  B.S. Environmental Chemistry

  B.S. Professional Chemistry

Communication (p. 81) B.A. Journalism

 B.A. Mass Media Communication

  B.A. Public and Professional Communication

  B.A. Public Relations/Advertising

  B.A. Speech, Language, and Hearing Science

Computer Science (p. 83) B.A.

## 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, D, or E below

1. Journalism

|  |  |  |  |
| --- | --- | --- | --- |
| COMM 201 | Writing for News | 4 | F,Sp |
| COMM 208 | Public Speaking | 4 | F, Sp |
| COMM 240 | Mass Media and Society | 4 | F, Sp, Su |
| COMM 244 | Digital Media Lab | 4 | F, Sp, Su |
| COMM 251 | Research Methods in Communication | 4 | F, Sp |
| COMM 252 | Multimedia Journalism I | 4 | F, Sp |
| COMM 253 | Multimedia Journalism II | 4 | F, Sp |
| COMM 303 | Advanced Reporting and Interview | 4 | F, Sp |
| COMM 340 | Media Ethics | 4 | Sp |
| COMM 347 | Media Law | 4 | Sp |
|  |  |  |  |
| COMM 497 | Communication Internship | 4 | F, Sp, Su |

FOUR COURSES from

|  |  |  |  |
| --- | --- | --- | --- |
| COMM 242 | Message, Media, and Meaning | 4 | F, Sp |
| COMM 301 | Public Relations | 4 | F, Sp |
| COMM 334 | Advertising | 4 | F, Sp |
| COMM 336 | Health Communication | 4 | Sp |
| COMM 346 | Sports Reporting | 4 | F |
| COMM 348 | Global Communication | 4 | F |
| COMM 351 | Persuasion | 4 | F, Sp |
| COMM 353 | Political Communication | 4 | Annually |
| COMM 357 | Public Opinion and Propaganda | 4 | Sp |
| COMM 443 | Sports, Culture, and Media | 4 | Sp |
| Total Credit Hours: 60 |  |  |  |

1. Media Communication

|  |  |  |  |
| --- | --- | --- | --- |
| COMM 201 | Writing for News  | 4 | F, Sp |
| 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 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 246 | Television Production | 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

C. 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

D. 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 201 | Writing for News  | 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

E. 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.

COURSES

## COMM - Communication

COMM 162 - East Asian Popular Cinema (4)

East Asian culture, identity, gender, and communication patterns are explored through the examination of different genres in popular films and documentaries from Japan, Korea, Taiwan, Hong Kong, and China.

General Education Category: Core 3.

Offered: As needed.

201

 (Formerly COMM 302)

COMM 208 - Public Speaking (4)

Students develop public-speaking skills through directed practice. Emphasis is on the selection and organization of material, the use of reasoning and evidence, speech construction, and methods of delivery.

Offered: Fall, Spring.

COMM 240 - Mass Media and Society (4)

The institutions, history, and technology of the mass media are examined. Newspapers, film, and broadcasting media are studied in terms of social and personal impact.

General Education Category: Social and Behavioral Sciences.

Offered: Fall, Spring, Summer.

COMM 241 - Introduction to Cinema and Video (4)

Hollywood industry, new digital technology, audiences, and other important cinematic elements (visual, technical, social, ideological, aesthetical, economic, and cultural aspects) are examined.

General Education Category: Arts - Visual and Performing.

Offered: Fall, Spring, Summer.

COMM 242 - Message, Media, and Meaning (4)

Students are introduced to visual communication and how meaning is made. Topics include the theories about and critical interpretation of visual media. Media production projects and presentations are required.

Offered: Fall, Spring.

COMM 243 - Preproduction for Digital Media (4)

Students are introduced to the concepts and techniques used during the digital media preproduction process. Students also learn how to write for a variety of digital media distribution channels.

Prerequisite: FYW 100, FYW 100P or FYW 100H.

Offered: Fall, Spring.

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.

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 252 – Multimedia Journalism I (4)

Skills-based course which introduces visual journalism and digital storytelling. Emphasizes telling the story through audio, video and social media channels and prepares students for reporting the news digitally.

Prerequisite: COMM 244.

Offered: Fall, Spring.

COMM 253 – Multimedia Journalism II (4)

Production-based course in which students report live, real-time, news situations to create digital news packages usable across multiple digital platforms: audio, video, and social media.

Prerequisite: COMM 252.

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 303 – Advanced Reporting and Interview (4)

Skills-based reporting course that emphasizes interviewing techniques, longer-form storytelling, interpersonal skills, and feature-style story telling. Requires students to bring in real-world features and long-form interviews into class.

Prerequisite: COMM 201 or COMM 302..

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 201 or COMM 302, and COMM 301.

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 201 or COMM 302, and COMM 301..

Offered: Fall, Spring.

COMM 319 - Phonetics and Phonology (4)

Students develop listening and transcription skills as well as knowledge about the production of speech. The sound structure of language is explored and students are introduced to phonological theory.

Prerequisite: COMM 255.

Offered: Fall.

COMM 320 - Speech and Language Development (4)

The theories and stages involved in the acquisition of speech and language skills from birth to adolescence are examined. Included are the subsystems of language and normal and abnormal speech and language development.

Prerequisite: COMM 251 and COMM 255.

Offered: Fall.

COMM 323 - Introduction to Audiology (3)

Acoustics, anatomy, and physiology of the ear are introduced. Included are basic hearing tests, hearing disorders, and rehabilitation.

Prerequisite: COMM 251 and either COMM 255 or COMM 305.

Offered: Fall.

COMM 325 - Anatomy and Physiology: Speech and Hearing (4)

Topics include the anatomy and physiology of the speech and hearing mechanism, and neurological, skeletal, and muscular functions involved in speech and hearing.

Prerequisite: COMM 251 and either COMM 255 or COMM 305.

Offered: Spring.

COMM 330 - Interpersonal Communication (4)

By participating in a series of communication experiences, students explore principles, skills, theory, and techniques essential for effective face-to-face communication across a variety of contexts. (Formerly COMM 358.)

Prerequisite: Completion of at least 30 college credits or sophomore standing or permission of department chair.

Offered: Fall.

COMM 332 - Gender and Communication (4)

Theoretical foundations of gender and communication are introduced. Topics include verbal and nonverbal communication, communication style, socialization, and processing information. Contexts include interpersonal, organizational, political, and family.

Prerequisite: COMM 251 or permission of department chair.

Offered: Fall.

COMM 333 - Intercultural Communication (4)

The communication contexts, issues and consequences that accompany interaction between people from diverse cultures are explored. Research dealing with intercultural communication is explored.

Prerequisite: Junior standing, completion of at least 60 college credits or permission of program chair.

Offered: As needed.

COMM 334 - Advertising (4)

The key processes of modern advertising practice are introduced. Topics include production of effective advertising and media. Students cannot receive credit for both COMM 334 and MKT 338.

Prerequisite: COMM 240.

Offered: Fall, Spring.

COMM 335 - Advertising Research (4)

Students explore the processes of acquisition, evaluation, and analysis of information needed for advertising planning. Secondary and primary research for advertising is introduced.

Prerequisite: COMM 334.

Offered: Fall.

COMM 336 - Health Communication (4)

Explores the dynamics and impact of health communication between individuals and the health care system, such as doctor-patient communication, dissemination of health-related information, and the role of mediated communication.

Prerequisite: Completion of at least 60 hours credit or junior standing, or permission of department chair.

Offered: Spring.

COMM 337 - Advertising Strategy (4)

Theoretical foundations and the process of developing advertising strategy are introduced. Methods of using research data for developing advertising strategy are presented and case studies are discussed.

Prerequisite: COMM 334.

Offered: Spring.

COMM 338 - Communication for Health Professionals (4)

Designed for health professionals, this course examines the dynamics of patient-provider communication inside the context of the contemporary health system. Other topics covered include risk communication, diversity, influence of technology and social support and health.

Prerequisite: Completion of at least 60 college credits, enrollment in the Medical Imaging program and RADT 201.

Offered: Spring.

COMM 339 - Advertising Creativity (4)

The process of conceptualizing and preparing advertising for mass media is introduced. Emphasis is placed on creative thinking, strategic writing skills, and visualization.

Prerequisite: COMM 337.

Offered: Fall.

COMM 340 - Media Ethics (4)

Focus is on contemporary ethical issues that arise in both traditional mass media and new media contexts.

Prerequisite: COMM 240.

Offered: Spring.

COMM 343 - Audio Production for Multimedia (4)

This course covers the foundations of audio production for multimedia contexts including radio/podcasting, video/cinema/film, TV, and interactive multimedia.

Prerequisite: COMM 243 and COMM 244.

Offered: Fall, Spring.

COMM 344 - Broadcast Journalism (4)

The preparation, writing, production, and editing of broadcast news are discussed. Emphasis is on local and special news events. An analysis of broadcast policies and principles of news management are presented.

Prerequisite: COMM 246.

Offered: Spring.

COMM 345 - Advanced Digital Media Production (4)

Students advance their knowledge of digital media production, including video, digital graphics and audio, with an emphasis on nonfiction video projects. Course prepares them for their senior year capstone work.

Prerequisite: COMM 243 and COMM 244.

Offered: Fall, Spring.

COMM 346 - Sports Reporting (4)

Students will learn the skills necessary to succeed as sports reporters and will be required to read, watch and listen to sports reporting from a variety of sources.

Prerequisite: COMM 201 or COMM 302, or consent of department chair.

Offered: Fall.

COMM 347 - Media Law (4)

Laws and regulations that affect both mass media and new media formats are examined. Topics include the First Amendment, libel, commercial speech, obscenity and other current legal issues.

Prerequisite: COMM 240.

Offered: Spring.

COMM 348 - Global Communication (4)

Students examine how the globalization of communication systems and content affects people's lives around the world. Media and interaction patterns within and across nations are compared.

Prerequisite: COMM 240.

Offered: Fall.

COMM 349 - Media Theory and Research (4)

Students should understand the role of audience research as related to film, radio, television and online media as well as within in the social sciences.

Prerequisite: COMM 240, COMM 242 and 60 Credits.

Offered: Fall.

COMM 351 - Persuasion (4)

Students will examine principles and techniques of effective influence. The course offers practical experience in persuasive message making in a variety of contexts.

Prerequisite: COMM 208 or permission of department chair.

Offered: Fall, Spring.

COMM 353 - Political Communication (4)

The role of communication in electoral campaigns, speechmaking, debates, media coverage, political advertising, and social media is examined. Special emphasis is placed on the use of strategic communication.

Prerequisite: Completion of at least 30 college credits or sophomore standing, or permission of department chair.

Offered: Annually.

COMM 354 - Communication and Civic Engagement (4)

Students will explore the ways in which public dialogue and deliberation is used to encourage citizen engagement. Experiential projects and student-designed learning experiences are integral to the course.

Prerequisite: Completion of at least 45 college credits and COMM 208, or consent of department chair.

Offered: Spring.

COMM 356 - Group Decision Making (4)

The principles of group dynamics and discussion in task-oriented experiences are examined. Topics include group leadership skills and cooperative problem-solving methods.

Prerequisite: COMM 208 or permission of department chair.

Offered: Spring.

COMM 357 - Public Opinion and Propaganda (4)

The nature and influence of public opinion are explored. Topics include propaganda as a technique for persuasion.

Prerequisite: COMM 240.

Offered: Spring.

COMM 359 - Argumentation and Debate (4)

The tools of argumentation and debate are introduced, including the construction of logical arguments and the analysis of arguments for weakness in reasoning or evidence.

Prerequisite: COMM 208 or permission of department chair.

Offered: Fall.

COMM 376 - Advertising Laboratory (4)

Students synthesize and apply the skills and knowledge learned in previous advertising courses to design a complete advertising campaign to enhance professional development skills.

Prerequisite: COMM 337, with a minimum grade of C.

Offered: Spring.

COMM 377 - Public Relations Laboratory (4)

Working in teams, students research, plan, and implement a public relations campaign for not-for-profit groups within the community. Field experience may be required.

Prerequisite: COMM 201 or COMM 302, and COMM 311, each with a minimum grade of C.

Offered: Spring.

COMM 378 - Forensics (1)

With the approval of the forensics director, students may receive credit for participation in debate and other forensic activities. Admission to the activity does not, by itself, ensure credit. Credit may be awarded no more than four times.

Prerequisite: Completion of at least 30 college credits or sophomore standing.

Offered: Fall, Spring.

**Writing in the Discipline section:**

Media Communication

COMM 243: Preproduction for Digital Media

Students are introduced to the concepts and techniques used to develop

digital media products and learn how to write for a variety of digital

media distribution channels. At the end of this course, fully successful

students should be able to (1) identify and describe the various types of

copy used in the electronic media industry; (2) distinguish between

writing for print and electronic media (radio, television & web); (3)

critique various electronic media writing products; (4) explain key media

writing concepts and topics; and (5) create effective copy for electronic

media projects such as treatments, scripts, rundowns, executive

summaries, and project proposals.

COMM 340: Media Ethics

Students develop an understanding of key ethical issues facing media

practitioners and formulate strategies and guidelines for confronting

ethical challenges in journalism, advertising, public relations, and

entertainment media through writing (1) position papers on media ethics

cases; (2) critical comments/questions/refection/responses to each

chapter; (3) papers demonstrating how various media values and ethical

principles may or may not be at work; and (4) a research paper on a

chosen case.

Public and Professional Communication

COMM 351: Persuasion

Persuasion teaches social science and rhetorical theories of influence.

Students demonstrate knowledge and skills through both oral and written

experience. Writing assignments include 1) fully developed speech

outlines, 2) several short reaction papers and 3) a final analytical and

critical paper of substantial length requiring scholarly research and a two

draft writing process.

Public Relations/Advertising

Public Relations:

COMM 201: Writing for News

COMM 312: Advanced News and Public Relations Writing

The courses cover "the fundamentals of composition using the AP style

guide. Topics include news values, basic reporting, public relations

formats, and techniques for achieving high-quality news and public

relations writing (COMM 201). 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 (COMM 312). With the frequent writing exercises

and critical review students taking the introductory and advanced courses

are able to express themselves in both personal and professional

application. Heavy emphasis is placed on developing style and clarity.

Proper grammatical structure is stressed throughout.