# Faculty of Arts and Sciences

## Communication

Learning Goals (p. 351)

Writing in the Discipline (p. 368)

**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

A. 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 479 | Communication Internship | 4 | F, Sp, Su |

FOUR COURSES from

|  |  |  |  |
| --- | --- | --- | --- |
| COMM 242 | Message, Media, and Meaning | 4 | F, Sp |
| COMM 301 | Introduction to Public Relations | 4 | F, Sp |
| COMM 334 | Introduction to 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 | F, Su |
| COMM 443 | Sports, Culture, and Media | 4 | Sp |

Total Credit Hours: 60

B. 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 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 | F |
| 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 | Introduction to Public Relations | 4 | F, Sp |
| COMM 334 | Introduction to Advertising | 4 | F, Sp |
| COMM 357 | Public Opinion and Propaganda | 4 | F, Su |
| COMM 479 | Communication Internship | 4 | F, Sp, Su |
| COMM 485 | Public Relations and Advertising Campaigns | 4 | F, Sp |

FIVE COURSES from

|  |  |  |  |
| --- | --- | --- | --- |
| COMM 201 | Writing for News | 4 | F, Sp |
| COMM 311 | Advanced Public Relations | 4 | F |
| COMM 312 | Advanced Writing: Public Relations and Advertising | 4 | Sp |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| COMM 335 | Research for Public Relations and Advertising  | 4 | Sp |
| COMM 337 | Advanced Advertising  | 4 | Sp |
| COMM 339 | Creativity for Public Relations and Advertising | 4 | F |
|  |  |  |  |

TWO COURSES from

|  |  |  |  |
| --- | --- | --- | --- |
| COMM 242 | Message, Media, and Meaning | 4 | F, Sp |
| COMM 244 | Digital Media Lab | 4 | F, Sp, Su |
| COMM 340 | Media Ethics | 4 | Sp |
| COMM 347 | Media Law | 4 | Sp |
| COMM 351 | Persuasion | 4 | F, Sp |
| COMM 454 | Organizational Communication | 4 | Annually |
| MGT 201 | Foundations of Management | 4 | F, Sp, Su |
| MKT 201 | Introduction to Marketing | 4 | F, Sp, Su |
| MKT 334 | Consumer Behavior | 4 | F, Sp |

Total Credit Hours: 60

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 110 | Introductory Physics | 4 | Sp, 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

**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 – Introduction to 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.

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)**

Advanced public relations skills are learned, with emphasis on strategy and evaluation techniques applied to case studies. Students develop individual case studies using a multi-stage writing process.

Prerequisite: COMM 301.

Offered: Fall.

**COMM 312 - Advanced Writing: Public Relations and Advertising (4)**

Students engage in portfolio-building writing exercises beginning with resume and cover letters. Later assignments include press release, fact sheet infographic, radio and print advertisements, and annual appeal letters.

Prerequisite: COMM 301 or COMM 334.

Offered: 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 – Introduction to 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: Completion of at least 45 college credits.

Offered: Fall, Spring.

**COMM 335 – Research for Public Relations and Advertising (4)**

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

Prerequisite: COMM 301 or COMM 334.

Offered: Spring.

**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 – Advanced Advertising (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 MEDI 201 or RADT 201.

Offered: Fall.

**COMM 339 – Creativity for Public Relations and Advertising (4)**

Students are introduced to the process of conceptualizing and preparing PR and advertising content for mass media. Emphasis is placed on creative thinking, strategic writing skills, and visualization.

Prerequisite: COMM 311, or COMM 337 or permission of instructor.

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 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.

**COMM 412 - Strategies in Fundraising and Development (4)**

This course is designed to equip students with the practical skills of strategic fundraising and development, and to provide them with practice in applying these newly acquired skills.

Prerequisite: COMM 251 and COMM 351, or permission of department chair.

Offered: As needed.

**COMM 421 - Speech and Hearing Science (4)**

Basic acoustics, the acoustics of speech, speech production theory, psycho-acoustics, and speech perception are covered. Lecture and laboratory.

Prerequisite: COMM 319.

Offered: Spring.

**COMM 422 - Language Processes (4)**

Human language processes are examined, with explorations into its social, biological, and cognitive components. This course may be repeated for credit with a change in content.

Prerequisite: COMM 251 (or equivalent) and COMM 255.

Offered: As needed.

**COMM 429 - Introduction to the Clinical Process (3)**

The clinical process and ethics in speech-language pathology and audiology are introduced. Students earn 25 observation hours and learn professional report writing.

Prerequisite: Completion of at least six courses in communication, including COMM 305, with a minimum GPA of 3.00 in all courses.

Offered: As needed.

**COMM 443 - Sports, Culture, and Media (4)**

This course explores the dynamics of the relationship between sports and the media, and examines how media interprets sports through critical and cultural media theories.

Prerequisite: COMM 240 and 60 Credits.

Offered: Spring.

**COMM 452 - Conflict Resolution (4)**

Conflict is examined as a personal and societal challenge that can be managed by applying communication skills and knowledge.

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

Offered: As needed.

**COMM 454 - Organizational Communication (4)**

A review of theory and practice of communication in organizations. Topics include corporate culture, leadership, teamwork, globalization, ethics, diversity, and critiques of communication systems and structures.

Prerequisite: Completion of at least 60 college credits or junior standing, or permission of department chair.

Offered: Annually.

**COMM 459 - Debate Practicum (4)**

By applying theories and methods of argumentation, students debate on controversial topics in public venues, such as high schools.

Prerequisite: COMM 359 or consent of department chair.

Offered: As needed.

**COMM 460 - Seminar in Communication (3)**

A topic not previously studied in communication is researched.

Prerequisite: Completion of at least 75 college credits, including COMM 208, COMM 251, and 12 additional credit hours of communication courses.

Offered: As needed.

**COMM 461 - Public and Professional Capstone (4)**

This course offers students an opportunity to engage in a research study employing rhetorical, qualitative, or quantitative methods, and author an essay suitable for presentation before academic or professional audiences.

Prerequisite: 75 credit hours, all communication required courses (COMM 208, COMM 251, COMM 351) and at least 4 other Public and Professional courses.

Offered: Spring.

**COMM 479 - Communication Internship (4)**

Students gain a more comprehensive understanding of communication fields through on-the-job training. This course may be repeated once for credit.

Prerequisite: Open to communication majors who have completed at least 75 credit hours of undergraduate courses, 18 of which are communication courses, and to graduate students, with consent of instructor. Application must be made during the semester prior to field experience. Additional requirements are set forth in the application form.

Offered: Fall, Spring, Summer.

**COMM 485 – Public Relations and Advertising Campaigns**

Working in teams, students research, plan, and implement a communication campaign for a client organization. Field experience may be required.

Prerequisites: COMM 251, COMM 301, COMM 334 and COMM 311 or COMM 337.

Offered: Fall, Spring.

**COMM 490 - Directed Study (1-4)**

Designed to be a substitute for a traditional course under the instruction of a faculty member. This course may be repeated with a change in topic.

Prerequisite: Consent of instructor, department chair and dean.

Offered: As needed.

**COMM 491 - Special Problems in Communication (1-4)**

Students select a practicum-oriented problem and undertake concentrated research under the supervision of a faculty advisor. This course may be repeated once for credit with a change in content.

Prerequisite: Completion of at least 18 credit hours of communication courses, including COMM 251, and consent of instructor, department chair and dean.

Offered: As needed.

**COMM 492 - Digital Media Practicum (4)**

Students collaborate in teams to produce digital media content types across multiple media platforms, formats and delivery systems. Group and individual projects are evaluated via the student’s capstone portfolio.

Prerequisite: COMM 343, COMM 345, and COMM 349 or consent of the department chair.

Offered: Fall, Spring.

**COMM 494 - Independent Study I (4)**

Students select a topic and undertake concentrated research or creative activity under the mentorship of a faculty member.

Prerequisite: Consent of instructor, department chair and dean, and admission to the communication honors program.

Offered: As needed.

**COMM 495 - Independent Study II (4)**

This course continues the development of research or creative activity begun in COMM 491. For departmental honors, the project requires final assessment from the department.

Prerequisite: COMM 491 and consent of instructor, department chair and dean.

Offered: As needed.

**CTSC - Computed Tomography**

**CTSC 300 - Principles of Computed Tomography (2)**

The principles of computed tomography imaging are taught, including basic patient care, pharmacology and drug administration, and routine pediatric and emergency medical care procedures.

Prerequisite: Acceptance into a medical imaging clinical program.

Offered: As needed