COMMUNICATION (COMM)

COMM 10100: FOUNDATIONS OF PUBLIC COMMUN: 4 Hour(s)
FOUNDATIONS OF PUBLIC COMMUNICATION~ This course is an exploration of the multiple publics and communicative contexts that inform message creation. Students will be challenged to recognize the obligations and opportunities that exist for public communication as it occurs in their personal, professional, and civic lives. Students will analyze case studies and create audience-centered messages designed to influence publics in a variety of communicative contexts.

COMM 18000: WKSP: 1 Hour(s)
WORKSHOP~ This workshop will provide the opportunity for students to examine a special topic in Communication. Through readings, discussions and written assignments there will be opportunities to evaluate the topic at issue. Workshops may be taken Pass/No Credit only. Students may take no more than nine workshops for credit toward graduation. Workshops can be used as elective credit only. (For CAS students only.)

COMM 20300: INTRO TO HEALTH COMMUNICATION: 4 Hour(s)
INTRODUCTION TO HEALTH COMMUNICATION ~ This course provides an introduction to the various roles of communication in health. Students will examine the multidimensional and interdisciplinary aspects of the field through the analysis of interpersonal, cultural, social, and organizational issues related to health communication. Course readings and assignments will allow students to explore health communication through the eyes of patients, health care providers, health care leaders, health campaign designers, etc. and to learn how factors like culture, media, personal identity, technology, and social networks can contribute to health, illness, risk behavior, health care, and health promotion.

COMM 22000: INTERPERSONAL COMMUNICATION:CA: 3 Hour(s)
INTERPERSONAL COMMUNICATION:CA~ The course explores the complex process of communication between persons seeking meaningful and satisfying relationships. Emphasis is on perception, self concept, verbal and nonverbal messages, conflict resolution, relationships, decision-making and the role of communication. Experiential learning is central to the format of the course. This course fulfills the Social and Cultural Analysis requirement. Core: Social/Cultural Analysis Meth

COMM 22100: GROUP INTERACTION PROCESSES: 3 Hour(s)
GROUP INTERACTION PROCESSES ~ This course examines the complex dynamics of small group life within the context of organizational systems. Small group theory as it applies to perception, membership, leadership, norms, communication, problem-solving and decision making is explored. The focus of the course is to develop individual competence in group settings. Through a laboratory approach students are provided with opportunities to experiment with new behaviors and to improve group effectiveness. Students experience the development of a group through predictable stages and engage in critical analysis of the experiment. A group project is required. Also listed as Management (221 or 22100).

COMM 22200: ORGANIZATIONAL COMMUNICATION: 4 Hour(s)
ORGANIZATIONAL COMMUNICATION ~ The course involves the study of communication theory as it relates to organizations. Topics include communication systems analysis, intergroup communication, team building, goal setting, meetings, and organizational change. The course requires a field research project during which students work with actual organizations to diagnose communication systems. The course contains a significant writing component. Students will develop skill in writing proposals, letters, memos, agendas, progress reports, final reports, and executive summaries as they progress through the field research project. Also listed as Management (222 or 22200).
Prerequisite: (MGMT 218 or MGMT 21800) or (COMM 220 or COMM 22000)

COMM 22300: FAMILY COMMUNICATION:CA: 4 Hour(s)
FAMILY COMMUNICATION:CA~ Family Communication is a course dedicated to applying a wide range of communication theories and practices to an experience shared by all persons—family life. Few relationships are more important to people’s well-being than their family relationships. Although these relationships often are defined by genes and marriages, they are built, maintained, and destroyed by communication. No two people have the same familial experience, and this course offers students the opportunity to examine how diverse families function and how their specific members interact with each other. Patterns of intimacy, rituals, roles, decision-making, and conflict are included as significant issues forming family interaction patterns. Historical and other cultural familial relationships are also included to open perspectives beyond the students’ immediate experiences. Classroom discussions, experiential activities, and field projects are designed to help students gain insight into the people with whom they share their lives, as well as the workings of well-functioning or “normal” family. This course fulfills the Social and Cultural Analysis requirement. Core: Social/Cultural Analysis Meth

COMM 22400: ORAL INTERPRETATION OF LIT:CM: 4 Hour(s)
ORAL INTERPRETATION OF LITERATURE:CM~ Critical approaches to literature to discover meaning and to appreciate the emotional effect of the work is the focal point of this course. Students will use various forms of literature for interpretation and study. Emphasis is placed on principles of reading a work aloud to communicate its intellectual and emotional meaning. Presentations will possibly be an integrated or adjunct aspect of this course. A version of this course for three (3) credit hours is listed as Communication 22410. Also listed as Theatre 22400. This course fulfills the Creative Methods requirement. Core: Creative Methods

COMM 22410: ORAL INTERPRETATION OF LIT:CM: 3 Hour(s)
ORAL INTERPRETATION OF LITERATURE:CM ~ Critical approaches to literature to discover meaning and to appreciate the emotional effect of the work is the focal point of this course. Students will use various forms of literature for interpretation and study. Emphasis is placed on principles of reading a work aloud to communicate its intellectual and emotional meaning. Presentations will possibly be an integrated or adjunct aspect of this course. A version of this course for four (4) credit hours is listed as Communication 22440. Also listed as Theatre 22440. This course fulfills the Creative Methods requirement. Core: Creative Methods
COMM 22500: NONVERBAL COMMUNICATION:CA: 3 Hour(s)
NONVERBAL COMMUNICATION:CA ~ This course is devoted to the study of nonverbal communication in our intimate, social, and working relationships. Nonverbal cues found in (a) the communication context, (b) the communicator’s physical characteristics, and (c) his/her body movement and position (gestures, posture, touching, facial expressions, eye and vocal behavior) are explored alone and in conjunction with the total communication system to better understand how nonverbal behavior helps accomplish various communication goals (for example, closeness, identity, and deception). Students will be introduced to contemporary research studies as well as key works from the past to develop a theoretical perspective of the subject. Field experiments, observational studies, and classroom exercises are an integral part of the course and give students an opportunity to increase their sensitivity to messages communicated via nonverbal channels in a variety of natural settings. This course fulfills the Social and Cultural Analysis requirement.
Core: Social/Cultural Analysis Meth

COMM 23000: ARGUMENTATION AND ADVOCACY: 4 Hour(s)
ARGUMENTATION AND ADVOCACY ~ Argumentation and advocacy are examined as reasoned discourse in formal and informal decision-making situations. This includes an examination and evaluation of proofs, types and tests of evidence, proposition analysis, and their uses in the advocacy process. Students will assume the role of advocates and opponents in informal and formal communication contexts.

COMM 23700: MEDIA LAW & ETHICS:ES: 3 Hour(s)
MEDIA LAW AND ETHICS:ES~ The challenges of our times require civic engagement and careful, thoughtful judgment of our information sources. The agenda-setting and watchdog functions of the media define our experience with the United States capitalist and democratic system. Through intense research and class discussion, we will explore legal and ethical issues in the media. We will read and discuss popular press, peer-reviewed journal articles, and legal documents, to improve media literacy and explore the symbiotic relationship between what is legal and what is ethical. We will cover a variety of legal issues including First Amendment struggles, libel, slander, and invasion of privacy. We will also explore ethical dilemmas in mainstream media including current ethical issues. Course components include: in-class and out-of-class assigned readings, in-class viewing of related videos and films, ongoing class discussion, and in-class and out-of-class group and individual projects. This course fulfills the Meaning, Ethics, and Social Responsibility requirement.
Core: Meaning/Ethics/Soc Responsib

COMM 24000: SURVEY OF JOURNALISM: 4 Hour(s)
SURVEY OF JOURNALISM ~ This course examines the contemporary professional journalistic field, particularly the areas of writing for media, design, layout, public relations and advertising. It provides students with practical experience and also an understanding of ethical and legal problems facing contemporary journalism. By examining the way First Amendment principles have translated in different political and social arenas, it also addresses how effectively journalism serves its various constituencies. Also listed as Writing (240 or 24000).

COMM 24100: MASS MEDIA AND SOCIETY: 3 Hour(s)
MASS MEDIA AND SOCIETY ~ Discussions covering the evolution of print and electronic media systems in general and their impact on different kinds of societies are the central focus of the course. Audience insights will be an important part of this exercise. Press freedom, a key component of many political systems, will also be evaluated. Students will be required to analyze media content and audience responses in research papers that address these issues. Some discussion of research methodology will therefore be conducted.

COMM 24500: PUBLIC RELATIONS: 4 Hour(s)
PUBLIC RELATIONS ~ This course will introduce students to how public relations function in corporations, government, nonprofit organizations, and other institutions and provide an overview of many facets of public relations: its history, development, ethics, practice, and application. We will look at the process of public relations, including research, planning, implementation, and evaluation of public relations campaigns, survey techniques, strategies and tactics used by public relations practitioners, and how to practice public relations effectively and ethically in today’s global society. Analysis of case studies gives students the opportunity to apply public relations concepts to a realistic situation and to begin to understand the actual, creative challenges available in the public relations profession.

COMM 24600: SPORTS JOURNALISM: 4 Hour(s)
SPORTS JOURNALISM ~ This course is an overview of sports journalism and includes the study of story development from a single idea to a published story in the field of sport. This course examines the various elements necessary to bring a sporting event from the playing field to the public through the print media. Topics include types of print media, the role of sports department personnel, coverage of the sporting event, developing contracts, gaining access to sports figures, interviewing, and story development. The course focuses on developing effective writing skills by approaching sports writing as a process. Also listed as Writing (246 or 24600).
COMM 25000: COMMUN BETWEEN CULTURES:EW  3 Hour(s)
COMMUNICATION BETWEEN CULTURES:EW~ Communication channels carry our symbolic universe, create our perceptions of reality, and act as sources of influence. This course will include an examination of international and national, as well as private and public channels of communication. The emphasis will be on the effects of changing communication patterns and strategies on family structures, institutional structures, personal identity, belief systems, and cultural values. The course will examine the reciprocal nature of communication and will stress the interplay between individuals and their cultures. Different countries and cultures will be the focus in different years the course will be offered. This course fulfills the Experiencing the World requirement.
Core: Experiencing the World

COMM 25200: ENGLISH LANG: LINGUISTIC INTRO  3 Hour(s)
THE ENGLISH LANGUAGE: A LINGUISTIC INTRODUCTION~ This course traces the historical development of the English language from its Indo-European origins down to present day U.S. speech, with a special emphasis on the various contemporary American dialects. In studying this long evolution of our native tongue, students will be introduced to modern linguistic techniques and terminology. Some fieldwork in local dialects will be required. A revised version of this course is offered for four (4) credit hours as Communication 25400. A student may receive credit for only one of these courses. Also listed as English (252 or 25200).

COMM 26000: DESKTOP PUBLISHING:CM  4 Hour(s)
DESKTOP PUBLISHING:CM~ The increasing emphasis on a multimedia environment has forced journalism organizations to generate reader interest in its paper forms, particularly under the demand of traditional revenue models. We will examine the state of desktop publishing in news media as well how to integrate current trends in the creation of professional and academic documents. Thus, a firm understanding of media literacy as it relates to content production is imperative. This course focuses/teaches uses of current software for various types of document design. Students will learn how to integrate text, graphics, and photographs to create a variety of professional quality documents for journalistic and general professional use. Upon completion of the course, students will be able to combine their understanding of mass communication theoretical perspectives with common techniques for getting and maintaining a media consumer’s attention. This course fulfills the Creative Methods requirement.
Core: Creative Methods

COMM 26200: WEB DESIGN  4 Hour(s)
WEB DESIGN~ This course presents topics related to basic Web design principles. We will explore Web usability, changes in the online information landscape, as well as issues confronting Web designers. We will learn the Macintosh operating system, Web design standards, Dreamweaver current software and its components, and learn to develop unique, basic Web pages.

COMM 26500: SOCIAL MEDIA COMMUNICATION  4 Hour(s)
SOCIAL MEDIA COMMUNICATION~ In this class, we will examine social media communication and its uses and functions, proper and improper, from personal and business standpoint. This course takes a hands-on approach to learning the content which will include designing a social media marketing campaign for a local business. A variety of social media platforms will be examined. There are no prerequisites for this class.

COMM 28000: SEM:  4 Hour(s)
SEMINAR~

COMM 28100: INDEPENDENT STUDY  1-4 Hour(s)
INDEPENDENT STUDY~

COMM 29800: FIELD EXPERIENCE  1-4 Hour(s)
FIELD EXPERIENCE~ Field Experience allows a student the opportunity to examine one or more professional communication fields through observation, interview, shadowing. This may entail some professional work on behalf of the student, but is determined by the cooperating organization and the faculty supervisor. This is designed for career exploration. Generally, a student would complete 40 hours of professional commitment for each hour of academic credit, along with an analysis paper.

COMM 30000: HUMAN COMMUNICATION THEORY  4 Hour(s)
HUMAN COMMUNICATION THEORY~ In this class, we will examine the major body of theories that claim to explain and account for the process of human communication. The course focuses on theories of communication that help you understand the issues affecting the field today and people’s daily interactions in various contexts. It emphasizes the application of the theories to your experiences outside the classroom as well as the ethical issues and implications of each theory. A variety of materials including film clips, case studies, application logs, discussion, collaboration, and lecture will be utilized to sustain interest and motivate learning. This is a required course for the Communication major and minor.
Prerequisite: (COMM 101 or COMM 10100)

COMM 32400: GENDER COMMUNICATION:CA  3 Hour(s)
GENDER COMMUNICATION:CA~ This course is concerned with the communication "about" and "between" men and women. "About" involves how the sexes are discussed, referred to, or depicted both verbally and nonverbally. "Between" is the interpersonal dimension. More specific topics include the social construction of gender and the influence of gender on: self-perceptions, self-disclosure, language usage, nonverbal communication, mass media, intimacy, friendship, and professional relationships. Counts toward the Gender Studies Minor. This course fulfills the Social and Cultural Analysis requirement.
Core: Social/Cultural Analysis Meth

COMM 32600: PERSUASION AND ATTITUDE CHANGE  4 Hour(s)
PERSUASION AND ATTITUDE CHANGE~ This course focuses on the interaction of attitudes and verbal communication process emphasizing recent experimental studies dealing with source, message, receiver and environmental variables. Additionally, specific persuasive situations such as bargaining, negotiations, trial processes, marketing and political campaigns are examined. A research paper on an aspect of persuasion theory and recent experiments is required. Also listed as Management (326 or 32600).

COMM 35400: INTERCULTURAL HLTHCRE COMM:UD  4 Hour(s)
INTERCULTURAL HEALTH CARE COMMUNICATION:UD~ Cultural beliefs about disease and health are closely intertwined with beliefs about religion, life and death, and even gender and child rearing. The intersection between cultural belief systems and communication is the focus of this course. As the United States becomes more culturally diverse, the need for knowledge and sensitivity about different cultures in health care settings becomes more crucial. Whether it is a Muslim woman who refuses to let a male doctor examine her in an emergency room or a Native American who is suspicious of the "white man's" medicine, health care providers are presented with daily challenges. Students will learn culture general and culture specific concepts to achieve the goal of greater knowledge, awareness, and understanding of intercultural health care. Students will examine readings and engage in experiential learning to increase their understanding of the impact of culture on communication and its application to the health care context. This course fulfills the Understanding Diversity in the USA requirement.
Core: Understanding Diversity Home
COMM 38000: SEM:: 1-4 Hour(s)  
Seminar~

COMM 38100: SPC TPC:: 1-4 Hour(s)  
Special Topics in Communication~ Special topics focusing on specific areas within the broad realm of human communication will be offered each year. Topics will vary depending upon the currency of the subject matter and expertise of the faculty. Offered on a rotating basis, topics in Rhetoric, Communication, and Mass Media will provide an opportunity for students to examine contemporary issues and research methods. A prerequisite and/or permission may be required for some topics.

COMM 39310: CHINA: TRAD & CHG: BACKGROUND: 1 Hour(s)  
China: Tradition and Change: Background~ As a prerequisite for INTD 39300 and Study Away trip to China in the subsequent semester, the course will introduce students to China's history, geography, philosophies, religious traditions, and cultural values. The course will also address issues associated with the process of cultural transition and practical considerations for preparation for the trip abroad. The course will provide the broader context for understanding the readings, sites, and interactions when the students travel to China.  
Corequisite: INTD 39300

COMM 40100: RESEARCH DEVELOPMENT: 1 Hour(s)  
Research Development ~ Students in this course will research and develop communication topics in preparation for the Senior Seminar course. Students will also examine recent and historical communication research to become better acquainted with research writing in communication. The course also provides students with opportunities for career exploration, with special attention to resume and cover letter writing.
Prerequisite: (COMM 101 or COMM 10100) and (COMM 300 or COMM 30000)

COMM 48000: SENIOR SEMINAR: 4 Hour(s)  
Senior Seminar~ A comprehensive examination of the discipline's recent significant or historical exemplary research is undertaken to acquaint all majors with important aspects of each field within the discipline. Major areas include interpersonal, group, organizational, nonverbal communication, rhetoric, public address, mass media and journalism. Ethical issues of the discipline will also be considered, particularly a discussion of the significance of choice, moral obligations, truth, and honesty in communication. During this course, each student will also submit a research proposal and prepare a poster presentation describing his or her research plan.
Prerequisite: COMM 40100

COMM 48100: INDEPENDENT RESEARCH: 1-4 Hour(s)  
Independent Research~  

COMM 49800: INTERNSHIP: 4 Hour(s)  
Internship~ An internship can bring a specific focus to the study of communication that is not available in the traditional educational environment of a classroom or library. Students with a junior or senior status and with completion of six courses in communication may apply for an internship at a cooperating communication-related business for professional field-work experience and directed research or project. The student's study-employment is jointly supervised by a faculty member and the employer. Internships can be arranged in professions such as journalism, public relations, and mass media. For each hour of academic credit, a minimum of 40 hours of professional work experience must be completed. Additional requirements include a daily log of professional activities and a research paper connecting the theoretical learning to the practical work experience, and a written evaluation by the cooperating professional supervisor in the communication field.