

## **Communication Course Descriptions**

### **COMM 170**

#### **Public Speaking**

3 hours

Students may test out or place out of this course. Please contact Language & Literature Office for further information. This course develops an understanding of the fundamental principles and processes of human communication. Students practice and refine their skills as public speakers through frequent in-class presentations, critiques, and discussions.

NOTE: This course fulfills the Speech Essential Skill of the Liberal Studies Program.

### **COMM 250**

#### **Mass Communication**

3 hours

Overview of the crucial roles that media play in modern society, with emphasis on theoretical perspectives and ethical clarification. The course focuses on structure and history of media industries. Students gain a critical, contextual understanding of media structures, history, and theories.

Prerequisite: COMM 170 or equivalent.

### **COMM 251**

#### **Media Writing**

4 hours

This course covers the fundamentals of information gathering and writing used by newspapers, television, radio, and online reporters, and public relations practitioners. Course also focuses on review of grammar skills, critical evaluation of writing, and deadline writing.

Prerequisite: ENG 190, COMM 250.

### **COMM 263**

#### **Communication and Democracy**

3 hours

Provides students with both theoretical and applied information concerning the role of communication in the democratic process. Historical survey ranges from public address to the Internet. Issues addressed include "marketplace of ideas," freedom of speech,

freedom of the press, and ethical use of the mass media.

Prerequisite: COMM 170 or equivalent.

### **COMM 270**

#### **Advanced Public Speaking**

3 hours

The course focuses on the theoretical principles of public speaking and provides advanced practical experience in the preparation, delivery, and evaluation of public discourse.

Prerequisite: COMM 170 or equivalent.

### **COMM 272**

#### **Speech Communication Activities**

1 hour

Participation in co-curricular forensics. Emphasizes improving presentation. May be taken eight times. Dean's permission required.

### **COMM 273**

#### **Oral Interpretation**

3 hours

The study of literary texts through the medium of performance including various critical and interpretive perspectives.

Prerequisite: COMM 170 or equivalent.

NOTE: This course fulfills the Aesthetic - Literature component of the Liberal Studies Program.

### **COMM 274**

#### **Parliamentary Procedure**

1 hour

Study and practice in conducting and participating in formalized group and committee meetings.

Prerequisite: COMM 170 or equivalent.

### **COMM 276**

#### **Oral Advocacy and Debate**

3 hours

Applied argumentation and persuasive skills are developed through study of the theory and practice of competitive debate and forensics.

Prerequisite: COMM 170 or equivalent.

**COMM 300****Experimental Methods and Survey Research**

3 hours

This course surveys experimental methods and survey research used in communication studies and the assumptions, practices, and limitations of these methods.

Prerequisites: STAT 190 and COMM 382.

**COMM 315****Family Communication**

3 hours

An introduction to communication within the setting of the family. Communication is central in the initiation, growth, and change of families. Theories, models, and research methods suggest meaningful ways to study processes that characterize most families, such as decision making and negotiation of roles and rules. The overall goal of this course is to help students better understand how people (individually and collectively) develop, maintain, enhance, or diminish family relationships. A variety of types of families in a variety of cultures will be included.

Prerequisite: COMM 382.

**COMM 330****Argumentation**

3 hours

This course concerns the analysis of practical reasoning, fallacies, and limitations, from Aristotle's concept of logos to modern concepts of argument. It examines theories and models, both normative and prescriptive, of argumentation. The emphasis is on the criticism of argument rather than the invention and delivery of arguments.

Prerequisite: COMM 357.

**COMM 340****Critical Perspectives on Performance**

3 hours

Surveys the development of fundamental relationships among various critical perspectives and the possibilities for performance of literary and social texts, including such topics as mimesis, phenomenology,

and reception theory.

Prerequisite: COMM 357.

**COMM 350****Media Criticism**

3 hours

Inquiry into how many media messages (broadcasts, cinema, magazines, advertising, or news programs) shape cultural practices and legacies. Focus is on critiquing media messages in ways that reveal the distinctions between mediated and non-mediated messages. Various critical frameworks (e.g., semiotic, feminist, Marxist) will be examined and applied to media messages.

Prerequisite: COMM 250 and junior or senior status.

**COMM 351****Communication Practicum**

2 hours

Supervised participation in communication-related professional activities either on or off campus. See Practicum Application for further information and application procedures. A special application procedure is required and must be completed the semester prior to starting the practicum. May be repeated for a total of four hours. Pass/Fail grade only. Consent of instructor and Practicum Board required.

**COMM 352****History of American Journalism**

3 hours

This course presents the history and development of American journalism and mass media from Colonial times to the present and also examines the relationship of journalism to technical, economic, political, and other aspects of American society.

Prerequisite: COMM 250.

**COMM 353****Critical Perspectives on Public Relations**

3 hours

Applications of communications principles and critical examination of methods used

by individuals and institutions to relate to their respective publics.

Prerequisites: COMM 170 or equivalent, COMM 250.

Strongly recommended: COMM 251.

### **COMM 355**

#### **Broadcast Production**

4 hours

A lecture/laboratory course that includes discussion of issues of programming and production in radio and television broadcasting and cable. Experiential learning activities focus on the principles, disciplines, techniques, and technology of production with experience in news production for television and radio, including news writing, reporting, shooting/recording, and editing.

Prerequisite: COMM 367.

### **COMM 357**

#### **Survey of Rhetoric**

3 hours

Survey of Western thought about rhetoric from its classical origins to its post-modern permutations. Emphasis is on the interactions between rhetorical theories and practices in historical contexts and through time.

Prerequisite: COMM 170 or equivalent.

### **COMM 358**

#### **Advanced Radio Broadcasting**

3 hours

A lecture/laboratory course that includes basic issues in radio broadcasting rules and regulations, as well as experience in the preparation, writing, and production of radio programming, such as news and public affairs, continuity, public service, and specialty music programs. Learning activities include practical experience through participation and extensive laboratory work in the operation of KTRM.

Prerequisite: COMM 355.

### **COMM 360**

#### **Rhetorical Criticism**

3 hours

This course offers instruction in the analysis and evaluation of persuasive discourse.

Emphasis is on contemporary public discourse intended to arouse, activate, or enlighten. Students learn to question assumptions underlying rhetoric and to test claims it makes.

Prerequisite: COMM 357.

### **COMM 367**

#### **News Reporting and Writing**

4 hours

This course covers the advanced techniques of reporting and writing used in preparing newspaper and magazine articles, in addition to developing critical skills of writing. Students will contribute to the campus newspaper.

Prerequisite: COMM 251.

### **COMM 370**

#### **Group Process**

3 hours

Theory and application of the concepts related to the dynamics of human communication in small group settings. Group interaction is studied as a means of learning, understanding others, and decision-making.

Prerequisite: COMM 382.

### **COMM 375**

#### **Rhetoric and Medicine**

3 hours

A study of communication within the health care professions as it relates to concepts of health, disease, and illness.

Prerequisite: COMM 357.

### **COMM 381**

#### **Business and Professional Communication**

3 hours

This course focuses on developing oral and written skills in the business setting. Emphasizes memo writing, business letters, interviewing, oral reporting, and use of electronic media in professional presentations.

Prerequisite: COMM 170 or equivalent.

**COMM 382****Communication Theory**

3 hours

Students in this course survey the major developments and status of modern theories in communication. This course focuses primarily on social/behavioral theories that inform our understanding of communication between and among individuals and the media.

Prerequisite: COMM 170 or equivalent.

**COMM 385****American Rhetorical Traditions**

3 hours

Surveys "Great Speeches" in the American rhetorical tradition and critically analyzes major rhetorical movements in American history. The course examines the relationship among rhetoric, ideology, and the development of American culture.

Prerequisite: COMM 357 or a Classics Major or a Classical Studies Minor with permission of the Dean of Language and Literature.

**COMM 390****Classical Rhetoric**

3 hours

Introduction to the historical and theoretical antecedents of speech communication. This course will examine rhetorical theory, speech writing, and practice during the classical period, ranging from the Sophists through Augustine.

Prerequisite: COMM 357.

NOTE: General Honors Course.

**COMM 395****Interpersonal Communication**

3 hours

This course involves a critical look at interpersonal communication. The class includes analysis, synthesis, and testing of theories relevant to various contexts and issues of interpersonal communication. Students will be expected to recognize and manage their own patterns of communication as well as understand major issues involved in studying communication as an

interpersonal dynamic.

Prerequisite: COMM 382.

**COMM 401 —****Rhetoric of Women's Rights**

3 hours

Students will examine discourse, written, spoken and mediated, that is related to attempts by women to achieve economic, political, and social rights equal to men's. Prerequisite: COMM 357 or a Women's and Gender Studies Minor with permission of the Dean of Language and Literature.

**COMM 410****Media and Social Theory**

3 hours

This course surveys the philosophical roots and intellectual history of social theory in mass communication, journalism and media studies. Students engage primary texts from pragmatism, sociology, mass culture, critical theory, and British cultural studies. It cultivates a critical, grounded understanding of social theory and its relevance to contemporary research and concerns about media and society.

Prerequisite: COMM 250.

**COMM 420****Intercultural Communication**

3 hours

This course is a survey of the nature, processes, and consequences of communication between individuals and groups from different cultures and/or subcultures. Students will learn to recognize and evaluate the behavioral, communicative, political, and ethical consequences in such interactions.

Prerequisite: COMM 382.

NOTE: This course meets the Intercultural Interconnecting Perspective requirement of the Liberal Studies Program.

**COMM 424****Communication Ethics**

3 hours

This course will provide an understanding of the ethical and philosophical framework of decision-making needed for a communi-

cation professional. Students will examine contemporary and classic case studies in all areas of the communication discipline and complete a research project. Prerequisites: COMM 250, COMM 357, COMM 382, and senior status.

### **COMM 429**

#### **Political Communication**

3 hours

Inquiry into the development and presentation of political messages for public consumption, as well as message function in social and political contexts, including campaign discourse, political debates, and presidential rhetoric. Focus is on identifying the dominant theories and methodologies employed in the study of political communication and exploring the application of these to scholarly study and professional campaign work. Prerequisite: COMM 357.

### **COMM 442**

#### **Publication Design and Layout**

3 hours

Provides basic theories of design and layout for a variety of publications, including newspapers, magazines, the Web, and newsletters. The course introduces students to the use of desktop software essential to complete class projects.

Prerequisites: COMM 250 and Communication major or minor.

### **COMM 450**

#### **Editing**

4 hours

This course teaches students how to critically edit news copy and graphics and make editorial decisions, as well as develop a better understanding of legal and ethical issues of communication. The course also includes a grammar review. Laboratory work on the campus newspaper is required.

Prerequisite: COMM 367.

### **COMM 451**

#### **Internship**

1-6 hours

On-the-job specialized training in fields generally accepted as needing communication field experience to complement the student's academic training. See Internship Application for further information and application procedures. Pass/Fail only. A special application procedure is required and must be completed the semester prior to starting the internship. Application packets are available in the Division office. Permission of academic advisor, Internship Board, and Dean required. May be repeated for a total of eight hours.

### **COMM 452**

#### **Internship Evaluation**

1-3 hours

Research, evaluation, and analysis of internship experiences. Must be concurrently enrolled in COMM 451. For each 4 hours of internship credit, the student must take 1 hour of Evaluation and Analysis. See Internship Application for further information and application procedures. A special application procedure is required and must be completed the semester prior to starting the internship. Application packets are available in the Division office. Permission of academic advisor, instructor, and Dean required.

### **COMM 453**

#### **Magazine and Feature Writing**

3 hours

Provides extensive practice writing newspaper features and magazine articles. Students learn how to analyze markets, target ideas, write query letters, research and write articles of various formats, in addition to developing critical skills of writing. Prerequisite: COMM 251.

### **COMM 454 — Advertising**

3 hours

Considers advertising as a communication phenomenon and a business. Information about and limited practice in the production of print and broadcast advertising and the planning and execution of advertising campaigns. Serious consideration given to such topics as advertising's role in a capi-

talistic free society, potential advertising effects, and ethical advertising practices. Prerequisite: COMM 250.

**COMM 455  
Media Law**

3 hours

This course covers the American legal system, First Amendment principles relating to freedom of expression, laws that directly restrict or enhance information gathering and message dissemination in mass media, and the differences between law and ethics.

Prerequisite: COMM 250.

**COMM 457  
Advanced Television Production**

3 hours

A lecture/laboratory course that focuses on theory and principles of planning, pre-production, production and post-production of television public affairs programming with emphasis on the roles of the producer and director. Experiential learning includes refining and applying advanced broadcast techniques in practical field and studio production settings, as well as additional experience in operating post-production editing technology. Strong emphasis on public affairs, documentary, and news production, including research and writing, editing and presentation skills through individual and class projects.

Prerequisite: COMM 355.

**COMM 458  
Special Topics Seminar**

3 hours

An advanced topical seminar. Specific topic areas will be listed in class schedule as Special Topics Seminar Communication Arts, Communication Science, or Journalism. May be repeated.

**COMM 471  
Persuasion Theory**

3 hours

This course is a study of social and psychological variables that influence values, attitudes, beliefs, and behaviors. It is de-

signed to promote students' understanding of the fundamental principles and theories of persuasive communication, as well as considerations for application and enhancement of students' competence in the production and consumption of persuasive discourse.

Prerequisite: COMM 382.

**COMM 478  
Readers' Theatre/Chamber Theatre**

3 hours

Theoretical foundations and principles of reader's theatre and chamber theatre productions, including script adaptation and development, directing, and performance of scripts. Prerequisite: COMM 273.

**COMM 480  
Organizational Communication**

3 hours

This course provides an overview of the crucial roles that communication plays in modern organizations. A grounding of organizational theory occurs in the opening weeks. One assignment requires student teams to apply a theoretical perspective to a real organization in a truncated communication audit. Other topics include the impact of electronic media on the modern organization, the role and function of work teams, and perspectives on the development and operation of organizational leadership.

Prerequisites: COMM 382 and STAT 190.

Recommended: COMM 300.

**COMM 481  
Undergraduate Readings in  
Communication**

1-4 hours

An opportunity for the undergraduate student to earn credit through readings not covered in his/her previous courses. May be repeated for a total of 6 hours credit.

Prerequisites: COMM 250, COMM 357, COMM 382, and dean's consent.

**COMM 490****Contemporary Rhetoric**

3 hours

An examination of current trends and issues in rhetorical theory, based upon the study of Twentieth Century rhetorical concepts. Issues regarding the relationship of rhetoric to other disciplines, including science, ethics, philosophy, and literature will be investigated.

Prerequisite: COMM 357.