

tation, ceremonial address and business presentation.

COMM 230 **PERSUASION (3)** This course examines theory and practice in understanding persuasion as a means of advocacy and social influence. Persuasion theory will be applied to the areas of politics, advertising and public relations, media, interpersonal and other communication settings.

COMM 232 **DEBATE AND FREEDOM OF SPEECH (3)** This performance course examines the substantive structure, strategic bases and freedom of speech issues associated with public forms of debate. Students examine political, constitutional and collegiate forms of debate. Students participate in formal debates.

COMM 250 **POLITICAL COMMUNICATION (3)** *Prerequisite: COMM 101.* This course focuses on the theory, research, and practice of political communication. Students are involved in understanding the theories regarding political and campaign rhetoric including local levels of political rhetoric, state levels of political rhetoric and presidential rhetoric. Students locate and discuss candidate and office holder strategies through commercials, speeches, debates, print materials and appearances on television. Students serve as mock communication advisors to candidates and office holders and make recommendations on matters involving rhetorical style and content.

COMM 260 **INTRODUCTION TO PUBLIC RELATIONS (3)** *Prerequisite: COMM 201 or permission of instructor.* This course focuses on principles and practice in the major forms of writing used in public relations: news releases; broadcast publicity and public service announcements; planning and publicity for special events; feature stories; in-house publications; and institutional advertising. Learning activities include case studies of public relations problems and projects for College and community groups.

COMM 280 **INTRODUCTION TO STUDIO PRODUCTION (3)** This course introduces the aesthetics, technology, and practices of working in a television studio environment. Critical analysis of directing techniques and directorial problem solving are included. Students will engage in a series of training exercises and larger projects that develop basic skills in all the major duties associated with conducting a studio production. Additionally, they will be introduced to standard audio studio practices.

COMM 301 **RHETORICAL CRITICISM (3)** This course analyzes various forms of public address including speeches, advertising, political communication, business communication, and ceremonial address according to classical and contemporary methodologies. Emphasis is placed on developing analytical and critical thinking skills.

COMM 304 **EDITING AND COMPOSITING I (3)** *Prerequisites: COMM 204, or permission of the instructor.* This course introduces students to the technology of digital video manipulation and motion graphics. While learning basic image layering and control, students will engage in critical analysis of professional work.

COMM 312 **SMALL GROUP COMMUNICATION (3)** This course focuses on theory and research relevant to the communication process in formal and informal small group settings. It provides practical application through participation in structured and unstructured group simulations, effective group participation including group influence, leadership, role behavior, attraction, cohesiveness, interaction networks, decision making, problem solving, and discussion agenda systems.

COMM 316 **AMERICAN PUBLIC ADDRESS (3)** This course introduces the rich diversity of American oratory, past and present, emphasizing the historical and critical study of principal speakers and speeches and of their relationship to American political, social, and intellectual life.

COMM 320 **ARTICLE AND FEATURE WRITING (3)** *Prerequisite: COMM 201 or permission of instructor.* This course involves the study and practice of writing major articles and features for the print or electronic media. Attention is given to the preparation of manuscripts or

scripts for submission to campus media or commercial publishers or broadcasters.

COMM 321 **SPECIAL TOPICS (3)** This course examines communication research, interdisciplinary connection, and/or practices not otherwise covered by regularly offered courses. Topics vary and may be taken twice for credit if course topics are not the same one taken previously.

COMM 322 **ADVANCED REPORTING AND WRITING (3)** *Prerequisite: COMM 202 or permission of instructor.* This course provides rigorous in-depth instruction and critiques of students' news and feature assignments for campus publication with emphasis on public affairs. Writing uses different reporting methodologies: interviewing, official records research, direct and participant observation, and survey research.

COMM 328 **ADVANCED PUBLIC SPEAKING (3)** *Prerequisite: COMM 128.* This study of advanced public speaking techniques emphasizes improving speech content, organization, style, and delivery. Students examine model speeches and are videotaped during their performances for further self-assessment.

COMM 341 **ORGANIZATIONAL COMMUNICATION (3)** This course introduces organizational theories and communication networks as they function in today's human organizations. Emphasis is on internal communication of the organization within itself and also on the abilities one needs in that environment such as interviewing, group discussion techniques and decision-making, and public presentation in a business setting.

COMM 351 **INTERCULTURAL COMMUNICATION (3)** Students develop the knowledge and intercultural thinking approach necessary for today's global society. Emphasis is on conceptual tools needed to understand culture, communication theory, how culture influences communication, and the process of communication between people from different cultures including the rules and norms relating to verbal and nonverbal language. Values and communication systems of the U.S. are compared and contrasted with those of other countries and world religions. Diversity and identity within the U.S. is explored.

COMM 362 **PUBLIC RELATIONS CASE STUDIES (3)** *Prerequisites: COMM 260 or permission of the instructor.* Case studies and typical public relations problems in industry, labor, education, government, social welfare, and trade associations. Planning and preparation of communication materials for various media; applications of public relations techniques to manage crisis situations by identifying and prioritizing publics, designing, implementing and evaluation messages to those publics.

COMM 372 **MEDIA CRITICISM (3)** *Prerequisite: COMM 171.* As both future producers and consumers of mass media texts, students face a challenge creating and determining meaning in our society. By applying critical theory to popular culture texts, this course develops analytical skills needed to determine how meaning is placed in and taken from texts and to understand the cultural contexts of media messages.

COMM 385 **PRINCIPLES OF MEDIA PRODUCING AND AUDIOVISUAL COMMUNICATION (3)** *Prerequisite: COMM 204 or permission of instructor.* This course explores the methods of organizing and executing media projects that utilize various audio, video, and multimedia techniques. Emphasis is placed on writing for and understanding the media as well as the message. Students prepare materials and gain experience with audio-visual devices and systems. The course is organized for students to explore the conceptualization of projects, research, writing, production, and distribution of media as well as a unified, interactive process.

COMM 391 **MEDIA LITERACY I (3)** This seminar deals with the ways visual representations of American ideas and cultural values are received into daily life through repeated mass media images. Emphasis is placed on print media channels such as book and magazine illustration, mass-produced art reproductions, popular architecture, and many forms of advertising. In addition to readings and samples of the above, selected slides, films, and videos are viewed and discussed.

COMM 392 **MEDIA LITERACY II (3)** A continuation of COMM 391. This seminar focuses on the moving imagery of electronic media, particularly popular films, television, and advertising. Emphasis is placed on the changing depictions of American life through these media, how the depictions affect perceptions and attitudes, and some of the methods employed in creating these images. Readings, selections from numerous movies, television shows, and mass-market advertising are employed as reference aids.

COMM 395 **CASE STUDIES IN MEDIA HISTORY (3)** *Prerequisite: COMM 171 or permission of instructor.* Mass media texts have a rich and varied history. In this course, students will explore the historical and cultural dimensions of particular genres and/or media. Students will also examine the role of popular memory through the study of media audiences and their experiences with media.

COMM 399 **INTERNSHIP IN COMMUNICATION (1-6)** *Prerequisites: Juniors or seniors with a 2.25 minimum QPA; approval of written proposal by internship coordinator, supervising faculty, and School Dean prior to registration.* This internship provides application of historical, critical, and/or theoretical knowledge under direct supervision of a practicing professional. Interns may work in radio and television stations, newspapers, advertising and public relations agencies and other areas approved by the faculty advisors. (See "Internships.")

COMM 401 **COMMUNICATION THEORY (3)** *Prerequisites: Juniors or seniors with a 2.25 minimum QPA; approval of written proposal by internship coordinator, and supervising faculty prior to registration.* This course examines the process of theory creation and recent developments in communication theory and research. Emphasis is placed on important theories in the areas of rhetoric, media, and speech communication. Students will design, implement, and present in correct written form an original research study that serves as their senior thesis.

COMM 403 **COMMUNICATION ETHICS AND FREEDOM OF SPEECH (3)** This course examines the moral and ethical responsibilities for communication choices in personal relationships, politics, advertising and public relations, organizations, and media. This course also examines the differences between ethical and legal constraints on communication. Key principles and court rulings will be examined that determine the limits of our right to speak and dissent.

COMM 404 **EDITING AND COMPOSITING II (3)** *Prerequisite: COMM 304 or permission of instructor.* This course continues student progress in advanced digital media composition with particular emphasis on developing problem solving skills. The ability to deconstruct a creative idea into manageable components allows students to go beyond imitation and repetition and develop new creative projects.

COMM 405 **MEDIA LAW (3)** This course examines media law and First Amendment responsibilities and privileges. Content includes libel, privacy, free press/fair trial, advertising and broadcast regulations, and prior restraint.

COMM 411 **SUPERVISED PRACTICUM - EDITORS (1-3)** Enrollment in these courses is limited to students holding major editorial positions on the *Critograph* or *Argonaut* staff. Requirements are established between instructor and student on an individual basis.

COMM 412 **COMMUNICATION AND LEADERSHIP (3)** *Prerequisite: COMM 241.* The study of principles, methods, and theories of effective leadership and its relationship to communication practices and organizational culture. Leadership is examined from both the professional or business environment and as applied to daily life through the study of classic films.

COMM 421 **SPECIAL TOPICS IN COMMUNICATION II (3)** This course examines an aspect of communication theory, research, and/or practice not otherwise covered by regularly offered courses.

COMM 450**EDITING FOR PUBLICATION (3)** *Prerequisite: COMM 202.*

This course provides study and practice in copy editing, headline writing, and proofreading, with attention given to printing terminology, page makeup and design, type structure, computer use in editing, and analysis of newspaper content. This course is primarily for students holding leadership positions with campus media.

COMM 477**SENIOR PROJECT (3)** *Prerequisite: Permission of instructor.*

This course allows journalism students to gain practical experience in the field of public relations or newspaper, magazine, or broadcast reporting. Independent study on or off campus is usually required. The nature of the project determines the credit given.

COMM 480**ADVANCED MEDIA PRODUCTION (3)** *Prerequisites:*

COMM 204, 281, or permission of instructor. This course examines advanced studio practices including programming of major studio components such as the broadcast switcher and live graphics workstations. Additionally, students will gain experience in the integration of studio, edit bay, audio, and multimedia elements. Critical analysis of directing techniques and directorial problem solving are also included.

COMM 485**ADVANCED PRODUCING AND DIRECTING (3)**

Prerequisites: COMM 204, 385, or permission of instructor. Students in this course will develop and execute advanced productions ranging from live broadcasts to multimedia presentations. Emphasis will be on the organizational processes unique to producing and directing media projects. The course will also include seminar discussions of the media industry and help in building professional portfolios.

COMM 495**INDEPENDENT STUDY (1-3)** *Pre-requisite: Written consent*

of instructor and program approval of proposed study prior to registration. With the guidance of a professor in the department, a student may pursue original research or a topic outside the normal course offerings.