



**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, and 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 as taken previously.



**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 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.

