

116 Communication

Lynchburg College

COMM 362

CASE STUDIES IN PUBLIC RELATIONS (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 evaluating messages to those publics.

COMM 372

MEDIA CRITICISM (3) *Prerequisite: COMM 171.*

As both future producers and consumers of mass media texts, students face the challenge of 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 377

STUDY ABROAD (1-6) *Prerequisite: Consent of instructor.*

This course provides students with the opportunity to study principles of communication in foreign settings.

COMM 381

BROADCAST JOURNALISM (3) *Prerequisite: COMM 201,*

COMM 204, or permission of the instructor. This course sequence is a study of reporting, writing, and producing radio and television broadcast news. Attention is given to the preparation of video news reports. The history of broadcast news and legal aspects of broadcast communication are discussed.

COMM 382

DOCUMENTARY AND PUBLIC AFFAIRS PRODUCTION

(3) *Prerequisite: COMM 201, COMM 204, COMM 381, or permission of the instructor.* This course provides students with the opportunity to examine documentary film, video, and audio forms as well as public affairs broadcast programming while researching and producing projects in those fields. Projects will blend field taping and editing with studio production.

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 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 397

INDEPENDENT STUDY IN COMMUNICATION (1-3)

Prerequisites: Approval of faculty sponsor and school dean; junior or senior standing. This course provides students the opportunity to pursue individual study of topics not covered in other available courses. The area for investigation is developed in consultation with a faculty sponsor and credit is dependent on the nature of the work. May be repeated for no more than six credits.

COMM 398

SPECIAL TOPICS IN COMMUNICATION (1-3) [credit

depends on topic] *Prerequisites: A background of work in the discipline or prior consent of instructor.* This course will focus on an aspect of the discipline not otherwise covered by the regularly offered courses. The topic will vary according to professor and term; consequently, more than one may be taken by a student during his/her matriculation.

COMM 399

INTERNSHIP IN COMMUNICATION (1-12) *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

