

COMMUNICATION COURSES (COMM)

COMM 101 ARGUMENTATION AND PRACTICAL REASONING (3)

This course in oral argumentation emphasizes student ability to support and refute claims, master linear organization, and deliver arguments confidently and effectively. In creating and delivering arguments across topics and disciplines, students are introduced to such basics of critical thinking as inductive and deductive reasoning, recognition of fallacies, and argument analysis.

COMM 104 INTRODUCTION TO MEDIA TECHNOLOGY (3)

This course will introduce basic technologies that are vital to success in communication courses requiring video and multi-media production and will serve as a foundation for the advanced study of media production techniques. Students will receive instruction in the aesthetics and hands-on application of various technologies related to the communication field including video camera operation, digital video editing, and media presentation software.

COMM 112 INTERPERSONAL COMMUNICATION (3)

This course focuses on traditional and contemporary theory and research in interpersonal communication in formal and informal settings. Practical application with attention to communication concepts and behaviors such as self-concept, perception, verbal and non-verbal codes, relational development, maintenance, and termination are included.

COMM 114 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 171 MEDIA AND CULTURE (3)

Mass media play a predominant role in our lives, conveying cultural meaning that impacts us on many levels, from the global to everyday. This course examines the dynamic relationship between mass media and culture. Students will also explore the history, structure, and regulation of mass media industries.

COMM 180 STAGE AND STUDIO TELEVISION (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 440 PUBLIC RELATIONS MEDIA AND CAMPAIGNS (3)

Prerequisite: COMM 202, 260, or permission of the instructor. This course is an intensive experience in “real world” public relations problems. Students will draw on communication theory and engage in experiential learning while they produce “authentic” public relations campaign (or communication) materials and proposals for practical analysis. It also serves as the capstone course for the Public Relations/Journalism track within the major.

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 STAGE AND STUDIO TELEVISION (3)

Prerequisite: COMM 104, 180, 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, multi-camera field production, and multimedia elements. Critical analysis of directing techniques and directorial problem solving are also included.

COMM 485 PRODUCING AND DIRECTING FOR ELECTRONIC MEDIA (3) *Prerequisite: COMM 104, 206, or permission of the 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. Students will develop material for professional portfolios.

COMM 499 DONOVAN MEDIA DEVELOPMENT CENTER PRACTICUM (3-6) *Prerequisite: COMM 104, 206, or consent of instructor.*

This practicum provides for the application of multimedia production knowledge and skills to produce work commissioned by the Donovan Media Development Center under the direct supervision of a faculty member. The Donovan Center solicits projects from non-profit clients and others to create video and audio productions, PowerPoint presentations, and graphic designs that promote the aims of those organizations. Students create portfolios of their work for these clients that may be used for evaluation purposes and in their search for employment upon graduation.