

COMMUNICATION STUDIES (COM)

COM 111 - Introduction to Communication Studies, 4 credits.

A research-oriented survey of communication principles. Students are introduced to models of the communication process, methods of scholarly inquiry typically employed, classical and contemporary theory, and a selection of topics currently being investigated by scholars. Students test their learning through examinations and papers that require them to read current representative research.

Frequency: *Every Semester*

Core designations: Social Science S

COM 139 - Appreciating Film, 4 credits.

A study of major motion picture directors, their most influential work, and the development of the film director's art through the cinematic language. The course examines the evolution of directorial style and the techniques of filmmakers from the silent era to contemporary times. Creative approaches to the cinematic medium are explored in depth, and students will gain a basic understanding of film grammar through their participation as members of a critical audience. This course can also count toward the film studies program.

Frequency: *Every Year - First Semester*

Core designations: Arts R

COM 199 - Exploration Seminar, 0 credits.

Frequency: *Not offered on a Regular Basis*

Repeatable: Yes

COM 202 - Communication Criticism, 4 credits.

An introductory course on the critical analysis of communication. The course focuses on learning basic methods of criticism, and on applying those methods to a variety of communicative texts. Students examine popular culture and mediated materials (television, music, film) as well as other types of public discourse (speeches, debates). Included are units on narrative approaches, dramatic criticism, feminist and cultural analysis, media criticism, as well as traditional/classical analytical models of communication. Course requirements include quizzes and frequent written and oral critiques.

Frequency: *Alternate Years - 2nd Semester*

COM 203 - Argumentation, 4 credits.

Emphasis is placed on argumentation skills, including argument construction and criticism. Students will both research and present arguments. A significant portion of the course is spent critiquing arguments presented to the class. The course is relevant to pre-law students or any students who want to improve their critical-thinking skills and will help them develop writing abilities and expertise in applied persuasion.

Frequency: *Every Year - First Semester, Every Year - Second Semester*

Prerequisites: IOC 100

COM 207 - Oral Interpretation, 4 credits.

The course is intended to help students gain confidence and proficiency in oral performance of written material. Students will gain experience in analysis and performance of literature. Evaluation will include examinations, analytical papers, research, and critique of vocal development and gestural communication skills.

Frequency: *Not offered on a Regular Basis*

Prerequisites: (IOC 100 or DISC 109)

COM 214 - Nonverbal Communication, 4 credits.

An examination of major findings in the relationship of verbal and nonverbal behaviors, coupled with observations enabling the student to recognize these displays when they occur. Lectures address questions of theory development, the prevailing methods of observation and the features of the dominant display systems. Students participate in personal as well as research-related observations.

Frequency: *Every Year - First Semester*

COM 217 - Fundamentals of Communication Research, 4 credits.

Introduction to social scientific research methods used in the field of communication. Students will develop an appreciation for the uses of communication research in academic and practical applications. Emphasis will be placed on gaining hands-on experience using a variety of qualitative and quantitative methods.

Frequency: *Every Year - First Semester, Every Year - Second Semester*

Prerequisites: COM 111 or COM 201

COM 232 - Video Production, 4 credits.

Video Production offers students an opportunity to understand and practice the necessary combination of skills to produce complete video packages for news, corporate clients, and personal expression. No prior experience is necessary to participate in the course, which offers hands-on projects that incorporate each phase of the content-creation process: writing/pre-production, acquisition/shooting, and post-production/editing. This course can also count toward the environmental and sustainability studies program.

Frequency: *Every Year - First Semester*

COM 250 - Pre-May Seminar, 2 credits.

Frequency: *Not offered on a Regular Basis*

COM 300 - May Seminar, 4 credits.

Frequency: *May Seminar*

Prerequisites: COM 250

COM 305 - Business and Professional Speaking, 4 credits.

An examination of the theories and methods of oral presentation, especially suited to teachers, business persons and professionals. It is designed to enhance the abilities of the student to deal with communication in contemporary settings including online and digital settings. Emphasis is placed upon student presentations and evaluations in order to provide practical applications of theoretical material.

Frequency: *Every Year - First Semester, Every Year - Second Semester*

Prerequisites: IOC 100

COM 308 - Communication for Citizenship and Career, 4 credits.

This course is designed to enhance oral performance ability, particularly in professional and civic settings. Assignments include informative and persuasive individual presentations, interviews, participation in and leadership of meetings. Readings, exercises, simulations, critiques of self and classmates will direct and evaluate the skill development. Assignments will be tailored to student career orientation wherever possible.

Frequency: *Every Year - First Semester, Every Year - Second Semester*

Prerequisites: IOC 100 or IOC 101

COM 310 - Event Design & Management, 4 credits.

This course prepares students to develop and implement a wide variety of events professionally, personally, and in the community. Students will practice conceptualization, budgeting, vendor and venue selection, publicity and social media, crisis planning and risk mitigation, evaluation, and more. Students will engage in hands-on projects, attend numerous community events, and design a large-scale event.

Frequency: *Summer Session*

COM 312 - Interpersonal Communication, 4 credits.

An exploration of the nature and importance of interpersonal communication. Readings, class discussions and lectures about communication theory help students' understanding of interactions in friendships, families, romantic relationships, and work relationships. Although not a skills-oriented course, this class is designed to increase students' understanding of the effects of their own communication styles.

Frequency: *Every Semester*

Prerequisites: COM 201 or COM 111

COM 313 - Persuasive Communication, 4 credits.

An examination of the theories and research about persuasion that emerge from rhetoric, communication theory and media studies in contexts including interpersonal communication, group communication and mass communication. Ethical issues that arise whenever persuasion occurs are considered from the perspective of both the persuader and the persuadee. Readings, exercises, class discussions, and papers enable students to understand and apply theoretical concepts.

Frequency: *Every Year - First Semester, Every Year - Second Semester*

Prerequisites: COM 201 or COM 111

COM 314 - Group Communication and Team Building, 4 credits.

Emphasis is on examining research about group dynamics and communication, as well as group communication theory and its application to groups and teams in various contexts. Topics include: team building, leadership, problem solving and decision-making, cohesiveness, conflict, power, norms, roles and cultural effects and diversity. The course includes assigned reading, journaling, experiential exercises, group projects, and exams.

Frequency: *Every Year - First Semester, Every Year - Second Semester*

Prerequisites: COM 201 or COM 111

COM 315 - Interviewing, 4 credits.

Interviewing is studied from the perspective of both the interviewer and the interviewee. A variety of interviewing contexts are considered including: journalism, employment, survey, counseling and performance appraisal. The emphasis of each will concern the nature of the interview as an information-gathering skill. Lectures, class exercises, discussions, tests and projects will be used to evaluate student understanding of and practice in interviewing theories and skills.

Frequency: *Every Semester*

Prerequisites: (COM 201 or COM 111) and IOC 100

COM 316 - Intercultural Communication, 4 credits.

This course examines the interaction of cultural and communicative processes. Readings, lectures and discussion will focus on the differences in communication rules and practices that emerge when participants are from different cultures. Topics studied include interpersonal interaction, perception, information control, free speech rights, immigration and refugee issues, organizational communication, and nonverbal messages. Exercises, tests, and papers form the basis for evaluation. This course can also count toward the global studies program.

Frequency: *Every Year - First Semester, Every Year - Second Semester*

Corequisites: PEAK 400

Core designations: International-Global Prspct G

This course is PEAK Required

COM 317 - Rhetorical Theory and Criticism, 4 credits.

Course focuses upon an understanding of rhetorical theory and the application of various methods of criticism to oral discourse. Emphasis upon a historical development of theory and criticism including readings of classical and contemporary theorists. This course includes assigned readings, papers and discussion.

Frequency: *Alternate Years - 2nd Semester*

Prerequisites: COM 201 or COM 111

Core designations: Humanities H

COM 324 - Gender and Communication, 4 credits.

Focuses on interactive relationships between gender and communication in contemporary society. The course explores the many ways communication creates and perpetuates gender roles, expectations, and differences in public and private settings, but can also be used to improve our gendered individual and collective lives. This course can also count toward the women's and gender studies program.

Frequency: *Alternate Years - 2nd Semester*

Prerequisites: COM 201 or COM 111

COM 325 - New Media, 4 credits.

An introduction to the theories and practices of contemporary electronic media. Focusing principally on internet-based modes of communication and interaction, including social networking, user generated and uploaded content, and evolving innovations in software and hardware, the course also provides an overview of the radio, television, and film industries. Lecture, discussion, and hands-on interaction will guide students to a critical perspective designed to hone media literacy.

Frequency: *Every Year - Second Semester*

COM 326 - Global Cinema, 4 credits.

An introduction to major, principally non-English language feature films, along with key film terminology and related theoretical readings. Focusing on narrative movies representing Asia, Africa, Europe, India, the Middle East, and South America, the course provides an overview of issues including aesthetics, national identity, distribution, and sociopolitical implications of international film. In-class screenings of films along with interactive discussion allows students to shape critical perspectives on moviemaking around the world. This course can also count toward the film studies program.

Frequency: *Alternate Years - 2nd Semester*

Core designations: International-Global Prspct G

COM 333 - Audio Production & Podcasting, 2 credits.

Audio Production and Podcasting focuses attention on the creation of media content in which sound design is the primary element. Students learn a variety of fundamental techniques for producing different kinds of audio in journalistic and other settings. Those techniques are applied to several projects, which incorporate aspects of audio-for-video, writing for audio, conducting interviews, and integrating natural and ambient sound and music, among others. No prior experience in audio production or podcasting is required.

Frequency: *Every Year - Second Semester*

COM 334 - Broadcast Performance, 2 credits.

This course will focus on the theories and techniques of radio and television performing. Project assignments and classroom critique sessions apply the theories to practical situations. Input from guest professionals and evaluation sessions of professional performers will provide additional insight for the student.

Frequency: *Every Year - Second Semester*

COM 368 / ART 368 - Digital Photography, 4 credits.

Digital Photography is the study of basic digital photographic procedures, including digital camera and processing techniques. Approaching digital photography as an art form and as a communicative medium, the course will introduce students to the specific techniques used in such fields as fine art photography, photojournalism and photography for advertising.

By permission of instructor.

Frequency: *Every Year - First Semester*

Core designations: Arts R

COM 380 - Special Topics, 0-4 credits.

Courses covering various topics of interest in this particular discipline are offered regularly. Contact department or program chair for more information.

Frequency: *Not offered on a Regular Basis*

Repeatable: Yes

COM 382 - Analyzing Film, 4 credits.

A challenging upper-level course that applies a variety of film theories to a series of American and international feature films from classic and contemporary periods. With an emphasis on the communicative nature of cinema, students will actively engage in the practices of film analysis and criticism, as well as study issues of film aesthetics. Integrating theoretical, historical, social and literary perspectives, this course helps students gain an understanding of the unique properties of cinema. This course can also count toward the film studies program.

Frequency: *Alternate Years - 2nd Semester*

COM 390 - Internship, 1-8 credits.

Frequency: *Every Semester*

Repeatable: Yes

COM 403 - Strategic Communication and Public Relations, 4 credits.

An examination of the history, practice, and foundations of public relations. Emphasis is placed on understanding public relations as a management function that establishes and maintains mutually beneficial relationships between an organization and its publics. In addition to lecture and discussions, students prepare communication campaign strategies and materials.

Frequency: *Every Year - First Semester, Every Year - Second Semester*

Prerequisites: COM 313 and (COM 201 or COM 111)

Corequisites: PEAK 400

This course is PEAK Required

COM 413 - Advertising, 4 credits.

An examination of advertising theory, content and practice. The analysis of advertising messages is undertaken both from the perspective of the creator of advertising and from the perspective of the consumer of the messages. Readings, exercises, class discussions, lectures, projects and testing form the basis for evaluation.

Frequency: *Not offered on a Regular Basis*

Prerequisites: COM 313 and (COM 201 or COM 111)

COM 414 - Organizational Communication, 4 credits.

An examination of how communication enacts and affects organizational behavior. Topics studied include: organizational assimilation, organizational culture, motivation, power, decision-making, leadership, learning styles, conflict management, nonverbal communication, organizational ethics, change management and diversity. Emphasis is placed on the ability to apply organizational communication research and theory to organizational behavior. The course includes assigned readings, experiential exercises, case studies, exams and papers. Junior standing is recommended.

Frequency: *Every Semester*

Prerequisites: COM 201 or COM 111

Core designations: U.S. Cultural Diversity U

COM 417 - Applied Research Methods in Communication, 4 credits.

A course in scientific inquiry methods in communication, including the study of methods of research design, data collection and analysis. Topics include the ethical application of research methods in various contexts, and the development of applied research methods available to effectively collect and analyze communication data.

Frequency: *Alternate Years - 1st Semester*

Prerequisites: COM 201 or COM 111

COM 422 - Mass Communications Law and Ethics, 4 credits.

A study of legal and ethical issues vital to print and broadcast journalists and other communication professionals. Topics include prior restraint, defamation, privacy, copyright and broadcast regulation, as well as the role of journalism in society, relevant ethical theories, and the ethical decision-making process. Emphasis is on legal and ethical cases.

Frequency: *Alternate Years - 2nd Semester*

COM 431 - Broadcast Newswriting and Reporting, 4 credits.

This course focuses on the specialized style of journalistic writing used in the broadcast media. Class presentations and writing assignments are designed to provide enhancement of students' skills in writing for oral presentations. Specific content areas covered include: principles of broadcast journalistic form, story construction, language usage, news judgment and application of ethical standards in the broadcast news situation. Limited enrollment.

Frequency: *Not offered on a Regular Basis*

Prerequisites: COM 325

COM 432 - Electronic News Gathering, 4 credits.

This course is designed to orient students to the structure and procedures of gathering news materials with the use of electronics. Emphasis will be placed on story construction, visual and aural communication patterns, ethical decision-making, and the relationship of electronic news gathering to the broadcast news program. Limited enrollment.

Frequency: *Not offered on a Regular Basis*

Prerequisites: COM 332 or COM 232

COM 480 - Independent Study, 1-4 credits.

This course provides an opportunity for individual students to conduct in-depth study of a particular topic under the supervision of a faculty member. Contact the department or program chair for more information. This course can also count toward the film studies program.

Frequency: *Not offered on a Regular Basis*

Repeatable: Yes

COM 483 - Health Communication, 4 credits.

Health communication is an emerging specialty in the field of communication. This course is designed to introduce human communication in a health care context. Together we look at issues such as provider-client communication, provider-provider communication and education, intercultural health communication, health ethics, organizational communication relating to health, and mass media health campaigns.

Frequency: *Every Year - Second Semester*

Prerequisites: COM 201 or COM 111

COM 484 - Computer-Mediated Comm, 4 credits.

This course is an exploration of the impact of computer technology on communication. Readings, class discussions and lectures about computer-mediated communication theory help broaden students' understanding of the communication discipline. This course is designed to encourage careful reflection of the core curriculum and the liberal arts with careful attention to social and global implications and the role of vocation in one's life.

Frequency: *Every Year - Second Semester*

Prerequisites: COM 201 or COM 111

COM 487 - Directed Research, 1-4 credits.

This course provides an opportunity for individual students to conduct research in a specific area of study, completed under the direction of a faculty mentor. Specific expectations of the research experience to be determined by the faculty. Repeatable for credit. Prerequisite: consent of instructor.

Frequency: *Not offered on a Regular Basis*

Repeatable: Yes

COM 493 - Documentary - Historical Film, 4 credits.

This course will survey a variety of U.S. and international documentary films as well as fictional films based on historical events. Global issues in all of the films will be emphasized. Students will learn the language of the documentary film by writing frequent film critiques, and writing essay exams. Questions about the unique ways in which film approaches the depiction of actual events will be a central area of exploration in the course. Students will do an experiential project working in groups on a culminating assignment which will be to create a script for a local documentary. Frequent papers, mixed format exams, and project presentations are required. This course can also count toward the film studies program.

Frequency: *Every Year - First Semester*

Corequisites: PEAK 400

This course is PEAK Required

COM 494 - Integrated Mktg Communication, 4 credits.

This course focuses on the creation of integrated communication campaigns—those that incorporate public relations, advertising, and marketing communication with a single voice. Due to the nature of integrated communication in the modern age, a large portion of this course is dedicated to the mastery of social media (websites, blogs, Twitter, Facebook, Pinterest, etc.)

Frequency: *Alternate Years - 1st Semester*

Prerequisites: (COM 201 or COM 111) and COM 313