

COMMUNICATION STUDIES

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Overview of the Communication Major:

The Communication Major offers a focus on human communication in a wide variety of settings from face to face and organizational contexts to media and mass communication. The major stresses both general knowledge of the process of communication and skillful development and presentation of messages. In addition to course work, students gain practical experience in their concentration through internships, independent study and co-curricular activities.

Career Opportunities:

Career opportunities for Communication majors include: business and organizational leadership, public relations, journalism, radio and television, corporate training, and education. Each of these opportunities involves the need to understand and develop useful communication strategies.

Required Courses for the Communication Major (36 semester hours):

COMM 101	Fundamentals of Communication
COMM 230	Introduction to Communication Studies
COMM 261	Mass Media and Modern Society
COMM 321	Junior Colloquium
COMM 421	Senior Colloquium
COMM 491	Freedom of Expression and Communication Ethics

One of the following two courses:

COMM 231	Interpersonal Communication
COMM 235	Small Group Communication

One of the following three courses:

COMM 263	Radio and Television Production
COMM 363	Media and Public Relations Writing
COMM 365	Media Production

Two of the following four courses:

COMM 333	Organizational Communication
COMM 335	Argumentation
COMM 337	Communication Criticism
COMM 339	Persuasion

A student is required to take three hours of 100/200 workshop credit for a CATA major and complete either an internship or independent study. However, no more than 12 hours of experiential credit may count toward the completion of the major; this includes 100/200 workshop and internships. Students may not exceed 3 credit hours of 100-level workshop or 8 hours of 200-level workshop.

A passing evaluation on the Communication and Theatre Arts Senior Electronic Portfolio.

Required Courses for the Communication Minor (*for students not seeking a major in Communication; 16 semester hours*):

COMM 101	Fundamentals of Communication
COMM233	Advanced Public Speaking

One of the following two courses:

COMM231	Interpersonal Communication
COMM 235	Small Group Communication

Two of the following four courses:

COMM 333	Organizational Communication
COMM 335	Argumentation
COMM 337	Communication Criticism
COMM 339	Persuasion

One semester hour of Communication workshop credit at the 100 or 200 level.

Required Courses for the Media Minor (*for students not seeking a major in Communication; 17 semester hours*):

COMM 101	Fundamentals of Communication
COMM 261	Mass Media and Modern Society
COMM 263	Radio and Television Production
COMM 363	Media and Public Relations Writing
COMM 365	Media Production

One semester hour of Communication workshop credit at the 100 or 200 level.

Course Descriptions:

COMM 101G. Fundamentals of Communication 3 sem hrs

A practice-oriented introduction to the forms of speech, including interpersonal, small group, and public communication. Offered each semester.

COMM 113. Communication: Workshop 1 sem hr

Staff-supervised participation in communication projects. Prerequisite: Permission of the instructor. May be repeated for credit.

COMM 114. Print Media: Workshop 1 sem hr

(Cross-listed as ENGL 126) An introduction to the print media, covering the basic elements of journalism. Students will participate as staff reporters on the Courier, the college's student newspaper. Open to all students. May be repeated for credit.

COMM 115. Radio: Workshop 1 sem hr

Practical experience in radio production with a primary focus on being an announcer for the student radio station. Open to all students. May be repeated for credit.

COMM 116 Television: Workshop 1 sem hr

Practical experience in television production with a primary focus on producing a weekly news/sports program. Open to all students. May be repeated for credit.

COMM 213. Communication: Advanced Workshop 2 sem hrs

Continuation of COMM 113 with advanced work and/or a position of responsibility in communication. Primarily for junior and senior majors. Prerequisite: COMM 113, sophomore standing and permission of the instructor. May be repeated for credit.

COMM 214. Print Media: Advanced Workshop 2 sem hrs
(Cross-listed as ENGL 226) Continuation of COMM 114 with advanced journalism work and individual study with the instructor. Prerequisite: COMM 114 and permission of the instructor. May be repeated for credit.

COMM 215. Radio: Advanced Workshop 2 sem hrs
Continuation of COMM 115 with advanced work and/or a position of responsibility at the student radio station. Primarily for junior and senior majors. Prerequisites: COMM 115 and permission of the instructor. May be repeated for credit.

COMM 216. Television: Advanced Workshop 2 sem hrs
Continuation of COMM 116 with advanced work in television production with a primary focus on producing a monthly entertainment oriented program and/or a position of responsibility at the student television station. Primarily for junior and senior majors. Prerequisites: COMM 116 or 263 or 365 and permission of the instructor. May be repeated for credit.

COMM 230. Introduction to Communication Studies 3 sem hrs
An introduction to the breadth of the field of communication studies through the examination of historical and contemporary communication theories. Acquaints students with general, thematic, and contextual theories of human communication to provide a more thorough understanding of communication processes in multiple contexts (interpersonal, small group, organizational, public performance, mass, and cultural). Gives attention to application of theory in practical settings and criteria for evaluating theories. Prerequisite: COMM 101 and Communication major or permission of the instructor. Offered each year.

COMM 231. Interpersonal Communication 3 sem hrs
An examination of the verbal and nonverbal features of face-to-face communication in everyday life, social interaction, professional activity, and in our culture as a whole. Attention is given to language as a cultural system and as a meaning system, communication as behavior, relationship development, and communication systems and effects. Emphasis is placed on understanding theory, systematically observing communicative behavior, analysis of communication situations, and skill improvement. Prerequisite: COMM 101. Offered each year.

COMM 233. Advanced Public Speaking 3 sem hrs
A theory and performance-oriented course focusing on the preparation and presentation of public messages. Includes classical and contemporary rhetorical theory, argumentation, models of successful speakers, various forms of presentation (informative, persuasive, and entertaining), and directions for practice. Prerequisite: COMM 101 or permission of the instructor. Offered each year.

COMM 235. Small Group Communication 3 sem hrs
A study of task-oriented, small group communication emphasizing effective organization, decision-making, participation, and leadership. Methods of correcting specific problems that may hinder small groups are explored. Includes opportunities to participate in and analyze small group interaction. Prerequisite: COMM 101. Offered each year.

COMM 260. Introduction to Journalism 3 sem hrs
An examination of the fundamentals of news writing, news gathering and reporting for print and electronic press. Stresses the elements of style, construction and syntax in writing clear and concise copy. Special emphasis will be placed on writing and reporting news stories that are researched and select. The course will be divided into three segments: (1) Writing, editing and reporting for the print press, including the internet, (2) writing, editing and reporting for radio, and 3) writing, editing and reporting for electronic media. We will examine the editorial decision making process as well as media coverage of major news events.

- COMM 261. Mass Media and Modern Society** 3 sem hrs
An inquiry into the mass media of our time (print, film, radio, television, etc.), including study of the forces that created them and the effects they have on society. Special attention is given to theories of mass communication and the medium of television. Offered each semester.
- COMM 263. Radio and Television Production** 3 sem hrs
A survey of the historical development of and operational and management trends within broadcasting combined with practical training (e.g., announcing techniques, handling of cameras and switching equipment, editing, program planning). Prerequisite: COMM 261 or permission of the instructor. Offered each year.
- COMM 294. Special Topics. Communication** 3 sem hrs
- COMM 295. Special Topics. Print Media** 3 sem hrs
- COMM 296. Special Topics. Electronic Media** 3 sem hrs
- COMM 321. Junior Colloquium** 1 sem hr
An examination of the goals and outcomes of study in Communication. Includes opportunities to prepare and present projects and develop a student web-based electronic portfolio. Individual and group study will occur. Topics include: an overview of issues and choices facing Communication majors, internship and independent study planning, web and portfolio design, as well as career analysis and planning. Prerequisite: Communication major and junior standing or permission of the instructor. Offered in the fall semester.
- COMM 333. Organizational Communication** 4 sem hrs
An analysis of organizational communication theories and methods and the study of organizational culture, motivation, conflict, decision-making, and power, and patterns for successful leadership and careers. Includes practice in forms of communication used in business with an extensive laboratory simulation in communication training and development. Prerequisite: COMM 101 and junior standing or permission of the instructor. Offered each year.
- COMM 335. Argumentation** 3 sem hrs
An introduction to how logical arguments are structured and analyzed. Includes development of abilities in composing logically valid messages and avoiding fallacies. Emphasis is placed on what makes arguments strong and effective. Portions of the course will be devoted to how arguments are used in various fields (e.g., law, journalism, science, history, or politics). Frequent in-class, written and oral practice will occur including formal debating. Prerequisite: COMM 101, COMM 233, POLS 103, POLS 200, or by permission by the instructor.
- COMM 337. Communication Criticism** 3 sem hrs
A study of various critical perspectives and methods as applied to a variety of different communication texts, including public speeches, plays, films, and television news broadcasts. Emphasis is placed on enhancing critical thinking skills as well as on writing and articulating persuasive arguments. Prerequisite: COMM 101 and 230.
- COMM 339. Persuasion** 3 sem hrs
A study of the classic concepts of persuasion in relation to modern theories of how people effect changes in others' beliefs, attitudes, and behavior. Includes opportunities to prepare and present persuasive efforts culminating in the development of a persuasive campaign plan. Prerequisite: COMM 101 and 230 or 363. Offered each year.
- COMM 363. Media and Public Relations Writing** 3 sem hrs
A broadcast media and public relations writing course providing practical experience in the creation of commercial and noncommercial materials for radio, television, print and news media. Prerequisite: COMM 261 or PUBR 341. Offered each semester.

COMM 365. Media Production 4 sem hrs

A study of contemporary electronic communication technology. Applications include: website design and maintenance, the creation and implementation of multimedia projects (audio, video, graphics). Combines application of communication theory with practice in developing successful projects. Prerequisite: COMM 101. Offered each semester.

COMM 367. Layout and Design 4 sem hrs

A study of design and layout concepts as they apply to print and electronic communication. Applications include website design and the creation and implementation of media projects (promotional graphics, printed materials, photo-illustrations). Combines application of communication theory with practice in developing successful projects. Prerequisite: Communication and Theatre Arts 101.

COMM 394. Seminar: Communication 3 sem hrs

A seminar centered on a problem or topic as announced before each offering. Designed for juniors and seniors. Prerequisite: Permission of the instructor. May be repeated for credit.

COMM 395. Seminar: Print Media 3 sem hrs

A seminar centered on a problem or topic as announced before each offering. Designed for juniors and seniors. Prerequisite: Permission of the instructor. May be repeated for credit.

COMM 396. Seminar: Electronic Media 3 sem hrs

A seminar centered on a problem or topic as announced before each offering. Designed for juniors and seniors. Prerequisite: Permission of the instructor. May be repeated for credit.

COMM 421. Senior Colloquium 1 sem hr

Continuation of Junior Colloquium examining the goals and outcomes of study in Communication and Theatre Arts. Includes opportunities to prepare and present projects and complete a student web-based electronic portfolio. Individual and group study will occur. Topics include: an overview of emerging issues facing Communication and Theatre Arts graduates, web and portfolio design, as well as career and life planning. Seniors serve as mentors to sophomore and junior Communication majors. Prerequisite: Communication major and senior standing or permission of the instructor. Offered in the fall semester.

COMM 490. Independent Study 1–6 sem hrs

A faculty directed program of individual study consisting of reading, research, or creative production. Prerequisite: Prior approval of the department. May be repeated for credit.

COMM 491. Freedom of Expression and Communication Ethics 3 sem hrs

A study of the foundations of freedom of expression and communication ethics in our society. Major historical documents pertaining to the freedom of communication and the moral and ethical base of communication will be reviewed. The continuing tension between artistic freedom and censorship will also be examined. Historical materials will be applied to current points of contention in the arts, business, media, and politics. Culminating experience required of all majors. Prerequisite: Senior Communication major or minor or senior Public Relations major, or permission of the instructor. Offered each year.

COMM 494. Internship in Communication 3–9 sem hrs

An experience designed to allow the student to use in the field concepts and ideas developed during major study and to help prepare the student for employment. Prerequisites: Junior standing and prior approval of the department. May be repeated for credit.

COMM 495. Internship in Print Media 3–9 sem hrs

An experience designed to allow the student to use in the field concepts and ideas developed during major study and to help prepare the student for employment. Prerequisites: Junior standing and prior approval of the department. May be repeated for credit.

COMM 496. Internship in Electronic Media**3–9 sem hrs**

An experience designed to allow the student to use in the field concepts and ideas developed during major study and to help prepare the student for employment. Prerequisites: Junior standing and prior approval of the department. May be repeated for credit.