

Communications (COMM)

COMM 1307 Introd to the Mass Media **3 SCH (3-0)**

Mass communication in modern society. Communication processes, legal consideration and social implications.

COMM 1318 Interpersonal Communication **3 SCH (3-0)**

Interpersonal communication including one-to-one and small-group settings. Issues such as self-concept, perception, relationship development, conflict, and communication barriers.

COMM 2129 Publication Laboratory **1 SCH (0-2)**

Practical experience in publications. The course may be repeated for a maximum of 3 semester hours of credit.

COMM 2310 Media Design **3 SCH (3-0)**

Theory and practice of media design, editing, and layout for print and electronic media. Journalistic ethics and other problems confronting editors and publication designers.

Fee: \$30.00

COMM 2311 Media Writing **3 SCH (2-3)**

Theory and practice of newswriting and relationships with sources. Lectures and assignments covering news for print, electronic media, and digital media. Discussions of journalistic ethics and other problems confronting journalists. Prerequisites: ENGL 1301 and ENGL 1302.

Fee: \$20.00

COMM 2316 Media Production I **3 SCH (3-0)**

Introduction to operation, production and theory of film and media, whether for artistic or journalistic objectives. A special emphasis will be placed on community affairs programming and social media as well as the production of programs for broadcast and for the internet.

COMM 2333 Small Group Communication **3 SCH (3-0)**

Communication techniques for leading and participating in small groups. Special emphasis on the nature of small groups, factors influencing communication in groups, and small group decision-making. Prerequisite: COMM 1311 or permission of instructor.

COMM 3301 Social Media & Digital Reporting **3 SCH (0-2-0-3)**

Theory and practice in news gathering and writing; types and techniques of public affairs reporting. Lab assignments include coverage of university departments and activities, municipal and county government, schools and courts focusing on print, electronic, and digital media reporting. Prerequisite: COMM 2311 or consent of instructor.

Fee: \$30.00

COMM 3311 Digital Storytelling **3 SCH (3-0)**

Identifying and developing feature story ideas for print, electronic, and digital media. Prerequisite: COMM 2311.

COMM 3316 Media Production II **3 SCH (3-0)**

Intermediate theory and basic training in producing video and digital short-format content across media: film, digital, television, radio, and the web. Storytelling and the basics of producing, writing, directing and editing shorts, such as those in newscasts and on websites, as well as developing work habits and ethics of an industry professional. Prerequisite: COMM 2316 or permission of instructor.

COMM 3317 History of Media **3 SCH (3-0)**

Development of journalism in the United States with attention to the social, economic, and political forces which brought about changes in journalistic techniques and in basic ideas as to media functions. Study the careers of noted journalists.

COMM 3321 Principles of Advertising **3 SCH (3-0)**

Advertising writing, layout, typography and art work. Advertising campaigns, selling, practice exercises and advertising work.

COMM 3331 Persuasive Communications **3 SCH (3-0)**

Theories and techniques of persuasive communication including the psychological, logical and ethical principles involved. Types of speaking and persuasion in the media will be studied. Required for speech concentration. Prerequisite: COMM 1311 or permission of instructor.

COMM 3335 Discussion and Debate **3 SCH (3-0)**

Small group theories and techniques as they relate to group processes and interaction as well as the basic principles and practice of argumentation and debate.

COMM 3341 Oral Interpretation **3 SCH (3-0)**

Analysis and practice of techniques in the oral interpretation of drama, poetry, prose, programmed readings, lecture recital and group interpretations.

COMM 3352 Nonverbal Communication **3 SCH (3-0)**

Study of nonverbal communication, including body language, use of space, and sound as nonverbal forms of communication. Nonverbal communication as it pertains to both gender and culture. Prerequisite: 6 semester hours of COMM or consent of instructor.

COMM 3353 Acting for the Camera **3 SCH (3-0)**

Developing concepts of the use of the voice and body in the creation of character for the camera, for film and television.

COMM 3355 Intercultural Communication 3 SCH (3-0)

Communication in multicultural contexts, in intrapersonal, interpersonal, and small-group contexts. Emphasis on conflict resolution and constructive collaboration in intercultural situations. Prerequisite: 6 semester credit hours of COMM or consent of instructor.

COMM 3356 Conflict and Communication 3 SCH (3-0)

Comprehensive perspectives on conflict, including its causes, manifestations, and outcomes. Communication techniques applied in interpersonal, intergroup, organizational, and community conflicts. Prerequisite: 3 semester hours of COMM courses, or by consent of instructor.

COMM 4302 Editorial Writing 3 SCH (3-0)

Purpose and style of editorial comment and opinion as well as page editing in the media. Prerequisite: COMM 2311 or permission of instructor.

COMM 4306 Selected Topics in Comm 3 SCH (3-0-3)

Advanced work in areas of Communication, Journalism or Media. May be repeated once for credit when topic varies. Prerequisites: A combination of COMM 1307, COMM 1311, COMM 1315, COMM 1318, COMM 1321, COMM 2310, COM 2311, COMM 2316, COMM 2333, COMM 3301, COMM 3311, COMM 3316, COMM 3317, COMM 3321, COMM 3331, or COMM 3335 totaling six semester hours.

COMM 4307 Hispanics in the Media 3 SCH (3-0)

Provides historically accurate information about the impact of Spanish-language media in the United States and develops appreciation for diversity and knowledge of Latino subcultures of the United States.

COMM 4310 Rhetoric and Public Address 3 SCH (3-0)

The nature and function of rhetorical criticism, explored through the systematic study of important speeches. Prerequisite: 6 hours of COMM courses or junior standing.

COMM 4312 Research in Mass Communication 3 SCH (3-0)

Systematic study of mass communication/journalism. Quantitative and qualitative methods of research. Prerequisite: 6 semester hours of communication, journalism and/or speech.

COMM 4313 Gender and Communication 3 SCH (3-0)

The role of gender in human communication. Attention to oral histories, alternative narratives and gender theory, including systematic, cultural, cognitive and behavioral approaches to studying gender and communication. Special attention to gender in the workplace. Prerequisites: 6 hours of COMM and junior standing.

COMM 4317 Mass Media Public & Law (WI) 3 SCH (3-0)

Legal and ethical limitation and responsibilities of the mass media, relationship and interaction between broadcaster, governmental regulatory agencies and the public. Prerequisite: 6 semester hours of journalism and/or radio-tv.

COMM 4321 Advanced Advertising 3 SCH (3-0)

Experience with professional-style presentations to national and international clients. Prepares students for the American Advertising Federation's National Student Advertising Competition. Prerequisite: COMM 3321 or permission of instructor.

COMM 4324 Public Relations & Crisis Comm 3 SCH (3-0)

Public relations and crisis management and problem solving through journalism, mass media, and digital media. Theoretical basis for public relations; law and ethics concerning the profession.

COMM 4331 Readings in Comm & Theatre 3 SCH (3-0)

Research in contemporary thought in communication and theatre. Prerequisites: 6 hours of COMM and junior standing. (Credit may not be obtained in both COMM 4331 and THEA 4331.)

COMM 4350 Organizational Communication 3 SCH (3-0)

Theoretical investigation and practical application of organizational communication principles. Focus on information processing and problem solving within organizations. Prerequisites: 6 semester hours of COMM and junior standing.

COMM 4351 Communication Theory 3 SCH (3-0)

Critical examination of theories and research in communication. Focus on rhetorical, interpersonal, group, mass, and organizational communication theories. Prerequisites: Junior or Senior standing, 9 semester hours of COMM, at least 6 of which must be sophomore level or higher, or consent of instructor.

COMM 4391 Independent Study in Comm 1-3 SCH (1-3)

Intensive work in a special area of the student's major or minor. A maximum of 6 semester hours of credit in independent study may be applied toward graduation. Prerequisites: A combination of COMM 1307, COMM 1311, COMM 1315, COMM 1318, COMM 1321, COMM 2310, COM 2311, COMM 2316, COMM 2333, COMM 3301, COMM 3311, COMM 3316, COMM 3317, COMM 3321, COMM 3331, or COMM 3335 totaling six semester hours.

COMM 4392 Internship Mass Communication 3 SCH (3-0)

This course allows a student to gain practical experience in professional communications media or organizations through a comprehensive internship supervised both by faculty and professionals. Prerequisites: A combination of COMM 1307, COMM 1311, COMM 1315, COMM 1318, COMM 1321, COMM 2310, COM 2311, COMM 2316, COMM 2333, COMM 3301, COMM 3311, COMM 3316, COMM 3317, COMM 3321, COMM 3331, or COMM 3335 totaling nine semester hours. or approval by the instructor and department chair. Course can be repeated once with permission of instructor and department chair.

COMM 4399 Senior Project 3 SCH (3-0)

The successful execution of a project in Communication, Journalism or Media by a COMM major or minor with senior standing.