

# COMMUNICATION (COMM)

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## Courses

### COMM-101 FUNDAMENTALS OF ORAL COMMUNICATION 3.00 Credits

This course is designed to provide the student with an understanding of the skills necessary to communicate with others and in groups. In addition, the course will prepare students to present material orally and visually.

### COMM-195 PRACTICUM IN COMMUNICATIONS 1.00-12.00 Credits

### COMM-201 INTRODUCTION TO MASS COMMUNICATION 3.00 Credits

An analysis of the forms and purposes of mass communication. The course focuses on organization, structure, management and unique characteristics of the broadcast, print, and film media.

### COMM-202 INTERPERSONAL COMMUNICATION 3.00 Credits

A study of skills aimed at improving the individual student's communication in interpersonal relationships and in small group settings. Includes experiential methods through experiences that exemplify concepts taught: self-image, self-disclosure, listening skills, nonverbal skills. This course is writing integrated.

### COMM-203 SMALL GROUP COMMUNICATION 3.00 Credits

Variables and theories of small group behavior, structure, and interaction. Emphasis on actual experience in small groups.

### COMM-204 PUBLIC SPEAKING 3.00 Credits

Theory and practice to facilitate basic competency in public speaking through a variety of types of 'one-to-many' speaking situations: banquets, panels and forums, sales presentations, special public ceremonies, political action meetings.

### COMM-205 LOGIC AND ARGUMENTATION 3.00 Credits

The principles of deductive and inductive logic, how to present cogent arguments, and how to identify errors in reasoning. Writing integrated.

### COMM-211 VIDEO PRODUCTION I 4.00 Credits

Introduction to the theoretical and practical aspects of basic video production.

### COMM-250 INTRODUCTION TO JOURNALISM 3.00 Credits

An introduction to the dynamic and complex issues of ethics, framing, mediums, and visuals of journalism practices as well as consumption. Will consider technology and its impact on the field as well as covering theories pertinent to understanding journalism more deeply. Course participants may also publish writing assignments in our student-run, campus newspaper (the Pathfinder). Pre-requisite: ENGL-101.

### COMM-290 DIRECTED STUDY IN COMMUNICATIONS 1.00-3.00 Credits

### COMM-291 WORKSHOP IN COMMUNICATIONS 1.00-3.00 Credits

### COMM-292 SPECIAL TOPICS IN COMMUNICATIONS 1.00-3.00 Credits

### COMM-294 INTERNSHIP IN COMMUNICATIONS 1.00-12.00 Credits

### COMM-295 PRACTICUM IN COMMUNICATIONS 1.00-12.00 Credits

### COMM-299 RESEARCH ASSISTANTSHIP 1.00-12.00 Credits

### COMM-300 EDITING FOR PRINT AND ONLINE 3.00 Credits

Focuses on writing and revision in both print and online formats. Emphasizes a range of techniques to improve editing skills that are transferrable to a variety of writing styles and technological formats. Pre-requisite: ENGL-102 or ENGL-109. Crosslisted with ENGL-300.

### COMM-301 MEDIA RELATIONS 3.00 Credits

A broad overview into the different writing principles and practices of TV, radio and print media. The course will cover topic areas such as using and understanding AP style, writing for general audiences, broadcast writing, and writing advertising copy. Also, writing and editing magazine and employee publications, newsletters and brochures, and planning and implementing special events. This course is writing integrated. Pre-requisite: ENGL-102.

### COMM-302 SCREENWRITING 3.00 Credits

This course explores the various aspects of planning and writing for television, video, and film productions. Cross-listed with ENGL-303.

### COMM-304 ADVANCED PUBLIC SPEAKING 3.00 Credits

An advanced study of the theory, practice, and criticism of public speaking, with an emphasis on the writing and revision of speeches using a variety of genres, styles, and techniques. Students will employ impromptu, extemporaneous, manuscript, and technology enhanced delivery techniques. Writing Integrated.

### COMM-306 PLAYWRITING 3.00 Credits

Playwriting is dedicated to the dramatist's processes. Students will learn to write plays by writing plays and analyzing the plays of others. The primary goal of the course is to encourage students to write quickly, fluidly, and fearlessly. Students will write several short plays, which will be revised and over the course of the semester. The emphasis is on experimentation and process. Pre-requisite: ENGL-101. Cross-listed with THEA-306 and ENGL-306.

**COMM-310 ORGANIZATIONAL COMMUNICATION 3.00 Credits**

Study of the theory and practice of communication in organizations, as well as the design and use of instruments for assessing the effectiveness of organizational communication.

**COMM-311 VIDEO PRODUCTION II 1.00-4.00 Credits**

This course is designed to further the student's knowledge of the theoretical and practical aspects of video field production. Pre-requisite: COMM-211 or permission of instructor.

**COMM-320 PERSUASION 3.00 Credits**

A comprehensive review of the process of attitude change. Classical through contemporary views of the persuasion process will be examined. Students will be asked to prepare and make presentations in a wide variety of advocacy situations. Pre-requisite: Completion of Oral Communication area of General Education Core.

**COMM-330 PROFESSIONAL COMMUNICATION 3.00 Credits**

Designed for individuals who are planning a business or professional career. Professional credibility, responsive listening, dealing with conflict, giving and taking criticism, team building, responsibility attribution, and nonverbal components of the communication atmosphere will be included. Pre-requisite: Complete Oral Communication of General Education Core.

**COMM-340 AESTHETICS OF VISUAL PRODUCTION 3.00 Credits**

Examines the aesthetic elements of media production. It will focus on theoretical and practical aspects in the construction and deconstruction of visual imagery.

**COMM-345 INTERCULTURAL COMMUNICATION 3.00 Credits**

Analytic study of the similarities and differences in verbal and nonverbal communication of various cultures. Includes language or code systems and the perception of relational and intent aspects of messages.

**COMM-346 NONPROFIT MANAGEMENT 3.00 Credits**

This course introduces students to the nature of nonprofit organizations and provides a framework for managing and leading within the nonprofit sector. Key content areas include: understanding of legal structure, governance and leadership, accountability and performance, strategic planning, partnerships and alliances, employees and volunteers; marketing and communications; and financial management. Theory and practical application are blended in this course, providing an experiential learning experience through a service learning project for a local nonprofit organization. Crosslisted with BUS-346.

**COMM-347 NONPROFIT FUNDRAISING 3.00 Credits**

This course focuses on fundraising from the perspective of a nonprofit organization. Students will explore the skills needed to become a successful fundraiser, including donor research, event planning and evaluation, and community relations. From seeking donors and developing a needs statement through creating a fundraising plan and implementing a successful fundraising event, students will gain practical knowledge, which can be applied in a variety of situations. This course has a large community engagement component, and students will work with real nonprofit organizations to apply course concepts. Crosslisted with BUS-347.

**COMM-348 NONPROFIT GRANT WRITING 3.00 Credits**

This course focuses on grant writing from the perspective of a nonprofit organization. Students will become familiar with grant seeking and grant writing processes. From searching for funders and developing a needs statement through creating a budget and implementing a successful grant, students will gain practical knowledge which can be applied in a variety of situations. Students will gain experience in both writing and reviewing grant proposals. This course has a large community engagement component, and students will work with real nonprofit agencies to apply course concepts. Pre-requisites: Must have Junior standing or higher or permission from the instructor. Crosslisted with BUS-348.

**COMM-350 SPORTS COMMUNICATION 3.00 Credits**

This course presents students with the basics of communication in sports, with an emphasis on journalism and sports information. This includes the history of the industry, practical reporting, and the role media play in sports. Students will learn how to create press releases, produce creative new media, conduct interviews, handle crises situations, and craft enterprise stories. Considering mythology, ritual, politics, commercial interests, and organizational perspectives, the course probes the communicative practices of sport, with consistent focus on the dynamic between participant, spectator, and the sports media. Pre-requisite: Complete Oral Communications of General Education Core or Instructor Permission.

**COMM-357 CONTEMPORARY EUROPEAN CULTURE IN FILM 3.00 Credits**

Examines various aspects of European culture through the medium of film and provides a comparative view of the diverse subcultures that are included in European countries. Emphasizes the significance of foreign cinema as a medium of communication and complements studies of intercultural communication.

**COMM-360 HISTORY OF MOTION PICTURES 3.00 Credits**

Examines the history and development of motion picture art. Cross-listed with HIST-360.

**COMM-361 FILM STUDIES: ANIMATION 3.00 Credits**

This class looks at the development of animation as an art form. It will roughly follow the historical development of animation throughout the world.

**COMM-362 FILM STUDIES:THE DOCUMENTARY TRADITION 3.00 Credits**

This class will examine the history and development of nonfiction films from the first film made in 1895, to the modern era.

**COMM-363 FILM STUDIES: NATIVE AMERICANS IN FILM 3.00 Credits**

This course will examine the treatment of Native Americans in film and video. We will look at images depicting the character and behavior of Native Americans in film.

**COMM-370 POLITICAL COMMUNICATION 3.00 Credits**

This course deals with communication as the essence of the political process. By examining such topics as political campaigning, the press-government relationship, and the rhetoric of political leaders, the implications of political communication are addressed from the perspectives of politicians, the press, and the public. Cross-listed with POLS-370.

**COMM-375 CREATING DIGITAL MEDIA 3.00 Credits**

This course is designed to give the non-expert practical experience in making digital media using simple tools of graphic design, photo editing, video editing, and audio editing. Although the course will provide an introduction to industry best practices in digital media, the main goal of the course is to give students experience in adapting written messages for audiovisual media. This workshop based course will require students to submit their digital media assignments for review from their peers. All reading materials for the course will be free Open Educational Resources online. Some of the software used in the course will be available for free, but students will be expected to purchase low-cost software subscriptions and have access to a laptop or personal computer for producing their various digital media assignments over the semester.

**COMM-380 ETHICAL ISSUES IN COMMUNICATION 3.00 Credits**

An exploration of ethical issues in communication. Includes an examination of media standards through the use of case studies, readings, and class discussion.

**COMM-384 COMMUNICATION THEORY 3.00 Credits**

Integrates the major theoretical contributions to the communication discipline. Scientific, social/scientific, and humanistic influences on the development of communication theory.

**COMM-390 DIRECTED STUDY IN COMMUNICATIONS 1.00-3.00 Credits****COMM-392 SPECIAL TOPICS IN COMMUNICATIONS 1.00-3.00 Credits****COMM-394 INTERNSHIP IN COMMUNICATIONS 1.00-12.00 Credits****COMM-395 PRACTICUM IN COMMUNICATIONS 1.00-12.00 Credits****COMM-399 RESEARCH ASSISTANTSHIP 1.00-12.00 Credits****COMM-400 ADVERTISING 3.00 Credits**

An in-depth study of the advertisement industry. Will explore theories of advertising as they relate to questions of ethics, consumerism, social media, and successful and unsuccessful marketing campaigns. Students will both create and critique advertisements. Suggested prerequisites: COMM-320, COMM-384, BUS-311, and/or BUS-321. Crosslisted with BUS-400.

**COMM-402 ADVANCED SCREENWRITING 3.00 Credits**

Designed for students already familiar with proper screenwriting principles. Students read, analyze, and study the craft of writing for television and film. In a workshop environment, students develop an original idea from initial concept to completion of a full-length screenplay. Pre-requisite: ENGL-303 or COMM-302. Cross-listed with ENGL-403.

**COMM-405 MULTIMEDIA WRITING 3.00 Credits**

Designed to help develop professional writing skills and practice writing on a deadline. This course will provide instruction and practice in various genres of journalistic writing, including feature writing and sports journalism, among others. Will cover new media practices (social media and writing for the web) as well as traditional media writing. Pre-requisite: ENGL-102 or ENGL-109. Cross-listed with ENGL-405.

**COMM-406 ADVANCED PLAYWRITING 3.00 Credits**

Playwriting is dedicated to the dramatist's processes. Based on the work from THEA-306, students will continue to develop their skills by learning to write 1-act and full-length plays by writing plays and analyzing the plays of others. The primary goal of the course is to encourage students to write quickly, fluidly, and fearlessly. Students will write several plays, which will be revised over the course of the semester. The emphasis is on experimentation and process. Cross-listed with THEA-406 and ENGL-406. Pre-requisite: THEA-306.

**COMM-411 VIDEO PRODUCTION UNIT 1.00-4.00 Credits**

An advanced video production course designed to allow students to apply the skills learned in COMM-211/COMM-311.

**COMM-420 RESTORATIVE COMMUNICATION 3.00 Credits**

Using techniques of self-reflection and methods based in appreciative inquiry, explores various approaches to cultivating sustainable communication within both organizational and interpersonal relationships. Covers contemporary communication issues in a variety of contexts and will implement theory-based strategies from a synthesis of interpersonal communication, positive psychology, and leadership theory. Pre-requisite: ENGL-101 or ENGL-109.

**COMM-440 SOCIAL MEDIA MARKETING 3.00 Credits**

This course combines the traditional field of marketing with the new(er) practice of social media communication. Marketing commonly involves breaking down audiences into demographic population segments so that businesses or organizations can more effectively sell a product, service, or idea. Social media is a setting where marketing happens, just as marketing also happens in newspapers, snail mail, radio, TV, billboards, events, etc. Additionally, social media is a communication practice where individuals and users participate in a finite attention economy where each message is competing for the time and attention of a target audience. Pre-requisite: Complete Oral Communications of General Education Core or Instructor Permission.

**COMM-450 DIGITAL PHOTOGRAPHY 3.00 Credits**

This course examines both the art and application of digital photography. It will include elements of the history of photography, technical operation of cameras, current developments in the field of photography, theoretical aesthetics, and photo criticism. Access to camera required. Cross-listed with ART-450.

**COMM-470 HUMAN RELATIONS: CONFLICT MANAGEMENT 3.00 Credits**

The primary focus of this course will be to understand the nature of conflict (and how it differs from disagreement), learning how to manage it, and if possible, to de-escalate it in both personal and professional situations. Cross-listed with HRPT-470.

**COMM-475 THE DARK SIDE OF HUMAN RELATIONS 3.00 Credits**

Will investigate how individuals cope with difficult, problematic, distressing, and disruptive social interaction. The topics in this course are the hidden and forbidden aspects of interpersonal communication often examined within only one specific discipline. With the prime focus on the communicative dynamics of these social interactions this course will take an interdisciplinary perspective that spans communication, psychology, sociology, and other cognitive disciplines; and will shine a light on the complexities, both moral and functional, involved in close relationship processes. Cross-listed with HRPT-475.

**COMM-490 DIRECTED STUDY IN COMMUNICATIONS 1.00-3.00 Credits**

**COMM-491 WORKSHOP IN COMMUNICATIONS 1.00-3.00 Credits**

**COMM-492 SPECIAL TOPICS IN COMMUNICATIONS 1.00-3.00 Credits**

**COMM-494 INTERNSHIP IN COMMUNICATIONS 1.00-12.00 Credits**

**COMM-495 PRACTICUM IN COMMUNICATIONS 1.00-12.00 Credits**

**COMM-498 SENIOR RESEARCH PROJECT DESIGN 3.00 Credits**

A required senior course which introduces students to rhetorical, critical, and social science research methodologies. Students prepare and present a research proposal in their area of emphasis for completion in COMM 499, Senior Research Project. This course is writing integrated. Pre-requisite: Senior standing.

**COMM-499 RESEARCH PROJECT AND SEMINAR IN COMMUNICATIONS 3.00 Credits**

Capstone senior course for Communication majors. Synthesizing college coursework, students complete and present a research project in their area of emphasis. The senior communication portfolio is also completed and presented. This course is writing integrated. Pre-requisite: COMM-498.