

COMMUNICATION AND MEDIA STUDIES — (COMM)

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The Department of Communication and Media Studies represents one of the fastest-growing disciplines in higher education. It is founded on the belief that competent communication transforms individuals, organizations, and society. Competent communication involves forming and maintaining satisfactory relationships, having skill in a variety of communication behaviors and being able to adjust those behaviors for a variety of situations, showing empathy, and applying ethical guidelines for communication practice. Courses in the department reflect these concepts through the breadth of areas of expertise within the discipline.

Graduating majors are prepared for careers or advanced education in fields as diverse as advertising, entrepreneurship, public relations, broadcast journalism, law, ministry, human resources, higher education, and not-for-profit management.

After completing the requirements for a Communication and Media Studies major, students will be able to:

- Describe the Communication Discipline and its central questions;
- Employ Communication theories, perspectives, principles and concepts;
- Engage in Communication Inquiry;
- Create messages appropriate to the audience, purpose, and context;
- Critically analyze messages.

Major

(B.A. degree) **Thirty-three hours required** in Communication and Media Studies, including COMM 101 or 115, 200, 215, 320, and 450. Eighteen additional hours, including a minimum of twelve upper-level hours, may be selected in the student's area of interest. (No more than three hours of practicum and three hours of internship credit may be applied to the major or minor.)

Minor

Eighteen hours required in Communication and Media Studies, including COMM 101 or 115, and 200. Twelve additional hours may be selected in the student's area of interest. A minimum of nine semester hours must be 300/400 level.

101. Principles of Communication. (3 hours) Survey course designed to

provide students with an introduction to human communication processes. Students will acquire a theoretical basis for understanding and evaluating specialized content areas within the discipline which include: (1) Interpersonal/Relational Communication, (2) Media Studies, (3) Corporate/Organizational Communication, and (4) Rhetorical Studies.

Fall and Spring

115. Professional Communication. (3 hours) Introduction to the rhetorical dimensions of public communication in the professional world including the use of technology to enhance multi-media presentations.

Fall and Spring

200. Personal and Interpersonal Bases of Communication. (3 hours) Introduction to the social, psychological, and physiological bases of private communication.

Fall and Spring

215. Introduction to Media Studies. (3 hours) This course covers the technical and social history of major media from the early days of radio through the rise of the internet and digital communication technologies. The course also introduces students to critical perspectives on the media and theoretical conceptions of what the media are and the role they play in society. Examines the historical and technical development of the mass media. This course serves as an introduction to basic theoretical examinations of media.

Fall and Spring

263. News Media Practicum. (1 hour) Supervised practical experience in news reporting, broadcasting, and possibly webcasting through the student radio station facilities. Requires two scheduled hours per week for every credit hour taken.

As needed

264. Sports Media Practicum. (1-3 hours) Supervised practical experience in sports reporting, broadcasting, and possibly webcasting through the student radio station facilities.

Fall and Spring

265. Communication Practicum. (1 hour) Supervised practical experience in media production, broadcasting, and possibly webcasting through the student radio station facilities.

As needed

300. Advanced Interpersonal Communication. (3 hours) This class examines theoretic assumptions that guide relationship research across major developmental periods of the life cycle, such as childhood, adolescence, and young adulthood. Prerequisite: COMM 200. As needed

302. Media Journalism. (3 hours) Principles and problems of news and feature writing for print media. Prerequisite: COMM 101, 115, or 200.

As needed

306. Media Criticism. (3 hours) Provides an examination of critical theories and their application to a variety of media forms. Prerequisite: COMM 215. As needed

308. Argumentation. (3 hours) Argumentation in political, economic, cultural, and social decision-making through theoretical examination and practical application of basic concepts. Prerequisite: COMM 101, 115 or 200. As needed

310. Persuasion and Propaganda. (3 hours) Examination of classical and contemporary theories of rhetoric (persuasion and propaganda) as they apply to speech, media, campaigns, social movements, and popular culture. Prerequisite: COMM 101, 115 or 200. As needed

312. Group Dynamics. (3 hours) Examination of the increasing importance of interpersonal communication in small group situations. Experiential group activities and research required for in-class and outside projects. Spring

315. Advertising. (3 hours) Examination and analysis of principles and concepts of advertising with special emphasis on developing creative strategies for the marketing plan and advertising campaign. Prerequisite: COMM 101, 115 or 200. Fall

320. Communication Theory and Research Methods. (3 hours) This course examines the role of communication theories used to understand and assess communication in contemporary social environments. Specifically, this course examines current trends in communication research, along with various fundamental theories. Prerequisite: COMM 101, 115 or 200. Fall and Spring

323. Conflict Management. (3 hours) Examines the roles of communication in relational conflict. Addresses interpersonal theories that explain ineffective skills, personal dispositions, and strategies that affect dispute resolution. Spring

325. Human Communication and Technology. (3 hours) This course explores the role of electronic and digital technologies in facilitating human communication. It addresses questions concerning how technology affects the way we communicate and how changes in communication and technology may alter our relationships with one another and the technology itself. Topics will include computer-mediated communication, text messaging, social networking, and virtual communities. As needed

329. Gender and Communication. (3 hours) Examination of gender and gender stereotypes related to communication competency in four primary contexts: intimate relationships (e.g., friendships and family), the educational setting, the media, and the workplace. Fall

331. Nonverbal Communication. (3 hours) Examines nonverbal communication codes, including their structures, usages, and inter-relationships. Stresses student understanding, analysis, and application of nonverbal communication through lecture, discussion, and experiential activities. Spring

333. Sports and Communication. (3 hours) This course examines the influence of communication on the experiences of sport. Students will examine the impact of media on sport consumption and the dynamics of communication with sport organizations. Cultural, organizational, and critical theoretical approaches will be applied to various contexts to explore contemporary issues in sport communication. Fall

335. Media Theory. (3 hours) Study of a broad range of media theory which exposes students to primary theoretical texts. Prerequisite: COMM 101 or 115, 200, and 215. As needed

345. Emergent Media. (3 hours) This course explores media that are still developing, the use and roles of which are still being determined. Students will examine academic studies and practical industrial applications of emerging media, including social and mobile media, marketing techniques, content creation, and globalization. Prerequisite: COMM 215. As needed

350. Entrepreneurial Leadership. (3 hours) Attempts to identify the new characteristics and behaviors that benefit new ventures and also questions whether these characteristics benefit leaders in contexts other than startup organizations. Prerequisite: COMM 101, 115, or 200. Fall

360. Event Planning. (3 hours) Students will incorporate understanding and practical application of corporate events coordination concepts with basic Integrated Marketing Communication (IMC) principles. Students will be able to understand and implement event coordination concepts from the pre-planning, planning, execution, and follow-up phases, as well as understand how IMC principles such as brand management, audience analysis, and public relations are imperative to execution of a corporate event. Odd Falls

400. Organizational Communication. (3 hours) Communication processes within an organization, such as socialization, performance control,

decision- making, conflict management, diversity, and technology.
Fall

413. Leadership for Change. (3 hours) Overview of leadership theories and the examination of the communication processes involved in developing and sharing a vision, making and implementing decisions, and managing conflict. Prerequisite: COMM 101, 115 or 200. Spring

415. Public Relations. (3 hours) A campaign-based study of public relations literature and practices in business, industrial, educational, social, and governmental contexts. Prerequisite: COMM 101, 115 or 200. Spring

418. Intercultural Communication. (3 hours) Examination of the influence of culture as a primary variable on interpersonally-oriented communication outcomes in contexts ranging from macro- and micro-cultures of social and ethnic identification to countercultures, social classes, rural-urban settings, geographic regions, and gender differences in organizations and families. As needed

420. Videography: The Documentary. (3 hours) An examination and analysis of principles and concepts of videography, including the planning, development, production, and post-production of short-video genres. Prerequisites: COMM 215. As needed

425. Seminar in Popular Culture. (3 hours) Popular culture has been described as a sphere in which audiences struggle over meaning and understanding of reality. This course explores the study of that struggle, examining the ways in which the media contribute to the construction of popular culture and help to define the ways in which we view the world. As needed

440. Independent Study. (1-3 hours) Study of a limited subject within any communication area, proposed by the student and submitted in written form stating objectives, methodology, and time limit. Must be approved by a COMM faculty member who agrees to supervise the study and by the department chair prior to registration. Only three hours may be applied toward the major. Prerequisites: COMM 320 and approved prospectus. As needed

444. Crisis Communication. (3 hours) This course examines the role of communication before, during, and after crises. Both theoretical and practical applications of crisis communication will be studied. Students are expected to complete projects that intersect interpersonal, corporate, community, and mediated contexts. Fall

450. Seminar in Communication and Media Studies. (3 hours) Integrative experiences and research on current topics of interest in communication theory and practices. Prerequisites: 27 hours of major completed, including all core courses, and application approved by department. Fall and Spring

460. Internship. (3-6 hours) Fieldwork activity in a related communication field to apply classroom theory. Prerequisites: 15 hours of major completed and chair approval. As needed

471. Topics in Communication and Media Studies. (3 hours) Group study of selected topics in special areas, such as Communication Theory, Ethnography, Family, Health Care, and Electronic Media. As needed