

COMMUNICATION (COMM)

101. Orientation to the Study of Communication. Credit 1 hour. Prerequisites: Open only to communication majors and communication education majors. Students who are undecided on a major may register for the course with the permission of the Department Head. An exploratory survey focused on socializing students to the discipline of communication. The course provides an overview of the fields of mass communication and journalism, organizational communication and speech communication and an in-depth examination of the roles of producers, directors, managers, and journalists in an information society. Emphasis is also placed on developing an understanding of the importance of communication among people with diverse cultural backgrounds.

102 [198]. Professional Traditions in Communication. Credit 1 hour. Prerequisites: Communication 101 or permission of the Department Head. The course can be used as a substitution for a Communication/Theatre lab requirement. A preparation for advanced study of the field of communication. Students will examine the role of professional associations, become acquainted with professional literature, and investigate internship and cooperative employment opportunities.

113. Debate. Credit 3 hours. A study of the theory of argumentation and debate; debates on vital local and national questions.

121. Photojournalism/Basic Photography. Credit 3 hours. Also offered as Visual Arts 121. The course includes basic picture-taking techniques, the beginnings of photographic composition, basic camera-handling, processing black and white film, beginning black and white printing, basic lighting, graphic production and copying techniques associated with the 35MM single lens reflex camera. Students may take a parallel track which emphasizes the expressive art form rather than the photo documentation and reporter-editor relationship. Credit cannot be given for both Communication 121 and Visual Arts 121. Six hours of lecture/laboratory per week.

151. Writing for the Mass Media. Credit 3 hours. Prerequisites: Successful completion of or concurrent enrollment in Communication 101 and eligibility for English 101 or permission of the Department Head. A study of basic information gathering and writing techniques for publication and broadcast under deadline conditions.

159. Survey of Mass Communication and Society. Credit 3 hours. Prerequisites: Successful completion of or concurrent enrollment in Communication 101 or permission of the Department Head. A survey of the influences of the mass media on our society and culture. This course examines the content of the news media and the entertainment industry and its effects on such areas as politics, social mores, public opinion and economics. The implications of present day rapid communication technology are also examined.

210. Communicating in the Classroom. Credit 3 hours. The course offers prospective teachers a study of basic communication skills and how they relate to the teaching and learning process. Students cannot receive credit for both Communication 210 and 211. This course requires up to 20 additional field experience hours per semester.

211. Introduction to Public Speaking. Credit 3 hours. Training in the organization of materials and the oral and physical aspects of delivery in various speaking situations. Intended to give the beginning student an understanding of and practice in public speaking.

215. Introduction to Interpersonal Communication. Credit 3 hours. Prerequisites: Communication 101 or permission of the Department Head. An introduction to the communication process. Survey and application of intra- and interpersonal communication with special emphasis given to communication models, the message, the sender, and resulting behavior.

220. Voice and Articulation. Credit 3 hours. Training in basic vocal skills. Emphasis on the mastery of speech sounds to improve articulation and to smooth out excessive regional dialects. Study of International Phonetic Alphabet.

221. Intermediate Photojournalism. Credit 3 hours. Prerequisite: Communication 121. Advanced techniques in printing, composition, lighting, and camera handling for print media presentation. Credit cannot be given for both Communication 221 and Visual Arts 221. Six hours of studio/laboratory per week.

256. Introduction to Radio Production. Credit 3 hours. Prerequisites: Communication 151 and 159. A study of the techniques of radio production. Studio program production procedures used in radio broadcasting. Students will engage in practical work in all areas of production as well as several program formats. Six hours of lecture/laboratory per week. Academic support fee: \$10.00.

257. Introduction to Television Production. Credit 3 hours. Prerequisites: COMM 151 and 159. A study of the techniques used in basic studio and remote productions including film-style productions. The course will concentrate on the use of equipment, providing actual hands-on experience in television production. Students will study all areas of production skills dealing with the major formats in programming.

260. Field video Production. Credit 3 hours. Prerequisites: COMM 151, 159, and 257. An intermediate study of remote video preproduction, production and an introduction to postproduction technique. Concentration on producing, directing, film-style, videography, and editing. Practical application of shooting and interviews, stand-ups, and video segment footage to work in tandem with news, news magazine, entertainment-oriented, and sports shows.

270 [370]. Introduction to Public Relations Communication. Credit 3 hours. An introductory course that explores the role of communication in the field of public relations. Emphasis will be placed on public relations as a career that utilizes a variety of professional communication skills to help organizations build and maintain relationships with their publics. Students will learn about communication strategies, theories, roles, and opportunities within the context of public relations.

291. Introduction to Communication Theory and Research. Credit 3 hours. Prerequisites: Communication 101 or permission of the Department Head. Application of theories to communication examples and examination of research tools used in the study of communication. Recommended to be taken during the sophomore year.

311. Advanced Public Speaking. Credit 3 hours. Prerequisite: Communication 210 or 211. A consideration of the major types of public addresses with practice in their composition and delivery.

316. Communication Approaches to Training and Development. Credit 3 hours. Prerequisite: Junior Standing. Emphasizes development of training sessions within organizations. Diagnostic methods for assessing needs and determining the utility of specific training are explored. Roles of consultants, in-house human resource trainer, and liaison with subject matter experts are differentiated. Students will develop training modules for communication skills training.

321. Magazine Writing and Editing. Credit 3 hours. Prerequisite: Communication 151. An intensive study of non-fiction magazine writing and editorial methods. This course includes study of traditional magazines as well as developing electronic forms.

- 340. Public Affairs and Depth News Reporting.** Credit 3 hours. Prerequisite: Communication 151. Practice in precision journalism methods and in gathering and writing news stories on government, industry, education, and society.
- 341. News Editing, Design and Typography.** Credit 3 hours. Prerequisite: Communication 151. A study of copy editing, headline and cutline writing, page design, and printing methods.
- 342. The Oral Interpretation of Literature.** Credit 3 hours. Prerequisite: Three semester hours of literature. Training in oral interpretation of various types of literature, especially of selections in the field of the student's own interest.
- 344. Feature Writing.** Credit 3 hours. Prerequisite: Communication 151. Developing and writing human interest and in-depth articles.
- 345. Opinion Writing: Editorials and Critical Reviews:** Credit 3 hours. Prerequisite: Communication 151 or English 102. Practice in writing editorials and critical reviews of the arts for both print and broadcast and a review of opinion/editorial and arts and entertainment media coverage policies.
- 350. Interviewing Principles and Practices.** Credit 3 hours. Prerequisite: Junior standing or permission of the Department Head. Study and practice of methods used in interviews with focus on the communication process.
- 353. History of Mass Communication.** Credit 3 hours. Prerequisite: Communication 159 or Junior standing. A lecture course emphasizing the development of print and broadcast media in the United States.
- 354. Broadcast Copywriting, Sales, and Promotion.** Credit 3 hours. Prerequisite: Communication 151 and 159. Writing of commercial and public service spot announcements; design of broadcast sales and promotion campaigns. The course will include designing a broadcast campaign for a local merchant.
- 357. Television Studio Production.** Credit 3 hours. Prerequisites: Communication 151, 159, 257, and 260. The study and operation of studio and control room positions for an award-winning, weekly television news show, "Northshore News." Includes studio camera operation, floor managing, directing, technical directing, audio mixing, videotape operation, computer graphics, and TelePrompter operation.
- 359. Broadcast Journalism.** Credit 3 hours. Prerequisite: Communication 151 and 159. The study and practice of news gathering and writing for radio and television. Academic support fee: \$15.00.
- 360. Film History I.** Credit 3 hours. A study of the history of film encompassing motion pictures birth as an industry in the late 1800s and continuing through World War Two. The course will study a timeline of film and the technology of film focusing on films ability to communicate ideas and emotions and how audiences can be influenced by filmmakers.
- 361. Television News Video Editing.** Credit 3 hours. Prerequisites: Communication 151 and 159. A course designed to develop editing skills for future news reporters, producers, and anchors. The course is meant for students who seek professional careers as television journalists. Writing skills for news voiceovers, voiceovers with sound bites, and complete packaging, culminating in the edited finished product for news program showing will be covered with concentration on hard news and feature styles of writing and editing. Analysis of current professionals in the local, regional, and network levels of television news.
- 362. Film History II.** Credit 3 hours. A study of the history of film and technology beginning just after World War II through present day. The course will study a timeline of film and the technology of film focusing on films ability to communicate ideas and emotions and how audiences can be influenced by filmmakers.
- 363. Television Reporting.** Credit 3 hours. Prerequisites: COMM 151, 159, 257, and 260. Writing, reporting, anchoring, producing, shooting, and editing news stories and feature packages for the award-winning weekly television news show, "Northshore News"
- 364 [464]. Public Relations Case Studies.** Credit 3 hours. Prerequisites: Communication 270 or Junior standing. Advances the student's knowledge of public relations through the exploration of case studies which exemplify the successful use of research, objectives, programming and evaluation in different types of public relations organizations.
- 371. Nonverbal Communication.** Credit 3 hours. Prerequisite: Junior standing or permission of the Department Head. A course designed to explore the various theories of and approaches to nonverbal communication.
- 373. Film Criticism.** Credit 3 hours. Prerequisite: English 102 or 122H. A study of the basic elements of film appreciation with detailed analysis of specific films. This course is cross-listed as English 373 and may be taken only once for credit. Laboratory Fee: \$15.00.
- 375. Health Communication.** Credit 3 hours. Prerequisite: Junior standing or permission of the Department Head. Health Communication is an emerging specialty in the field of communication. The study is concerned with human interaction in the health care process.
- 376 [275]. Visual Communication.** Credit 3 hours. Prerequisite: Open only to communication majors. A study of the visual aspects of information within a framework of personal, technical, ethical, cultural, and critical perspectives.
- 378. Family Communication.** Credit 3 hours. Prerequisite: Communication 215. Examines the role of communication within marriage and other family relationships.
- 400. Special Topics in Communication.** Credit 3 hours. Prerequisite: Junior standing or permission of the Department Head. A variable content course which treats subjects of special interest. The content will change from semester to semester and will be advertised in advance. May be repeated for a total of 15 hours as topics change.
- 401/501. Scholastic Journalism.** Credit 3 hours. Prerequisite: Junior standing or permission of the Department Head. A study of theories and practice in the teaching of mass media principles and/or advising of student newspapers, magazines, yearbooks, on-line operations and broadcast programming on the secondary school level. Variable content. May be repeated for a total of six hours.
- 402. Television Sports Show Production.** Credit 3 hours. Prerequisites: COMM 151, 159, 257, 260 and 361, or 363. Writing, reporting, producing, shooting, and editing sports stories and feature packages for, and the weekly studio production of and Emmy-winning, ESPN style television sports show. "The Big Game."
- 403-404/503-504. Independent Study in Communication.** Credit 3 hours. Prerequisite: Junior standing and permission of the Department Head. Readings, conferences, reports, and/or special projects in one of the subject areas of the fields of Communication.
- 407. Communication Practicum.** Credit 1 hour (may be repeated for a total of 3 hours). Prerequisite: Junior standing, major and permission of the Department Head. To offer the student practical experience in the communication profession. Projects will serve the university and the community and may be chosen from areas of interest such as research, communication education, media production, news reporting, etc.
- 408. Performance for Broadcast Media.** Credit 3 hours. Prerequisites: COMM 151, 159, 211 or permission of Department Head. A course designed to develop talent for future broadcast performers on camera and on microphone. Course meant for students

who plan to seek professional careers as on-air broadcast talent. Examination of past and current presentational styles and techniques through lectures, demonstrations. Analysis of current professionals on the local, regional, and network levels of television and radio.

409. News Magazine Show Production. Credit 3 hours. Prerequisites: COMM 151, 159, 257, 260 and 361 or 363. A study of what makes a memorable television news feature story for a general broadcast audience. Students are guided through the reporting, writing, and editing stages as they produce features to be aired on the award-winning quarterly news magazine show, "The Southeastern Times."

410/510. Intercultural Communication. Credit 3 hours. Prerequisite: Junior standing or permission of Department Head. A course designed to explore the various studies, theories, problems, and opportunities related to cross-cultural communication. Application of findings intended to enhance the student's knowledge of cross-cultural communication and to facilitate the student's communication abilities.

411/511. Persuasion. Credit 3 hours. Prerequisite: Junior standing or permission of the Department Head. A contemporary study of persuasion offering a comprehensive examination of the nature of persuasion, persuasion theory, and its social influences with additional emphasis on techniques and strategies in persuasive communication.

413/513. Business and Professional Speaking. Credit 3 hours. Prerequisite: Junior standing or permission of the Department Head. Advanced training in expository speaking, group dynamics, conference leadership, and parliamentary procedure.

417/517. Web Page Communication and Design. Credit 3 hours. Requires Instructor Authorization. The course deals with Hypertext Markup Language (HTML), design basics, and how the Web acts as a communication tool in today's business and social environment. This class teaches students Web page design and construction as it relates to the concepts of communication theory. Students will be required to have their own Internet Web account and construct a fully-functioning Web site that will be posted to the World Wide Web. This course will be offered in both an online and in-class format. Students will choose which format to take.

418/518. Small Group Communication. Credit 3 hours. Prerequisite: Junior standing. An investigation of the dynamics of small group communication, leadership, and decision-making, particularly as these groups function as subgroups of larger organizations.

419/519. Advanced Web Page Communication and Design. Credit 3 hours. Prerequisites: Communication 417/517 or Department Head permission. This course will introduce students to how mediated communication applies to Web page construction. In addition, students will learn to implement Advanced HTML, Cascading Style Sheets, JavaScript, and audio and video editing for streaming on the Web.

420. Television Anchoring and Producing. Credit 3 hours. Prerequisites: Communication 151, 159, 257, 260 and 361 or 363. Training in studio anchoring, line producing, show formatting, and advanced package production for an award-winning, weekly television news show, "Northshore News," and Emmy-winning weekly sports show, "The Big Game," or a Telly-winning news magazine program, "Southeastern Times."

421. Writing for Special Interest Publications and New Media. Prerequisite: Communication 151 and 159. Study and practice in writing articles for organizations' and associations' niche magazines, newsletters, e-zines, and Web Sites.

433. Leadership and Communication. Credit 3 hours. Prerequisite: Junior Standing. An investigation into approaches to leadership from a communication perspective. Students enrolled in this course will learn about approaches to leadership and the theories emanating from these approaches from both historical and contemporary sources; each student will complete a number of self-report leadership assessment instruments.

449/549. Advanced Video Production. Credit 3 hours. Prerequisites: Communication 151, 159, 257, 260, and 361. An exploration of advanced videography, lighting and audio techniques. Emphasis on field production using film-style shooting and editing.

451/551. Media Management and Economics. Credit 3 hours. Prerequisite: Communication 159 or Junior standing or permission of the Department Head. A study of legal regulations, audience analysis, marketing, administrative policies and financial conditions affecting the operation of print and broadcast media.

453. Communication Law and Policy. Credit 3 hours. Prerequisite: Communication 101 and 159 or permission of the Department Head. This course will study the relationship between media and government. In its discussions the course will study issues such as First Amendment Rights and those court cases which have shaped the present constitutional and legal environment of information gathering and writing for the mass media in America.

456/556. Social and Ethical Issues in Mass Communication. Credit 3 hours. Prerequisite: Junior standing or Communication 159. Mass media from a sociological and ethical viewpoint. Includes the theory of mass communication, media functions, and the process and effects of mass communication.

458/558. International Communication and Media. Credit 3 hours. Prerequisite: Communication 159 or Junior standing or permission of the Department Head. A study of the history and development of current practices in international communication. Emphasis placed on objectives, policies, and problems of international communication.

459. Communication Internship. Credit 3 hours. Prerequisite: Junior standing and approval by Communication Internship Committee. Provides training and experience in a working environment with a newsroom, station or other approved setting. Periodic reports and meetings with a faculty supervisor are required.

460/560. Advanced Audio Production. Credit 3 hours. Prerequisites: Communication 151, 159, and 256. To extend the student's mastery of the production techniques taught in the introductory course. Assignments are of greater length and difficulty, working toward professional broadcast quality productions through supervision, guidance, and critiquing. Topics may include: multi-track recording, advanced editing techniques, remote and studio productions, recording aesthetics, music technological advances, audio for film/TV. Six hours of lecture/laboratory per week. Academic support fee: \$10.00.

461/561. Media Criticism. Credit 3 hours. Prerequisites: Communication 159 or Junior standing or permission of Department Head. An investigation of the critical process as it applies to the news media and entertainment industry in America.

463/563. Writing for Public Relations. Credit 3 hours. Prerequisite: Communication 151 and 159. Writing of scripts, press releases and online items for educational organizations, government and business. Emphasis is placed on conceptualization, audience analysis, research, dialogue and visualization.

465. Public Relations Campaigns. Credit 3 hours. Prerequisites: COMM 364 and 463. Gives students the opportunity to apply what they have learned of public relations strategies, writing and case studies in the creation of a public relations campaign.

466. Special Events Planning. Credit 3 hours. Prerequisites: Communication 151, 159 or Junior Standing. This course will introduce students to the planning, organizing, managing, promotion and evaluation of special events such as festivals, conventions and trade shows.

467. Public Relations Crisis Communication. Credit 3 hours. Prerequisites: Communication 270 and 364. the course will cover corporate crisis management, global crises and the cultural factors that affect them, product recall, issues management, creating a crisis response plan, internal and media relations during a crisis and the seven deadly sins of crisis response.

468. International Public Relations. Credit 3 hours. Prerequisites: Communication 270 and 364. An examination of world views and culture in the field of communication. This course examines the complexities of public relations practice in an international setting.

469/569. Video Documentary Production. Credit 3 hours. Prerequisites: Communication 449/549 or instructor permission. This course will act as a hands-on exploration of long-form documentary video. Students will create, videotape, and edit projects over the course of a semester. Projects will be considered for broadcast on The Southeastern Channel and/or other media outlets.

471. Organizational Communication. Credit 3 hours. Prerequisite: Junior standing or permission of the Department Head. A course designed to explore the various theories, approaches, and opportunities relating to oral and nonverbal communication in organizations.

475. Gender Communication. Credit 3 hours. Explores the various approaches, methodologies, issues, theories, and controversies related to gender communication.

498. Professional Seminar in Communication. Credit 1 hour. Prerequisites: A major in communication with 100 or more credit hours earned which must include successful completion of Communication 151, 159, 211, 215, 291, 453 and a completed graduation application or permission of the Department Head. A study of the opportunities for professional growth and development in the fields of mass communication and journalism, organizational communication and speech.

616. Communication Training, Assessment, and Development. Credit 3 hours. Prerequisite: Graduate standing. Covers topics as diversity awareness, media relations, intercultural communication, leadership, conflict management, and creativity as well as covers theories of learning and motivation, needs assessment, learning environments, and instructional technology. Students taking Communication 616 will be required to complete a project in which they conduct an analysis and needs assessment of an organization.

617. Communication, Culture and Health. Credit 3 hours. The course addresses human communication and the influence of culture in different contexts: provider-patient communication, nonverbal communication and cultural conceptions of health and illness, language differences and interpretation/translations, cultural competence, patient and caregiver diversity, the role of culture in planning health promotion, and health care organizational culture. Special emphasis will be given to the issue of communication and culture influencing health disparities.

619. Advanced Interpersonal Communication. Credit 3 hours. Prerequisite: Graduate standing. This course will examine the dynamics of human interaction, particularly as related to organizational functioning. Special emphasis will be placed upon findings from communication theory and research.

620. Organizational Culture and Diversity Issues. Credit 3 hours. Prerequisite: Graduate standing. This course examines organizational culture and diversity in the modern workplace. It will apply intercultural communication theories to situations and issues that arise in organizations composed of members of different nationalities, races, gender, age, and ethnic backgrounds. Special attention will be given to motivation, negotiation, and conflict resolution issues.

621. Communication Campaigns. Credit 3 hours. Prerequisite: Graduate standing. A study of communication campaigns in such areas as crisis situations, health promotions, policy approval, and product advertising.

625. Ethical and Legal Issues in Organizational Communication. Credit 3 hours. Prerequisite: Graduate standing. This course will address contemporary issues facing members of organizations such as violence in the workplace, sexual harassment, age discrimination, privacy issues regarding e-mail and computer use, gender discrimination, ADA requirements, and the relationship between media and government. Will also examine the issue of intellectual property, and court cases, which have shaped the present constitutional and legal communication environment.

631. New Technologies and Organizational Communication. Credit 3 hours. Prerequisite: Graduate standing. Examines the development of new communication systems and methods for business, media, government, and education applications. Particular attention will be given to new mediated communication including the World Wide Web and HTML programming; digital video and delivery systems; and any new communication formats that arise.

633. Communicating Leadership. Credit 3 hours. Addresses major theories and perspectives regarding the study of leadership in organizations utilizing both historical and contemporary resources. Students will be introduced to each approach and gain additional insights into the strengths and limitations of each. They will learn to critically analyze each approach by examining relevant studies and criticisms.

648. Writing for Organizations. Credit 3 hours. Study and practice of writing for organizations and institutions, especially memos, executive summaries, internal reports, proposals, policies, manuals and magazine articles, including both print and electric formats.

656. Global Organizational Communication. Credit 3 hours. In this course the organizational communication area addresses the type of communication that occurs in multinational and global organizations at multiple levels. It integrates the theory of intercultural and organizational communication with the practices of certain types of organizations such as international, multinational, global and joint ventures. The focus will be on communication competence.

665. Strategic Public Relations. Credit 3 hours. Focuses on the foundation, history and evolution of public relations; including management, media and client relations, tools of public relations, research, ethical counsel, and crisis communication.

659. Communication Internship. Credit 3 hours. Prerequisite: Graduate standing. Provides training and experience in an approved working environment. Periodic reports and meetings with the faculty supervisor are required.

667. Public Relations Theory and Practice. Credit 3 hours. Relates the management function of policy formulation to the communication process of disseminating ideas and information to the organization's public. Examines the process of planning and executing public relations programs to address the concerns of the organization's various publics.

669. Public Relations Issue and Crisis Management. Credit 3 hours. Covers the way issues of public concern and identified by public relations strategists and how communication techniques are used to manage crises and shape public opinion.

671. Theories of Organizational Communication. Credit 3 hours. Prerequisite: Graduate standing. Explores the various theories, approaches, and opportunities related to managing communication in modern organizations.

675. Health Communication. Credit 3 hours. This course integrates current research, theories, and issues in health communication. It enables students to understand the implications of various communication phenomena and illustrates how

communication occurs in actual health-related settings. Major topics include: social support, clinician-patient communication, communication in health organizations, media messages of health.

691. Research Methods in Organizational Communication. Credit 3 hours. Prerequisite: Graduate standing. This course is designed to acquaint students with the common social scientific methods utilized in the academic and professional study of communication. It will give students a working knowledge of the available research options and criteria for making appropriate selections. Emphasis will be placed upon the design, execution, and evaluation of research methods/content commonly needed in organizational research.

699. Special Topics. Credit 3 hours. Prerequisite: Graduate standing and approval of Department Head. A variable content course, which treats subjects of special interest. The content will change from semester to semester and will be advertised in advance. May be repeated once for a total of 6 hours credit.