

# Communication (COMM)

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## COURSES

### **COMM 1300. INTRODUCTION TO COMMUNICATION. 3 Hours. (TCCN = COMM 1307)**

Application of communication theories and principles to human communication; from the oral tradition to the printing press, photography, electronic media, and information technology.

### **COMM 2195. COMMUNICATION CAREER PRACTICUM. 1 Hour.**

Individual experience with direct supervision of a communication professional while working with approved profit and non-profit professional organizations. Individual conference should be arranged with supervising professor. See department for course qualifications. May be repeated up to a total of three times. Prerequisite: Department of Communication Majors only and permission of the department. Graded Pass/Fail.

### **COMM 2311. WRITING FOR MASS MEDIA. 3 Hours. (TCCN = COMM 2311)**

Writing techniques in Associated Press style with practice in research and news writing. Credit will not be given for both COMM 2311 and JOUR 1345.

### **COMM 3300. COMMUNICATION TECHNOLOGY. 3 Hours.**

Grounded on theories of mediated communication, this course examines the adoption and effects of current and emerging communication technologies. The course also examines the implications of technology convergence as well as social, economic, organizational factors that shape the design and use of communication technology. Prerequisite: 30 hours earned.

### **COMM 3303. COMMUNICATION GRAPHICS. 3 Hours.**

History, current practice, principles and trends in typography, imaging, pre-press and production, sheet finishing, bindery, paper and ink, logo design, advertising layout, publication design, and computer layout, design, and publishing. Prerequisite: 30 hours earned.

### **COMM 3310. COMMUNICATION LAW & ETHICS. 3 Hours.**

Study of constitutional, statutory, administrative, and ethical governance of communication and the mass media, including journalism, the Internet, advertising, and film. Rights and responsibilities of citizens, professional communicators, and corporations are addressed. Prerequisite: 60 or more hours earned.

### **COMM 3315. COMMUNICATION THEORY. 3 Hours.**

Study of communication theories; interpersonal, organizational, mass media, and intercultural. This course also satisfies the requirements for UNIV 1101. Prerequisite: 30 hours earned.

### **COMM 3345. VISUALIZING CULTURE: MEDIA, IDENTITY AND POLITICS IN THE GLOBAL WORLD. 3 Hours.**

Introduces students to key concepts in Visual Anthropology. This course highlights the contribution of anthropological methods in theorizing the visual in everyday life for the construction of nationalist, gender, ethnic, and class identities. Readings are drawn from diverse geographical regions. Visual material discussed in class may include ethnographic films, art, graphic novels, comics, illustrated magazines, virtual exhibitions and soap operas. Assignments include a writing and research component, and team-based exercises. Offered as ANTH 3345 and COMM 3345; credit will be granted only in one department.

### **COMM 3346. DISABILITY IN MASS MEDIA. 3 Hours.**

Explores how mass media frames disability and neurodiversity for the general public. Focuses on issues related to disability and mass media representation, including journalism, TV, film, advertising, photography, documentary, video games, and the Internet. Topics may include media models of representation, inspiration porn, disability blogs, accessible media, and disabled mimicry in TV and film, among others. Offered as DS 3346 and COMM 3346; credit will be granted in only one department.

### **COMM 4191. READINGS IN COMMUNICATION. 1 Hour.**

Readings addressing contemporary issues in communication. Proficiency in writing and research skills emphasized. Primarily for Communications majors. Prerequisite: 90 or more hours earned; 12 hours of 3000/4000 level in the department.

### **COMM 4300. COMMUNICATION RESEARCH. 3 Hours.**

Introduction to communication research, design, and methodology. Readings and criticism in interpersonal, public address, and mass communication research; project required. Prerequisite: COMM 3315 and 60 hours earned.

### **COMM 4305. COMMUNICATION & SOCIETY. 3 Hours.**

Readings and analysis of the role of communication in modern society; its impact on contemporary social, cultural, political, and intellectual trends. Prerequisite: COMM 3315 and 60 hours earned.

### **COMM 4306. RACE, GENDER, AND MEDIA. 3 Hours.**

Examines issues related to race, gender, and media. Students learn how to think critically about media patterns of representation, ways they become interwoven in media structures, and how the media produce identities. Prerequisite: COMM 3315 and 60 hours earned, or permission of the department.

### **COMM 4318. MEDIA SALES AND PROMOTION. 3 Hours.**

Study of broadcast rating services and terminology used to determine the audience of a particular radio or television operation. Demonstrates the importance of sales skills needed in the media, and the importance of account executives to radio and television stations. Emphasizes positioning media among competitors with respect to promotional and marketing plans designed to build and maintain an audience. Relationship of media ratings to programming and sales. Credit will not be granted for both BCMN 3318 and COMM 4318. Prerequisite: COMM 3315 and 60 hours earned.

**COMM 4325. COMMUNICATION HISTORY. 3 Hours.**

Evolution and trends in forms of human communication; development of symbols and media technology with attention to their effects on society. Prerequisite: COMM 3315 and 60 hours earned.

**COMM 4330. POLITICAL COMMUNICATION. 3 Hours.**

Communication theories, principles, and strategies in modern political campaigns and events. Prerequisite: COMM 3315 and 60 hours earned.

**COMM 4335. INTERCULTURAL COMMUNICATION. 3 Hours.**

Examination of verbal and nonverbal barriers to effective intercultural communication such as ethnocentrism, stereotyping, prejudice, racism, proxemics, kinesics, haptics, and chronemics. Developing effective communication in intercultural contexts. Prerequisite: COMM 3315 and 60 hours earned.

**COMM 4340. CORPORATE COMMUNICATION. 3 Hours.**

Examines organizational communication strategies with special emphasis on how communication affects corporate constituencies. Corporate image and identity are linked to corporate advertising, press releases, financial communication, internal communication and crisis communication. Prerequisite: COMM 3315 and 60 hours earned.

**COMM 4350. HEALTH COMMUNICATION. 3 Hours.**

Overview of health communication in interpersonal and organizational contexts as well as the role of mediated communication on human behavior and policy. Topics include the patient-provider relationship, mental health and illness, risky behaviors, and the role of media and technology in health communication. Prerequisite: COMM 3315 and 60 hours earned, or permission of the department.

**COMM 4360. EMERGING MEDIA STRATEGY. 3 Hours.**

Branding strategy for creating an effective professional presence across multiple communication platforms. Prerequisites: BCMN 2370, PREL 3320, COMM 3303, CTEC 2350, or permission of the Department.

**COMM 4391. CONFERENCE COURSE. 3 Hours.**

Topic assigned on an individual basis, covering individual research or study in the designated areas. May be repeated when topic changes, for a maximum of six credit hours. Prerequisite: 60 or more hours earned, and permission.

**COMM 4392. ADVOCACY AND POLITICS. 3 Hours.**

An introduction to challenges individuals face when advocating for an issue, an idea, or even themselves. The goal of the course is to help students grasp concepts relevant to their internship experiences as Archer Fellows in Washington D.C. Enrollment is restricted to designated Archer Fellows. Prerequisite: POLS 2311 and POLS 2312.

**COMM 4393. COMMUNICATION TOPICS. 3 Hours.**

Seminar in interdisciplinary topics. May be repeated when topic changes, for a maximum of nine credit hours. Prerequisite: 60 or more hours earned.

**COMM 4394. HON THESIS / SENIOR PROJECT. 3 Hours.**

Required of all students in the University Honors College. During the senior year, the student must complete a thesis or a project under the direction of a faculty member in the major department.

**COMM 5300. ADVANCED THEORIES IN COMMUNICATION. 3 Hours.**

Advanced study of communication theories: interpersonal, organizational, mass media and intercultural.

**COMM 5301. SUPERVISED TEACHING. 3 Hours.**

Application of theory to the practices of teaching college courses in communication. Students will handle all aspects of the classroom including lecturing, conducting class discussions, issuing assignments, grading and assigning grades under the supervision of the course director. No unit credit will be allowed toward advanced degree.

**COMM 5305. COMMUNICATION RESEARCH METHODS. 3 Hours.**

Study and application of communication research, design and methodology. Students will apply statistics in communication research and complete a research project/paper.

**COMM 5306. QUALITATIVE RESEARCH METHODS. 3 Hours.**

Advanced study and application of qualitative communication research, design and methodology. Prerequisite: COMM 5300 and COMM 5305.

**COMM 5307. HISTORICAL RESEARCH METHODS IN COMMUNICATION. 3 Hours.**

This course provides students with an introduction to historical methods that are relevant to research in communication.

**COMM 5310. THEORIES IN PERSUASION. 3 Hours.**

A comparison of traditional with contemporary behavioral science theories of persuasive discourse and their supporting research.

**COMM 5316. CORPORATION COMMUNICATION STRATEGIES. 3 Hours.**

Examines organizational communication strategies with special emphasis on how communication affects corporate constituencies. Corporate image and identity are linked to corporate advertising, press releases, financial communication, internal communication and crisis communication.

**COMM 5320. ADVANCED VISUAL COMMUNICATION. 3 Hours.**

Theory of visual communication in technical communication. Practice includes conceptualization, development and production.

**COMM 5321. ADVANCED INTERNET MARKETING COMMUNICATION. 3 Hours.**

Study of the use of information technology to optimize advertising, promotion, public relations and sales functions. Examines an infrastructure of the Internet and how it affects information retrieval, Web design, Web site management and Web site security. Discusses research strategies, usage trends and social implications.

**COMM 5323. COMPUTER-MEDIATED COMMUNICATION. 3 Hours.**

Study of theoretical and practical issues associated with modern communication technology and computer-mediated communication in interpersonal and organizational communication contexts.

**COMM 5332. ADVANCED PROFESSIONAL COMMUNICATION. 3 Hours.**

Advanced study of the theory and practice in written and oral presentations with emphasis on the application of communication theory in organizational and technical professions.

**COMM 5335. GLOBAL COMMUNICATION. 3 Hours.**

Examination of verbal and nonverbal barriers to effective intercultural and international communication. Developing effective communication in advanced study of communication theories: interpersonal, organizational, mass media and intercultural contexts and exploring the definition and impact of global communication.

**COMM 5341. MEDIA MANAGEMENT. 3 Hours.**

Study of media policy and regulation; media, cultural, and management theories; media economics; accounting and finance; business strategy, management and marketing.

**COMM 5345. COMMUNICATION CAMPAIGNS. 3 Hours.**

Advanced study of communication theories and research with the goal of developing strategic communication plans, including the selection of the appropriate vehicles and creative tactics. Team project required.

**COMM 5346. MEDIA AND PUBLIC POLICY. 3 Hours.**

Advanced study of communication theories and research related to understanding the linkage between media, public opinion and public policy. Individual and/or team project required.

**COMM 5347. CRISIS COMMUNICATION. 3 Hours.**

Advanced study of communication theories related to crisis communication and strategies used to communicate with stakeholders before, during and after crisis situations.

**COMM 5349. COMMUNICATION IN VIRTUAL ORGANIZATIONS. 3 Hours.**

This course examines the communication processes in virtual organizations. Communication, organizational, and management theories related to virtual organizations will be introduced. Students will learn to critically analyze specific communication issues in virtual organizations, such as organizational trust, knowledge management, communication and knowledge networks, employee relationships, and organizational identification.

**COMM 5350. HEALTH COMMUNICATION. 3 Hours.**

This course provides an overview of health communication in interpersonal contexts as well as the role of mediated communication on human behavior and policy.

**COMM 5351. POLITICAL COMMUNICATION. 3 Hours.**

This course emphasizes theoretical perspectives while also exploring, analyzing and evaluating the applied aspects of communication in politics. Students will engage in research according to their own specific interests within communication.

**COMM 5352. SOCIAL MEDIA THEORY AND PRACTICE. 3 Hours.**

At the intersection of mass and interpersonal communication, social media has reshaped how millions of people experience popular culture, journalism and politics. This course will involve advanced study of networked communication, social implications of these networks and the application of professional techniques for communicating via social media and measuring progress using available platform analytics.

**COMM 5353. DIGITAL MEDIA DATA ANALYTICS. 3 Hours.**

Study theories and practices related to the collection, analysis, presentation, and interpretation of data for digital communication purposes. Students will work on data analytics and data visualization projects.

**COMM 5391. CONFERENCE COURSE. 3 Hours.**

Topic assigned on an individual basis, covering individual research or study in the designated areas. Can be taken no more than two times for credit. Prerequisite: permission of the department.

**COMM 5392. SEMINAR. 3 Hours.**

Special topics. Topic varies from semester to semester. May be repeated when topic changes.

**COMM 5398. THESIS. 3 Hours.**

Student completion of a research project on a subject of primarily theoretical interest, intended for an academic audience. Prerequisite: satisfactory completion of coursework and consent of thesis advisor.

**COMM 5399. GRADUATE COMMUNICATION INTERNSHIP. 3 Hours.**

Practical training and experience in the field of communication. Applied communication research project is required. Course counts as an elective and has a pass/fail grade. No credit will be given for current employment, previous experience or activities. Prerequisite: Minimum nine graduate semester hours completed. Subject to departmental approval.

**COMM 5698. THESIS. 6 Hours.**

Student completion of a research study on a subject of primarily theoretical interest, intended for an academic audience. Prerequisite: satisfactory completion of thesis proposal defense and consent of thesis advisor.