

## Communication Courses

**Course Descriptions:** The hours identified with each course description represent the amount of time spent in the classroom, laboratory and clinical area per week during a semester.

**Prerequisite:** A prerequisite indicates a course which must be successfully completed before enrolling in other courses as indicated.

**Corequisite:** This indicates a course which must be taken no later than the same semester as the course described.

**Recommended Background:** Indicates level of course background or other criteria a student needs to be successful in a course.

### COMM 110

REHEARSAL AND PERFORMANCE 1 Hr

The opportunity to perform for University Theater productions for personal enjoyment and public performance.

*Fall, Spring*

### COMM 121

FUNDAMENTALS OF PUBLIC COMMUNICATION 3hrs

Fundamental concepts and skills for effective public speaking: preparation and delivery of informative, persuasive, entertainment and group presentations. Includes instruction in use of visual aids, organizing materials, demographics, listening and evaluation skills as a respective audience member. Group activities will evaluate the ability to interact in a respectful manner, listen to group members and communicate orally and nonverbally as a group member.

*Fall, Spring, Summer*

### COMM 141

THEATRE APPRECIATION 2 Hrs

This course is an overview of Western Theatre and the basic elements of dramatic theatre.

*As needed*

### COMM 211

INTRODUCTION TO MASS COMMUNICATION 3 Hrs

Survey of mass media and developing communication technology growth, role in society and culture, economic structure, organizational patterns. Media values, principles, function, and ethics examined.

*Fall, even years*

**COMM 215**

**WRITING FOR THE MEDIA**

3 Hrs

Writing for all phases of mass media. Students learn formats and requirements for press releases, PSAs, commercials, news, treatments, and scripts. The use of wire services and formatting software will be addressed. Students learn the function of writing in mass media, and develop individual writing skills.

*Fall, odd years*

**COMM 221**

**ADVANCED**

**PRESENTATIONAL SPEAKING**

3 Hrs

Expanding on basic public speaking skills to include composition and delivery of various types of speeches for special events: corporate board rooms, training seminars, orientation meetings, banquet halls, and public forums. Special emphasis on speeches related to the student's vocational area and the effective use of visual and technological support.

*Spring*

Prerequisite: COMM 121

**COMM 250**

**INTERPERSONAL SKILLS**

3 Hrs

A course designed to focus on the characteristics of human communication and the practical implications of these characteristics for various forms of oral communication.

*Fall, odd years*

**COMM 310**

**GROUP COMMUNICATION**

3 Hrs

A study of group interaction with focuses on leadership, problem solving methods, negotiation, and conflict resolution.

*Spring, odd years*

**COMM 320**

**TOPICS OF DEBATE AND DISCUSSION**

3 Hrs

Emphasis on critical thinking, gathering supportive materials, logic and reasoning to deliver presentations on current issues utilizing both an individual and team approach.

*Fall, even years*

Prerequisite: COMM 121

**COMM 330**  
INTRODUCTION TO  
VIDEO/AUDIO PRODUCTION 3 Hrs  
Introduction to the equipment and technology in video and studio production. Practical application in both studio and location shooting. All phases of production emphasized.  
*Fall*

**COMM 335**  
ADVANCED VIDEO/AUDIO PRODUCTION 3 Hrs  
Advanced study of the processes of video/audio production in relation to the planning of programming, documentaries and broadcasts. Pre-production, production, post-production, and evaluation techniques emphasized. Concentration on editing styles and technologies.  
*Spring, even years*  
Prerequisite: COMM 330

**COMM 340**  
INTRODUCTION TO TRADITIONAL ANIMATION 3 Hrs  
An introduction to the history of animation and animation techniques. Production from planning to execution. Study of the basic movements, timing, storyboarding, special effects, and filming techniques.  
*Fall, odd years*

**COMM 34I**  
EDITING THEORY AND PROCESSES 3 Hrs  
This course involves the theoretical and technical aspects of editing. Students are provided with training and are required to produce various editing exercises. This includes editing techniques in both narrative and non-narrative contexts.  
*Spring, odd years*

**COMM 350**  
INTERCULTURAL COMMUNICATION 3 Hrs  
A seminar in the study of perceptions and experiences among different cultures. A study of communication through culture and language, gender roles, prejudice, stereotyping, and the diversity of cultural patterns.  
*Fall, even years*

**COMM 360**  
FILM AS ART AND COMMUNICATION 3Hrs

The study of film as a medium of artistic and creative expression as well as a form of communication. Analysis of film movements in the United States and Europe.

*Spring*

**COMM 370**

COMMUNICATION APPRENTICESHIP 3 Hrs

Laboratory experience in production and communication management. Experiences in press releases, writing, studio work, and editing. Student functions as a production or public relations assistant. Experience building prior to the internship.

*Fall, Spring, Summer*

**COMM 385**

PUBLIC RELATIONS 3 Hrs

Development, structure and rationale of public relations: role of the public relations practitioner in business, government, nonprofit, and community organizations. Student examines practices and strategies through case studies.

*Fall*

**COMM 440**

PUBLIC RELATIONS CASE STUDIES 3 Hrs

Case Studies in Public Relations is a survey of contemporary and modern cases in public relations that are renowned for their successful response to crises or notorious for their failure to do so. The goal of the course is to give students a thorough understanding of how and why various public-relations strategies succeeded or failed. Students will be taught to analyze successful and failed public-relations strategies and apply lessons learned to other real or invented public-relations scenarios.

*Spring*

Prerequisite: COMM 385

**COMM 450**

MASS MEDIA AND MULTIMEDIA LAW 3 Hrs

Analysis of the law pertaining to print, electronic and digital media. Case analysis concerning free press, obscenity, copyright, libel, privacy, and governmental regulatory agencies. Privileges and legal rights of the electronic and digital media.

*Spring, even years*

**COMM 470**

COMMUNICATION INTERNSHIP 3 Hrs

Placement of advanced students into a practical application of media/public relations knowledge within the community. Juniors and seniors accepted.

*Fall, Spring, Summer*

Prerequisite: COMM 370

**COMM 490**

**DIRECTED STUDY**

1-3 Hrs

A course in which the student engages in an individual project to investigate an area that is not included in regular course offerings. The project may be of the nature of research or advanced study in a selected area of interest.

*Arranged*