

# Communications (COMM)

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## Courses

### **COMM 1160 Forensics Practicum: 1 semester hour.**

A practice course for students participating in university forensics or speech contest activities. May be taken for one hour credit per semester for a total of three semester credit hours.

### **COMM 1307 Introduction to Mass Communication: 3 semester hours.**

This course offers students an overview of mass communication, which includes discussion of the mass media industries and academic research in the field. Students further develop their critical thinking skills as they dissect the business models of the media industries. They are also encouraged to explore the complex relationship between communication and culture.

### **COMM 1311 Introduction to Speech Communication: 3 semester hours.**

This course is designed to introduce students to fundamental communication theories, principals and practices. Students will develop public speaking skills, interpersonal skills, and practical applications.

### **COMM 1318 Interpersonal Communication: 3 semester hours.**

This course will examine personal and interpersonal factors affecting communication in everyday life. Emphasis will be placed upon ways in which interpersonal perception, physical environment, semantic choices, and nonverbal cues affect communication primarily in the context of work, family, and other personal experiences.

### **COMM 1336 Video Production I: 3 semester hours.**

This course is an introduction to basic remote digital video production. It relies on practical exercises illustrating key concepts of preproduction, production, and postproduction.

### **COMM 1342 Voice and Diction: 3 semester hours.**

An analysis of the scientific aspects of oral communication: anatomy and physiology of the mechanisms of respiration, phonation, resonance, and articulation. Includes coverage of the International Phonetic Alphabet and an analysis of vowels and consonants and standards of pronunciation. Prerequisites: COMM 1311 or COMM 1003.

### **COMM 2300 Media Literacy: 3 semester hours.**

In this course, students will be challenged to think critically about the media content they encounter in their daily lives (e.g., film, television, new media, and social media). Throughout the semester, we will analyze, interpret, and evaluate media texts. We will also examine the forces that drive the media industries and reflection the ways the media influence society and culture. Clips, screenings, and other examples will familiarize students with a variety of cultures and prompt students' consideration of different points of view.

Prerequisites: ENGL 1301 or ENGL 1123.

### **COMM 2303 Digital Audio Production I: 3 semester hours.**

This course will introduce students to the basic elements of audio production, including recording techniques, equipment, production, and editing. Students will also be introduced to the history of radio, radio equipment and techniques as well as hands on production for radio broadcast.

Prerequisites: COMM 1713 or COMM 1307.

### **COMM 2305 Copy and Editing Production: 3 semester hours.**

Journalistic desk work, evaluating news copy, making good news judgment, copy editing of local wire news, headline writing, and fundamentals of page layout.

Prerequisites: COMM 1307 or COMM 1713 and (ENGL 1302 or ENGL 1133 or ENGL 1143 or ENGL 2311).

### **COMM 2311 Broadcast Writing: 3 semester hours.**

This course will introduce students to the fundamentals of broadcast journalism. Students will be trained in the range of skills needed to produce audiovisual news content, including researching and writing scripts, conducting interviews, and visual storytelling.

Prerequisites: COMM 2351 or COMM 2513.

### **COMM 2315 News Writing and Reporting: 3 semester hours.**

This course introduces students to the fundamentals of news writing for print and digital media. Students will develop skills in the following areas: identification of newsworthy data, methods of writing leads, as well as writing news and feature stories for publication

Prerequisites: COMM 2351 or COMM 2513.

### **COMM 2333 Discussion and Small Group Communication: 3 semester hours.**

This course emphasizes the role of communication in the dynamics of small group behavior. Group presentations focus on fact-finding, information-sharing, and problem-solving/decision-making processes. Students will learn team-building skills and strengthen their abilities to communicate within a cohesive small group environment.

Prerequisites: COMM 1311 or COMM 1003.

### **COMM 2335 Argumentation and Debate: 3 semester hours.**

An intensive study of the advocacy system with special emphasis on issues identification, use of evidence, and logical proof. Extensive practice in argumentative speaking using current DEDA, NDT, UIL debate topic.

Prerequisites: COMM 1311 or COMM 1003.

**COMM 2339 Screen Writing: 3 semester hours.**

This course teaches the fundamentals for developing and writing film and television screenplays while studying story structure, character development, plot, tone, arc, and climax. In addition, students will create pitches, synopses, treatments, a premise, a logline, a short film screenplay, and a writers' room TV pilot while mastering screenwriting software.

Prerequisites: COMM 2351 or COMM 2513.

**COMM 2351 Principles of Writing for the Discipline: 3 semester hours.**

This course will introduce students to the facets of writing for all of the major concentrations within the field of communication. Students will learn skills for writing in professional development, media, performance, technical writing, and research writing.

Prerequisites: COMM 1307 or COMM 1713 and (COMM 1318 or COMM 2603).

**COMM 2355 Communication, Globalization, International Media: 3 semester hours.**

This course will allow students access to selected forms of international media. They will explore what globalization is and critically analyze current global issues. Interested students will have an option to participate in an international study abroad experience. Participation in a study abroad program is not a requirement for enrollment.

**COMM 2371 Visual Communication: 3 semester hours.**

This course offers an introduction to the history, principles, theories, techniques, technologies, and applications of visual communication in a variety of media. Students will explore visual communication through critical analysis and application.

Prerequisites: COMM 1713 or COMM 1307.

**COMM 2375 Introduction to Performance: 3 semester hours.**

Introduce students to the field of oral interpretation and performance studies. Process of creating, communicating, and performing texts from various forms of literature, including poetry, prose, public address, and various forms of media. Includes a focus on the specific challenges and potentialities in writing for performance.

Prerequisites: COMM 1311 or COMM 1003.

**COMM 3170 Communication Practicum: 1 semester hour.**

Practical Communication experiences in radio-television production of student newspapers, sports information, news editing, public relations, advertising and/or speech communication public service. May be taken for one hour credit per semester for a total of three semester credit hours.

**COMM 3304 Multimedia Audio Production and Design: 3 semester hours.**

This course teaches all aspects of recording production sound for dialogue, Foley recording, sound effects, and automated dialogue replacement (ADR), as well as post-production (e.g., sound design, sound editing, and sound mixing) using Final Cut Pro X and Audacity. In addition, students will create, record, edit and mix podcasts, voiceovers, and radio commercials—building a professional voiceover reel, sound mixing reel, and podcast show.

Prerequisites: COMM 1733 or COMM 1336.

**COMM 3321 Media Management: 3 semester hours.**

This course provides an overview of the business principles for various media platforms in a competitive environment, the legal and procedural aspects of traditional and digital media, and the theoretical aspects of media leadership. Students will apply these concepts through content creation and managing their own mock media companies.

**COMM 3351 Communication Law & Ethics: 3 semester hours.**

This course examines the idea of free speech as it has developed in the United States with attention to mass media law, including topics such as libel, invasion of privacy, and obscenity. In addition to studying media law, students will examine and discuss ethical issues that involve the media. The objective is to develop an understanding of the First Amendment and the role it plays in American society.

**COMM 3352 Feature and Magazine Writing: 3 semester hours.**

Students learn the techniques used for news gathering and how to write feature articles for newspapers, magazines, and digital media. The course also provides a survey of freelance writing procedures.

Prerequisites: COMM 2351 or COMM 2513.

**COMM 3360 Persuasion: 3 semester hours.**

In this course, students will study the nature, necessity, and ethics of persuasion. They will explore how persuasion has impacted communication and society through history and current trends. Students will also learn about the many correlated facets of persuasion such as deception, visual persuasion, and also persuasion in advertising. Students will present speeches and group projects with different persuasive concepts driving each. This course explores the nature, necessity, and ethics of persuasion. Students will explore how persuasion has impacted communication and society and also learn about the many correlated facets of persuasion—such as deception, visual persuasion, and persuasion in advertising. They will present speeches and group projects with different persuasive concepts driving each.

Prerequisites: COMM 1311 or COMM 1003.

**COMM 3364 Nonverbal Communication: 3 semester hours.**

This course covers basic nonverbal communication theories and research.

**COMM 3365 Gender Communication: 3 semester hours.**

This course introduces students to contemporary communication theory and research on the interconnections between gender and communication.

**COMM 3366 Intercultural Communication: 3 semester hours.**

This course examines communication between individuals of different cultures and subcultures and explores practical guidelines for mitigating miscommunication across cultures.

**COMM 3371 Communication Technology: 3 semester hours.**

In this course, students will explore the impact of digital media on culture and society and investigate how these devices shape the way we work, play, think, and interact with others. Students will participate in rich discussions on a number of topics, which could include online romance, media piracy, and virtual communities, among others.

**COMM 3372 Digital Video Production I: 3 semester hours.**

This course is designed to familiarize students with pre-production, single-camera digital video production, and post-production. In addition, students will learn the technology, art, and practices involved in compelling visual storytelling. By completing this course, students will have a foundational understanding of and gain practical experience in writing, producing, directing, shooting, and editing digital content with a completed project ready for the film festival circuit or broadcast in various media.

Prerequisites: (COMM 1713 or COMM 1307) and ((COMM 2513 or COMM 2351) or (COMM 2523 or COMM 2311) or (COMM 2533 or COMM 2339) or (COMM 2543 or COMM 2315)).

**COMM 3373 Television Studio Production: 3 semester hours.**

An introductory level study of current television studio practices. This course encompasses content development, basic television system operation, and production elements.

Prerequisites: (COMM 1713 or COMM 1307) and ((COMM 2513 or COMM 2351) or (COMM 2533 or COMM 2339) or (COMM 2543 or COMM 2315)).

**COMM 3374 Principles of Advertising: 3 semester hours.**

This course introduces students to the world of advertising, including the structure of the industry, the structure of ads, and its role in American culture. Students are trained to think more critically, strategically, and creatively through the development of original advertising campaigns.

**COMM 3375 Principles of Public Relations: 3 semester hours.**

This course will provide a comprehensive understanding of public relations' role in organizations and society. Students will explore how public relations has developed as a discipline and the contemporary role of public relations in everyday communication between publics. They will learn to write their own press releases, build comprehensive communication plans for organizations, and create media related to those organizations' PR plans.

**COMM 3385 Communication as Storytelling: 3 semester hours.**

This course examines the ways in which personal and cultural identities are created, shaped, and shared through oral traditions. Using narrative analysis and the writing and performance of texts, students explore what narratives tell about themselves, individually and communally.

Prerequisites: COMM 2375.

**COMM 3399 Independent Study: 1-3 semester hour.**

Readings, research, and /or field work on selected topics at the 1000 through the 3000 levels.

**COMM 4344 The Message: Hip Hop as Communication: 3 semester hours.**

Students will learn to critically analyze hip hop media texts and utilize these texts as lenses for examining contemporary society. Students will not only develop a greater appreciation for hip hop as a communicative tool (not unlike classic novels, poetry, and other literary forms), but they will also be challenged to think deeply and reflectively about a wide variety of social issues.

Prerequisites: ENGL 1133 or ENGL 1302 or ENGL 1143 or ENGL 2311.

**COMM 4350 Media Criticism: 3 semester hours.**

This course introduces students to the theories, concepts, and debates of media studies scholarship. Students will engage in intensive academic reading and writing. Topics include, but are not limited to media representation, social construction of reality, media activism, and globalization.

Prerequisites: COMM 2351 or COMM 2513.

**COMM 4351 Rhetorical Criticism: 3 semester hours.**

This course involves the study of important decisions in rhetorical criticism with the emphasis on the analysis of standards and methods of evaluation.

Prerequisites: COMM 2351 or COMM 2513.

**COMM 4352 Communication Theory: 3 semester hours.**

This course takes a close, critical look at some of the most important contemporary theories of human communication, emphasizing their practical implications for society and our everyday lives.

Prerequisites: COMM 2351 or COMM 2513.

**COMM 4353 Communication Research: 3 semester hours.**

This course focuses on the academic research process—from defining research questions to designing studies and reporting results. Students will learn about the most common data-gathering and measurement techniques in Communication research, including experiments, surveys, content analysis, historical analysis, and qualitative methods.

Prerequisites: COMM 2351 or COMM 2513.

**COMM 4354 Advanced Writing for the Discipline: 3 semester hours.**

Students will learn and apply advanced methods and theories of writing for the communication discipline, producing a major research paper, literature review or performative writing project. This course will cover advanced elements of source citation, style, research writing formats and content.

Prerequisites: COMM 2351 or COMM 2513.

**COMM 4360 Organizational Communications: 3 semester hours.**

An advanced course in management of human resources through communication skills in interviewing, briefing, consulting, and decision-making.

Focuses on analyzing and evaluating patterns of communication within social, cultural, and industrial, and academic organizations.

**COMM 4361 Political Communication: 3 semester hours.**

This course involves a critical evaluation of political campaigns. It examines the theory and practice of selected topics in communication related to political persuasion.

**COMM 4369 Special Topics in Communication Studies: 3 semester hours.**

Intensive study of selected topics in communication studies such as rhetoric, performance, interpersonal, intercultural, and organizational. Areas covered will rotate by term and instructor. This course is repeatable with change in topic up to 6 semester hours.

Prerequisites: COMM 2351 or COMM 2513.

**COMM 4370 Professional Internship: 3 semester hours.**

This course requires students to spend the semester working in a professional setting. Internships must be secured in a mass communication-related field and approved in advance by the instructor. Media professionals and faculty provide direct supervision and feedback on the student's performance. The internship must be off campus (unless by permission of department head). This course can be repeated for up to 6 semester credit hours.

**COMM 4371 Voice and Performance: 3 semester hours.**

This course gives students a wide range of performance skills suited for live audiences. Students will perform in class and laboratory setting to develop their vocal and kinesthetic abilities in preparation for live performance.

Prerequisites: (ENGL 1133 or ENGL 1302 or ENGL 1143 or ENGL 2311) and COMM 2375.

**COMM 4372 Digital Video Production II: 3 semester hours.**

An advanced study of current approaches, practices and trends in digital video production. This course encompasses preproduction, production, and postproduction, including content development, manipulation, and effects.

Prerequisites: COMM 3372 or COMM 3723.

**COMM 4373 Advanced Nonlinear Editing: 3 semester hours.**

This advanced nonlinear editing course builds upon a student's technical knowledge of nonlinear editing, allowing him or her to investigate the aesthetic and structural challenges faced when editing different types of projects. This course covers advanced editing preference setup, different video capture methods, and video/audio effect applications.

Prerequisites: COMM 3372 or COMM 3723.

**COMM 4375 Advanced Performance: 3 semester hours.**

Examination of the interconnections between the narrative structure of everyday life and using performance as a metaphor and a method of studying identity and culture. Includes research of texts and performance practices and how these impact social issues.

Prerequisites: COMM 2375.

**COMM 4379 Special Topics in Mass Communication: 3 semester hours.**

Intensive study of selected topics in mass communication areas, including but not limited to media studies, film studies, media production and new media. Area covered will rotate by term and instructor. This course is repeatable with change in topics.

Prerequisites: COMM 2351 or COMM 2513.

**COMM 4389 Senior Communication Capstone: 3 semester hours.**

Course offers a critical examination of various aspects of communication. Students will develop a portfolio that demonstrates successful integration of ideas from across the communication major curriculum.

Prerequisites: COMM 2351 or COMM 2513.

**COMM 4399 Independent Study: 1-3 semester hour.**

Readings, research, and/or field work on selected topics.