Communications (COMM)

Courses

**COMM 1003 Fundamentals of Speech Communication: 3 semester hours.**
This course is designed to introduce students to fundamental communication theories, principles, and practices. Students will develop public speaking skills, interpersonal skills, and practical applications.

**COMM 1601 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 1713 Introduction to Mass Communication: 3 semester hours.**
A basic theory course encompassing the history and functions of mass media and the communication process.

**COMM 1733 Basic Digital Video Production: 3 semester hours.**
An introduction to basic remote digital video production to include practical exercises illustrating key concepts of reproduction, production, and postproduction.

**COMM 2513 Principles of Writing for the Discipline: 3 semester hours.**
This is a principle of writing course for communication majors, covering source citation, style, research, and content. The course will focus on how to write research papers for both qualitative and quantitative audiences. Students will learn the principles of argument, persuasion, and informative writing for the communication discipline.
Prerequisites: ENGL 1133 or ENGL 1143.

**COMM 2523 Broadcast Writing: 3 semester hours.**
Writing for television and radio with emphasis on acquiring the skills needed in gathering and producing information as news. Begins with practical application of basic principles of broadcast news writing.
Prerequisites: COMM 1713 and (ENGL 1133 or ENGL 1143).

**COMM 2533 Screen Writing: 3 semester hours.**
Basic approaches for conceiving and writing film and contemporary television scripts. The class will cover pitches, treatments, screenplays, and synopses. Students will be required to write a film and study story structure, arc, and climax.
Prerequisites: COMM 1713 and (ENGL 1133 or ENGL 1143).

**COMM 2543 News Writing and Reporting: 3 semester hours.**
Fundamentals of news writing for print identification of newsworthy data, methods of writing leads, and news and feature stories for publication.
Prerequisites: COMM 1713 and (ENGL 1133 or ENGL 1143).

**COMM 2553 Communication, Globalization, International Media: 3 semester hours.**
This course will allow students access to selected forms of international media and professional development both in class and while participating in an international study abroad experience.
Prerequisites: COMM 1003.

**COMM 2603 Interpersonal Communication: 3 semester hours.**
A study of human symbolic behavior and its effects on people. Emphasizes practical and theoretical implications of face-to-face interaction in social, business, and professional settings.
Prerequisites: COMM 1003.

**COMM 2613 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 1003.

**COMM 2623 Small Group Communication: 3 semester hours.**
Emphasizes the role of oral communication in the dynamics of small group behavior. Group presentations focus on fact-finding, information-sharing, and problem-solving/decision-making processes.
Prerequisites: COMM 1003.

**COMM 2633 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 1003.

**COMM 2643 Media Literacy: 3 semester hours.**
In this course, students develop their appreciation and analysis of creative artifacts in a variety of media, such as film, television, new media, and social media. Clips, screenings, and other examples familiarize students with a variety of cultures; prompt students’ consideration of different points of view; and provide a basis for critical, creative, and innovative written, oral and visual communication about works of art.
Prerequisites: ENGL 1123.
COMM 2703 Photojournalism: 3 semester hours.
Fundamentals of photographic theory and practice as a medium of communication. Experience in cameras, lenses, shutters, lighting, exposure, and development.
Prerequisites: COMM 1713.

COMM 2713 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.

COMM 2723 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 1713 and (ENGL 1133 or ENGL 1143).

COMM 3213 Media Management: 3 semester hours.
Focuses on management and its relationship to successful operation of newspapers, television and radio stations in a democratic, capitalistic framework. Covers the functions of advertising and public relations in relation to media.
Prerequisites: COMM 1713.

COMM 3513 Communication Law & Ethics: 3 semester hours.
Examines the idea of free speech as it has developed in the United States with attention to mass media law, including topics such as liberal, 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.
Prerequisites: COMM 1713.

COMM 3523 Feature and Magazine Writing: 3 semester hours.
A study of techniques used for news gathering and writing for newspaper feature articles and magazines. A survey of freelance writing procedures.
Prerequisites: COMM 2523 or COMM 2543.

COMM 3603 Persuasion: 3 semester hours.
A study of nature, necessity, and ethics of persuasion. Study of the organization and adaptation of persuasive techniques to achieve personal and public goals and extensive practice in the construction and presentation of persuasive speeches.
Prerequisites: COMM 1003 and COMM 2603 and (COMM 2513 or COMM 2523 or COMM 2533 or COMM 2543).

COMM 3643 Nonverbal Communication: 3 semester hours.
This course covers basic nonverbal communication theories and research.
Prerequisites: COMM 1003 and COMM 2603 and (COMM 2513 or COMM 2523 or COMM 2533 or COMM 2524).

COMM 3653 Gender Communication: 3 semester hours.
This course introduces students to contemporary communication theory and research on the interconnections between gender and communication.
Prerequisites: COMM 1003 and COMM 2603 and (COMM 2513 or COMM 2523 or COMM 2533 or COMM 2543).

COMM 3663 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.
Prerequisites: COMM 1003 and COMM 2603 and (COMM 2513 or COMM 2523 or COMM 2533 or COMM 2543).

COMM 3673 Communication and Conflict Management: 3 semester hours.
This course evaluates how organizations manage conflict and change in environment. It examines the parametric approaches used to design and implement strategic change in organizations; a theoretical and case study approach is presented for students to understand the communication strategies used to manage organizational crises.
Prerequisites: COMM 1003 and COMM 2603 and (COMM 2513 or COMM 2523 or COMM 2533 or COMM 2543).

COMM 3701 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 3713 Communication Technology: 3 semester hours.
A study of electronic process and applications in media. Emphasis on current and emerging technologies in telecommunications, radio, TV, satellite, fiber optics, and computer-mediated communication.
Prerequisites: COMM 1713 COMM 2513 or COMM 2523 or COMM 2533 or COMM 2543.

COMM 3723 Digital Video Production I: 3 semester hours.
An introductory study of current approaches and practices in digital video production utilizing combination of digital hardware and software for content development and broadcast in a variety of media.
Prerequisites: COMM 1713 and (COMM 2513 or COMM 2523 or COMM 2533 or COMM 2543).
**COMM 3733 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 and (COMM 2513 or COMM 2523 or COMM 2533 or COMM 2543).

**COMM 3743 Principles of Advertising: 3 semester hours.**

Growth, organization, and practices of the advertising industry. Consumer surveys, creative planning, and approaches to the development of advertising campaigns.

Prerequisites: COMM 1713 and COMM 2513 or (COMM 2523 or COMM 2533 or COMM 2543).

**COMM 3753 Principles of Public Relations: 3 semester hours.**

Introduction to the field of public relations practice and dynamics of process. Analysis and application of public relations techniques used by various organizations.

Prerequisites: COMM 1713 and (COMM 2513 or COMM 2523 or COMM 2533 or COMM 2543).

**COMM 3993 Independent Study: 1-3 semester hour.**

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

**COMM 4503 Media Criticism: 3 semester hours.**

Media criticism considers the nature and forms of media, their effects on audiences and society, and literacy appropriate to their understanding and use.

Prerequisites: COMM 1713 and (COMM 2513 or COMM 2523 or COMM 2533 or COMM 2543).

**COMM 4513 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 2603 and (COMM 2513 or COMM 2523 or COMM 2533 or COMM 2543).

**COMM 4523 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 2513 or COMM 2523 or COMM 2533 or COMM 2543.

**COMM 4533 Communication Research: 3 semester hours.**

Universal research process from defining ideas and problems to reporting results. Casual interference and relative strengths of various research designs. Fundamentals and specifics applications of most common data-gathering and measurement techniques in Communication research: experimental, survey, content analysis, historical and qualitative.

Prerequisites: COMM 2513 or COMM 2523 or COMM 2533 or COMM 2543.

**COMM 4543 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 2513.

**COMM 4603 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.

Prerequisites: COMM 1003 and COMM 2603 and (COMM 2513 or COMM 2523 or COMM 2533 or COMM 2543).

**COMM 4613 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.

Prerequisites: COMM 1003 and COMM 2603 and (COMM 2513 or COMM 2523 or COMM 2533 or COMM 2543).

**COMM 4623 Rhetoric of Social Movements: 3 semester hours.**

The course evaluates the philosophical, social, and cultural foundations of rhetorical theory and practices found in different social movements. It looks at the ways in which social groups and persuasive efforts shape public opinion, emphasizing the way in which language symbols, writing, and activates are used as devices of oppression and liberation.

Prerequisites: COMM 1003 and COMM 2603 and (COMM 2513 or COMM 2523 or COMM 2533 or COMM 2543).

**COMM 4633 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 1003 and COMM 2603 and (COMM 2513 or COMM 2523 or COMM 2533 or COMM 2543).

**COMM 4703 Professional Internship: 3 semester hours.**

Semester spent in a professional setting in a communication medium. Direct supervision by media and faculty professionals. This internship will be off-campus unless by permission of department head. This course can be repeated up to 6 semester credit hours.
COMM 4713 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: COMM 1003 and COMM 1713 and (COMM 2513 or COMM 2523 or COMM 2533 or COMM 2543).

COMM 4723 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 3723.

COMM 4733 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 3723.

COMM 4793 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 1713 and (COMM 2513 or COMM 2523 or COMM 2533 or COMM 2543).

COMM 4893 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.

COMM 4993 Independent Study: 1-3 semester hour.
Readings, research, and/or field work on selected topics.

COMM 5203 Introduction to Web Design: 3 semester hours.
Fundamentals of website development, including html, web-building software applications, multilevel site planning and construction, basic interactivity (VIA Java script and CGI), information organization, web site management, and the delivery of basic multimedia content.

COMM 5323 Desktop Publishing: 3 semester hours.
This course introduces students to the most popular graphics, and page layout programs for electronic publishing (Photoshop, InDesign)

COMM 5413 Multimedia Authoring: 3 semester hours.
Students learn to create and publish multimedia productions for various formats including DVD/CD and the Web. Hands-on activities using Director and DVD Pro.