

Communications (COMM)

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.

A basic theory course encompassing the history and functions of mass media and the communication process.

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.

Prerequisites: COMM 1311 or COMM 1003.

COMM 1336 Video Production I: 3 semester hours.

An introduction to basic remote digital video production to include practical exercises illustrating key concepts of reproduction, 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 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 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 ENG 2311).

COMM 2311 Broadcast Writing: 3 semester hours.

Writing for television and radio with emphasis on acquiring the skills needed in gather and producing information as news. Begins with practical application of basic principles of broadcast news writing.

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

COMM 2315 News Writing and Reporting: 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 (ENGL 1302 or ENGL 1133 or ENG 1143 or ENGL 2311).

COMM 2333 Discussion and 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 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.

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

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: (ENGL 1302 or ENGL 1133) or (ENGL 2311 or ENGL 1143).

COMM 2355 Communicaton, 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 1311 or COMM 1003.

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 3321 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 1307 or COMM 1713.

COMM 3351 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 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.

Prerequisites: COMM 1307 or COMM 1713.

COMM 3352 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: ENGL 1133 or ENGL 1302 or ENGL 1143 or ENGL 2311.

COMM 3360 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 1311 or COMM 1003) and (COMM 1318 or COMM 2603) and ((COMM 2351 or COMM 2513) or (COMM 2311 or COMM 2523) or (COMM 2339 or COMM 2533) or (COMM 2315 or COMM 2543)).

COMM 3364 Nonverbal Communication: 3 semester hours.

This course covers basic nonverbal communication theories and research.

Prerequisites: COMM 1311 or COMM 1003 and (COMM 1318 or COMM 2603) and (COMM 2351 or COMM 2513 or COMM 2311 or COMM 2523 or COMM 2339 or COMM 2533).

COMM 3365 Gender Communication: 3 semester hours.

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

Prerequisites: (COMM 1311 or COMM 1003) and (COMM 1318 or COMM 2603) and ((COMM 2351 or COMM 2513 or COMM 2311 or COMM 2523 or COMM 2339 or COMM 2533 or COMM 2315 or COMM 2543)).

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.

Prerequisites: COMM 1311 or COMM 1003 and (COMM 1318 or COMM 2603) and (COMM 2351 or COMM 2311 or COMM 2523 or COMM 2339 or COMM 2533 or COMM 2513 or COMM 2543 or COMM 2315).

COMM 3371 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 2351 or COMM 2513 or COMM 2311 or COMM 2523 or COMM 2339 or COMM 2533 or COMM 2315 or COMM 2543.

COMM 3372 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 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.

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

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

COMM 3375 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 1307 or COMM 1713) and ((COMM 2351 or COMM 2513 or COMM 2311 or COMM 2523 or COMM 2339 or COMM 2533 or COMM 2315 or COMM 2543)).

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.

In July of 1982, recording artists Grandmaster Flash and the Furious Five released "The Message" and changed the face of hip hop. Up to that point, the hip hop genre consisted primarily of feel-good 'party music', but "The Message" confronted listeners with something different – hard-hitting social commentary about the harsh conditions of poverty plaguing their inner-city community. Since then, hip hop has taken on an increasingly prominent role in reflecting and shaping society and culture. In this course, we will examine "the message" of hip hop. Students will learn to critically analyze hip-hop media texts and utilize these texts as lenses for examining contemporary society. In the end, 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.

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 1307 or COMM 1713) and ((COMM 2311 or COMM 2523) or (COMM 2315 or COMM 2543) or (COMM 2339 or COMM 2533) or (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 1318 or COMM 2603) and ((COMM 2351 or COMM 2513) or (COMM 2311 or COMM 2523) or (COMM 2339 or COMM 2533) or (COMM 2315 or COMM 2543)).

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 or COMM 2311 or COMM 2523 or COMM 2339 or COMM 2533 or COMM 2315 or COMM 2543.

COMM 4353 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 2351 or COMM 2513) or (COMM 2523 or COMM 2311) or (COMM 2543 or COMM 2315) or (COMM 2339 or COMM 2533).

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. Prerequisites: COMM 1311 or COMM 1003 and (COMM 1318 or COMM 2603) and (COMM 2351 or COMM 2513 or COMM 2311 or COMM 2523 or COMM 2533 or COMM 2339 or COMM 2315 or COMM 2543).

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. Prerequisites: COMM 1311 or COMM 1003 and (COMM 1318 or COMM 2603) and (COMM 2351 or COMM 2513 or COMM 2311 or COMM 2523 or COMM 2339 or COMM 2533 or COMM 2543 or COMM 2315).

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 1311 or COMM 1003) and (COMM 1318 or COMM 2603) and ((COMM 2351 or COMM 2513) or (COMM 2311 or COMM 2523) or (COMM 2533 or COMM 2339) or (COMM 2315 or COMM 2543)).

COMM 4370 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 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 2633 or COMM 1342).

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

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.

COMM 4399 Independent Study: 1-3 semester hour.

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