

**COMMUNICATION
(COM) 448**

434 Fell Hall, (309) 438-3671

Website: Communication.IllinoisState.edu

Email: Communication@IllinoisState.edu

Director: Stephen Hunt.

General Information

INTERDISCIPLINARY MINORS

The School of Communication participates in a number of interdisciplinary minors at the University. Coursework offered by the School contributes to the following minors: Civic Engagement and Responsibility, Cognitive Science, Ethnic Studies, and International Studies. For further information on these minors and their advisors, please consult the Interdisciplinary Studies Programs section in this Undergraduate Catalog.

HONORS IN COMMUNICATION

The School of Communication offers students an opportunity to demonstrate outstanding achievement in the study of communication by means of participation in the School Honors Program. The School also offers in-course honors work in all its courses at the discretion of the instructor for students enrolled in the Honors Program. Qualified students are encouraged to inquire about admission by contacting the School Honors coordinator. Further details about the University Honors program are available at Honors.IllinoisState.edu.

Communication Studies Programs

Degrees Offered: B.A., B.S.

MAJOR IN COMMUNICATION STUDIES

- 45 hours required.
- Required courses (24 hours): COM 100 (1 hour), 111, 123, 210, 223, 229, 272, 297, 388 (2 hours).
- A minimum of 24 senior hours.
- Students may include a maximum of 6 total hours of Professional Practice (COM 198, 398) and independent research (COM 296, 299) toward completion of the major.
- Students must complete one of the following sequences: Organizational and Leadership Communication, Interpersonal, or Political Communication.

- 9 hours of electives selected from additional courses designated within the sequence.

Interpersonal Sequence

- 12 hours required courses: COM 323 or 324, 325, 370, 372.
- 9 hours elective courses: COM 201, 202, 218, 225, 226, 227, 228, 296, 299, 302, 303, 304, 318, 321, 323, 324, 328, 329, 331, 369, 371, 375, 398; ANT/SOC 338.

Organizational and Leadership Communication Sequence

- 12 hours required courses: COM 227, 323, 329, 375.
- 9 hours elective courses: COM 201, 202, 218, 225, 226, 228, 296, 299, 302, 303, 304, 318, 321, 324, 325, 328, 331, 369, 370, 371, 372, 398.

Political Communication Sequence

- 12 hours required courses: COM 201, 226, 303 or 304, 371.
- 9 hours elective courses: COM 202, 218, 225, 227, 228, 296, 299, 302, 303, 304, 318, 321, 323, 324, 325, 328, 329, 331, 369, 370, 372, 375, 398.

MINOR IN COMMUNICATION STUDIES

- 21 hours required.
- Required courses: COM 111, 297.
- A minimum of 6 hours must be at the 300-level (excluding 398).
- 15 hours of electives selected from: COM 123, 201, 202, 210, 218, 223, 225, 226, 227, 228, 229, 272, 302, 303, 304, 321, 323, 324, 325, 329, 331, 370, 371, 372, 375.

Journalism Program

Degrees Offered: B.A., B.S.

MAJOR IN JOURNALISM

- 45 total hours required.
- A minimum of 24 senior hours including at least 12 hours at the 300-level (excluding 398).
- Journalism majors are encouraged to complete a minor or second major in a department/school other than Communication.
- Students are strongly encouraged to complete at least one field experience.
- Students take the following. All Group A (core) courses are required. Five courses

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must be selected from Group B, with an additional two courses chosen from Group C.

Group A: Journalism Core (required courses): COM 111, 161, 165, 167, 180, 297, 361, 374.

Group B: Professional Applications (five courses, 15 hours minimum from the following): COM 162, 163, 166, 214, 228, 240, 241, 257, 263, 265, 266, 267, 269, 271, 285, 314, 352, 365, 366, 385, 398.

Group C: Professional Theory (two courses, 6 hours from the following): COM 304, 320, 350, 360, 367, 382.

Mass Media Program

Degrees Offered: B.A., B.S.

MAJOR IN MASS MEDIA

- 53 hours required (includes possibility of 3 core hours from Philosophy as part of the 53 hours).
- Required courses: COM 101 (1 hour), 111, 160, 161, 297, 320 or 360, 361, 396 (1 hour) and either COM 367 or one philosophy course from the following: PHI 232, 234, 238, 240, or 242.
- A minimum of 31 senior hours including at least 16 hours at the 300-level (excluding 298 and 398).
- Mass Media majors must choose and complete a sequence in either Radio; Television Production; Management, Promotion, and Sales; or Interactive Media. The sequences are listed below.
- Students may include a maximum of 3 hours of professional practice 198A03 toward the major.
- Students may include a maximum of 6 hours of professional practice 398 toward the major.
- Preapproved electives include: COM 211, 214, 228, 240, 262, 263, 266, 267, 273, 304, 314, 317, 319, 321, 324, 352, 355, 369, 370, 371, 398.

Radio Sequence

- Required courses: COM 162, 214, 262, 264 or 271, and 364
- 15 hours of communication electives.
- Suggested electives: COM 163, 198A03, 240, 273, 312, 314, 369, 398.

Management, Promotion and Sales Sequence

—Required courses: COM 162, 163, 264, 273, 364.

—15 hours of communication electives.

—Suggested electives: COM 198A03, 214, 240, 262, 263, 314, 321, 369, 398.

Television Production Sequence:

—Required courses: COM 163, 263, 264, and 317, plus one course from either COM 211 or 362.

—15 hours of communication electives.

—Suggested electives: COM 162, 167, 198A03, 240, 241, 266, 270, 312, 319, 351, 362, 369, 398.

Interactive Media Sequence

—Required courses: COM 163, 240, 241, 317, 319, 366.

—12 hours of communication electives.

—Suggested electives: COM 162, 167, 198A03, 211, 218, 263, 266, 362, 369, 398.

MINOR IN MASS MEDIA

—19 hours required.

—Required courses: COM 101 (1 hour), 160 and 161.

—12 hours of electives from: COM 162, 163, 165, 167, 198A03, 211, 214, 218, 263, 264, 270, 271, 273, 296, 297, 312, 314, 317, 319, 320, 351, 360, 361, 362, 364, 366, 367, 369, 398.

—Students may include a maximum of 3 hours of 198A03 or 398 toward their elective requirements.

Public Relations Program

Degrees Offered: B.A., B.S.

MAJOR IN PUBLIC RELATIONS

—39 hours in Communication required.

—Required courses: COM 111, 161, 178, 229 or 329, 268, 297, 377, 378.

—A minimum of 15 hours of senior-level COM electives with at least 9 hours of these at the 300-level.

—Students are strongly encouraged to complete at least one internship for credit.

—A maximum of 6 hours of COM 398 may count as major electives; whereas, only 3 hours of which will count toward the 300-

level course requirement.

—Students are encouraged to have a minor or second major in a department or school outside the School of Communication.

Communication Courses

100 INTRODUCTION TO THE STUDY OF COMMUNICATION

1 sem. hr.

This course acquaints students with the different areas of study in the communication discipline and career options available to them. Prerequisite: Communication Studies majors only.

101 INTRODUCTION TO THE STUDY OF MASS MEDIA

1 sem. hr.

Acquaints students with curricular options and areas of study in mass media and career options available to them. Formerly *INTRODUCTION TO THE STUDY OF MASS MEDIA AND JOURNALISM*. Prerequisite: Mass Media majors only.

110 COMMUNICATION AS CRITICAL INQUIRY

3 sem. hrs.

Development of communication competence, critical thinking, information literacy, and ethical practices in public speaking, small group, and interpersonal contexts. May not be taken under the P/NP option.

110A01 COMMUNICATION AS CRITICAL INQUIRY: CLASSROOM COMMUNICATION-TEACHER EDUCATION

3 sem. hrs.

Development of communication competence, critical thinking, information literacy, and ethical practices in public speaking, small group, and interpersonal contexts. May not be taken under the P/NP option. Prerequisite: For teacher education majors.

111 INTRODUCTION TO COMMUNICATION THEORIES

3 sem. hrs.

Introduces the student to numerous basic communication theories and underlying assumptions of theory building. Prerequisite: COM majors only.

123 INTERPERSONAL COMMUNICATION

3 sem. hrs.

An introduction to the principles of communication in the formation and maintenance of social and personal relationships.

128 GENDER IN THE HUMANITIES LH

3 sem. hrs.

Examination of gender roles, norms, and stereotypes from a broad range of perspectives within humanities across centuries and cultures. May not be taken under the P/NP option. Also offered as ENG/LAN 128. Prerequisites: ENG 101 and COM 110 or concurrent registration.

160 INTRODUCTION TO MASS MEDIA

3 sem. hrs.

Mass media development and function in modern society: technological basis, economic and political foundations, social implications. Formerly *INTRODUCTION TO MASS COMMUNICATION*.

161 CONVERGENT MEDIA WRITING

3 sem. hrs.

Introduction to the variety of mass communication media students may encounter in their careers. Preparation and presentation of various mass communication formats. Materials charge optional. Formerly *MEDIA WRITING AND PRESENTATION*.

162 INTRODUCTION TO RADIO

3 sem. hrs.

Introduction to radio industry. Development of skills needed to create, announce and produce radio scripts and programming. Examination of radio field. 2 hour lecture, 2 hour lab. Materials charge optional. Prerequisite: COM 160 or 180 or concurrent registration.

163 TELEVISION PRODUCTION

3 sem. hrs.

Development of skills necessary in producing a television program. Function of television equipment and facilities. Evaluation of current production techniques. Producing and directing included. 2 hours lecture, 2 hours lab. Materials charge optional. Prerequisite: COM 160 or 180 or concurrent registration.

165 PRINT AND ONLINE NEWS WRITING AND REPORTING

3 sem. hrs.

Intensive training in the fundamentals of newsgathering and news writing for print and online mediums. Formerly *REPORTING I*. Prerequisite: COM 161 or 180 or concurrent registration.

166 PRINT AND ONLINE EDITING

3 sem. hrs.

Training in rewriting and editing stories, headlines, writing, page layouts, and work on a campus publication. Formerly *COPY EDITING*. Prerequisites: COM 160 or 165, and 161.

167 BROADCAST NEWSWRITING AND REPORTING

3 sem. hrs.

Intensive training in the fundamentals of newsgathering and writing for the electronic media. Formerly *BROADCAST NEWS I*. Materials charge optional. Prerequisites: COM 160 or 180, and 161.

178 INTRODUCTION TO PUBLIC RELATIONS

3 sem. hrs.

Examines functions of public relations in society and surveys concepts, theories, ethics, and principles of effective public relations.

180 INTRODUCTION TO NEWS TECHNOLOGY

3 sem. hrs.

This course provides students with basic experience in the use of multimedia technologies for news gathering and presentation. Prerequisite: Journalism majors only.

198A02 PROFESSIONAL PRACTICE: FORENSICS

1 sem. hr.

Training and preparation in speech and debate activities and/or coaching. Meetings through arrangement with the instructor. Multiple enrollments are allowed; maximum 4 hours. Includes Clinical Experiences: 15 hours. Materials charge optional.

198A03 PROFESSIONAL PRACTICE: MASS MEDIA

1 sem. hr.

Training and participation in mass media production activities. Multiple enrollments are allowed; maximum 3 hours. Prerequisite: Consent of the instructor.

201 COMMUNICATION AND SOCIAL ISSUES

3 sem. hrs.

Criticism of communicative discourse topics such as current events, social movements, civic engagement, and other subjects. Prerequisite: COM 111.

202 PERSUASIVE COMMUNICATION

3 sem. hrs.

Provides the student an opportunity to develop skills in persuasive communication in a variety of situations. Focuses on message content and organization appropriate for different situations and audiences. Includes Clinical Experiences: 2 hours. Formerly *PERSUASIVE PUBLIC SPEAKING*. Prerequisite: COM 111.

210 COMMUNICATION AND CRITICAL THINKING

3 sem. hrs.

Principles of critical thinking, argumentation, and advocacy and their expression in electronic, oral and written contexts. Prerequisite: COM 110.

211 LIVE SPORTS PRODUCTION

3 sem. hrs.

Development of skills for producing live sports productions. Students learn crew positions for live events including pre and post production. Materials charge optional. Formerly *LIVE MULTICAMERA PRODUCTION*. Prerequisites: COM 160 and 163.

214 RADIO MANAGEMENT

3 sem. hrs.

Refinement and practice of radio management skills through administering the ongoing operations of a radio station. Materials charge optional. Multiple enrollments are allowed; maximum of 12 hours. Prerequisites: Radio Sequence majors; Grade of C or better in COM 160 and 162 and consent of the instructor.

218 COMMUNICATION TECHNOLOGIES AND IMPACTS

3 sem. hrs.

The study of basic communication technologies (radio, television, satellite, computer, and electronic publishing) and their impact on the individual, group, organization, and society. Prerequisite: COM 111 or 160 or consent of the instructor.

223 SMALL GROUP PROCESSES

3 sem. hrs.

The study of theory and basic concepts in small group communication. Practical experience in group deliberation, decision-making, and problem solving. Focus on developing group communication competence through participation in a group project, perhaps related to civic engagement. Clinical Experiences: 1 hour.

225 NONVERBAL COMMUNICATION

3 sem. hrs.

Examines gesture, space, time, touch, objects, environment, physical appearance, voice, facial and eye behavior, and their relationship to communication and culture.

226 CLASSICAL RHETORIC

3 sem. hrs.

Examines a variety of classical rhetorical perspectives from Ancient Egypt through the early 19th century, with an emphasis on how classical rhetoricians influence contemporary approaches to communication and rhetorical theory. Prerequisite: COM 111.

227 ORGANIZATIONAL AND PROFESSIONAL SPEAKING**3 sem. hrs.**

Learning experiences in analysis of communication events, group problem solving, interviewing, technical speaking, and persuasive speaking.

228 INTRODUCTION TO INTERVIEWING**3 sem. hrs.**

Learning experiences in the selection, organization and oral presentation of ideas through the interview situation. The course stresses information processing in the interview setting.

229 FOUNDATIONS OF ORGANIZATIONAL COMMUNICATION**3 sem. hrs.**

Designed to enhance students' basic communication knowledge, understanding, and skills in an organization including introductory concepts of organizational communication.

238 INTRODUCTION TO ADVERTISING**3 sem. hrs.**

This course introduces and applies the fundamental concepts and processes of advertising and the advertising industry. Critical thinking and application are emphasized. Prerequisite: COM 110.

240 INTRODUCTION TO VISUAL COMMUNICATION**3 sem. hrs.**

Introduction to the theory and practice of visual communication including perception, visual literacy, and media design for multiple distribution channels. Lecture and lab. Materials charge optional. Prerequisite: COM 161.

241 BASIC PHOTOGRAPHY**3 sem. hrs.**

Fundamentals of photography with emphasis on design, production, presentation and text. Lecture and lab. Materials charge optional.

257 ADVANCED BROADCAST JOURNALISM**3 sem. hrs.**

Introduction to advanced concepts of news gathering for television and radio to enhance all aspects of experiential learning offered in the School. Formerly *BROADCAST REPORTING*. Materials charge optional. Prerequisites: COM 111, 167, and 267.

262 ADVANCED RADIO APPLICATIONS**3 sem. hrs.**

Examination of copywriting and radio production techniques. Exploration of on-air personalities and styles, radio station imaging, and promotions. 2 hours lecture, 2 hours lab. Materials charge optional. Prerequisites: COM 160 and 162.

263 ADVANCED TELEVISION PRODUCTION**3 sem. hrs.**

Creating visual appeal through the television medium. Aesthetics in preparing television programs. Advanced producing/directing techniques in commercial broadcasting and television as an art form. Includes laboratory work on daily television newscasts. Materials charge optional. Prerequisites: COM 160 and 163.

264 MEDIA PROGRAMMING**3 sem. hrs.**

Format and scheduling of programs as practiced by station, cable, and network and other program suppliers and viewed from the perspective of the advertiser, the manager, the consumer, and the government. Formerly *BROADCAST AND CABLE PROGRAMMING*. Prerequisites: COM 111 and 160.

265 COMMUNITY NEWS: ENGAGEMENT, REPORTING AND PRODUCTION**3 sem. hrs.**

Advanced training in newsgathering and newswriting with practical application. Formerly *ADVANCED PRINT AND ONLINE REPORTING & REPORTING II.* Prerequisites: COM 111 and 165.

266 VISUAL STORYTELLING**3 sem. hrs.**

Introduction to visual storytelling. Emphasis on telling stories through the use of visual media such as photos and video. Previous experience in photography or videography recommended. Materials charge optional. Formerly *ADVANCED PHOTOGRAPHY: MULTIMEDIA*.

267 ADVANCED BROADCAST NEWS WRITING AND REPORTING**3 sem. hrs.**

Refinement of skills in broadcast news through laboratory work on daily television newscasts. Formerly *BROADCAST NEWS II*. Materials charge optional. Prerequisites: COM 111 and 167.

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268 PUBLIC RELATIONS WRITING AND PRODUCTION

3 sem. hrs.

Public relations functions, ethics, and writing of new releases, newsletters, brochures, and electronic media for organizations' various audiences. Prerequisites: COM 111 and 161.

269 MAGAZINE PRODUCTION AND DESIGN

3 sem. hrs.

Training in design, production, management, and finance of magazine. Instruction applicable to advisement of school publications. Lecture and lab.

271 BROADCAST PERFORMANCE

3 sem. hrs.

Introduction to basic concepts of on-air performance for television and radio to enhance students' experiential learning in broadcast concentrations. Materials charge optional. Prerequisites: COM 111, 160 or 167, and 161.

272 FOUNDATIONS OF INTER-CULTURAL COMMUNICATION

3 sem. hrs.

Basic concepts of intercultural communication, including values, beliefs, norms, linguistic and nonverbal differences between cultures, cultural bias, ethnocentrism, and cultural adjustment. Prerequisite: COM 111 or consent of the instructor.

273 MEDIA EVENT PLANNING AND PROMOTIONS

3 sem. hrs.

Study of radio, television, and sports promotions and events, with examination of the processes for executing them successfully. Materials charge optional. Prerequisites: COM 111, 160, and 162 or 163, or consent of the instructor.

274 ENVIRONMENTAL COMMUNICATION

3 sem. hrs.

Theoretical and practical exploration of environmental issues. Topics include corporate advocacy, grass-roots activism, environmental nonprofit organizations, and governmental influence.

275 SELECTED TOPICS IN COMMUNICATION

3 sem. hrs.

Examination of various topics in the communication discipline, including case studies. Multiple enrollments are allowed if content is different. Formerly *SELECTED TOPICS IN PUBLIC RELATIONS*. Prerequisite: COM major or consent of the instructor.

281 PRINCIPLES OF TEACHING COMMUNICATION

3 sem. hrs.

Methods and materials for teaching secondary speech communication. Planning and applying strategies, methods of measurement, classroom criticism of performance, selection and compilation of materials. Includes Clinical Experiences: 10 hours. Formerly *PRINCIPLES OF SPEECH EDUCATION*. Prerequisite: Grade of C or better in PSY 215 or concurrent registration.

283 COMMUNICATION IN THE CLASSROOM

3 sem. hrs.

Theory and practice in developing communication competencies in an academic setting. Preparation and presentation of various instructional strategies for diverse audiences. Prerequisites: Grade of C or better in COM 110; 45 hours completed, and declared Teacher Education Major.

285 NEWS AND FEATURE ONLINE PRODUCTION

3 sem. hrs.

Students will produce an online magazine, gaining experience in writing, editing, illustrating and laying out news and feature articles. Prerequisite: COM 165.

296 INDEPENDENT RESEARCH IN COMMUNICATION

3 sem. hrs.

Prerequisites: Project approval by school director and instructor prior to registration.

297 COMMUNICATION RESEARCH METHODS

3 sem. hrs.

Methods of scholarly research and critical evaluation of research. Prerequisites: COM 111 and 60 hours completed.

302 COMMUNICATION CRITICISM

3 sem. hrs.

Introduction to rhetorical and critical communication criticism. Prerequisite: COM 111, or graduate standing.

303 CONTROVERSY AND CONTEMPORARY SOCIETY

3 sem. hrs.

Communication on contemporary or current significant, controversial issues. Prerequisite: COM 111, or graduate standing.

304 FREEDOM OF SPEECH AND PRESS

3 sem. hrs.

First Amendment rights. Emphasis on Supreme Court decisions relating to political dissent, obscenity, provocation and demonstration, and press freedom. Prerequisite: COM 111, or graduate standing.

312 BROADCAST HISTORY**3 sem. hrs.**

Course explores in depth the origins of broadcast media including people, industries, technologies, and government policies influencing media. Prerequisite: COM 160, or graduate standing.

314 TOPICS IN RADIO MANAGEMENT**3 sem. hrs.**

Specialized management training in radio station operations. Development of long range planning, problem solving, and leadership skills. Materials charge optional. Multiple enrollments are allowed for credit if content differs. Prerequisites: COM 111, 160, 162, 214 and consent of the instructor.

317 DIGITAL POST PRODUCTION**3 sem. hrs.**

Theory, aesthetics, and technical skills required for professional level non-linear film/video editing. Materials charge optional. Prerequisites: COM 160, 161, and 163, or graduate standing.

318 SOCIAL DYNAMICS OF COMMUNICATION TECHNOLOGIES**3 sem. hrs.**

Examination of social dynamics of mediated communication emphasizing implications of new communication technologies for social institutions and social change. Prerequisite: COM 111 or consent of the instructor, or graduate standing.

319 MOTION GRAPHICS AND VISUAL EFFECTS**3 sem. hrs.**

Exploration of the art and craft of motion design and VFX using exemplary examples and state-of-the-art techniques. Lecture. Materials charge optional. Formerly *INTERACTIVE MEDIA DESIGN AND AUTHORING*. Prerequisites: COM 111, 160, 161, 163, and 317 or concurrent registration, or graduate standing.

320 MASS MEDIA: CULTURAL CRITICISM AND PROBLEMS**3 sem. hrs.**

Critiquing mass media's influence on cultural and economic life and its influence on public policy and social change. Prerequisites: COM 111 and 160 or 165, or graduate standing.

320A01 IDENTITIES IN LATIN AMERICAN POPULAR CULTURE**3 sem. hrs.**

Critique of identity in Latin American media genres and systems. Special focus on Panama. Prerequisites: Enrollment in Panama Study Abroad Program, COM 111 and 160 or 165, or graduate standing.

321 CAMPAIGN COMMUNICATION AND MESSAGE DESIGN**3 sem. hrs.**

Application of theory and research to campaign strategy and message design. Emphasis: ethical, informative, and persuasive messages in commercial, political, and social issue campaigns. Prerequisite: COM major or consent of the instructor, or graduate standing.

323 THEORY AND RESEARCH IN SMALL GROUP COMMUNICATION**3 sem. hrs.**

Theoretical and experimental literature dealing with small group communication processes. Prerequisites: COM 111 and 90 hours completed, or graduate standing.

324 THEORY AND RESEARCH IN PERSUASION**3 sem. hrs.**

Survey of theoretical and applied literature dealing with how attitudes, beliefs, and social behaviors are affected by communication. Production and criticism of such messages will be studied. Prerequisite: COM 111, or graduate standing.

325 THEORY AND RESEARCH IN INTERPERSONAL COMMUNICATION**3 sem. hrs.**

Provides an overview of theory and research on interpersonal communication with emphasis on the knowledge and skills necessary to develop, maintain, and terminate social and personal relationships. Prerequisite: COM 111, or graduate standing.

328 NEGOTIATION**3 sem. hrs.**

Overview of theory and practice of negotiation. Experience in applying strategies to negotiate effectively and ethically. Prerequisites: COM 111 and 297, or consent of the instructor, or graduate standing.

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329 ORGANIZATIONAL COMMUNICATION

3 sem. hrs.

Theoretical and empirical literature dealing with communication processes in an organizational setting. Prerequisites: COM 111 and 75 hours completed, or graduate standing.

331 HUMAN COMMUNICATION AND THE AGING PROCESS

3 sem. hrs.

This course summarizes the theory and research that informs our understanding of the aging process and the role of communication in the lives of older adults. Prerequisite: COM 111 or SOC 211, or graduate standing.

350 DOCUMENTARY FILM HISTORY AND THEORY

3 sem. hrs.

Historical, philosophical, and theoretical consideration of documentary approach in films, television, and radio. Formerly THE 270 *DOCUMENTARY IN FILM AND BROADCASTING*. Also offered as THE 350.

351 ADVANCED WRITING FOR MASS MEDIA

3 sem. hrs.

This course focuses on writing for long form mass media including documentaries, features, dramas, and comedies. Prerequisite: COM 161, or graduate standing.

352 DOCUMENTARY STORYTELLING AND PRODUCTION

3 sem. hrs.

Investigation and practice of on-screen, nonfiction storytelling with historical, theoretical, ethical, and aesthetic considerations. Formerly *DOCUMENTARY PRODUCTION ON SOCIAL AND POLITICAL ISSUES*. Prerequisites: COM 161, 163 or 167, and 263 or 267, or graduate standing.

355 INTERNATIONAL PUBLIC RELATIONS

3 sem. hrs.

Theory and research related to the practice of public relations across cultural and national boundaries. Application of theory to practical problems. Prerequisites: COM 111 and 178 or consent of the instructor, or graduate standing.

356 EXECUTIVE SPEECHWRITING

3 sem. hrs.

Principles and process for researching and ghostwriting speeches. Includes strategies for public-speaking opportunities and counseling speakers. Prerequisite: COM major or consent of the instructor, or graduate standing.

358 CRISIS COMMUNICATION

3 sem. hrs.

An advanced examination of the use of communication in planning, managing and responding to organizational crises. Prerequisite: COM 178 or consent of the instructor.

360 MASS MEDIA: THEORY AND EFFECTS

3 sem. hrs.

Critical examination of channel and receiver variables and their effects on the act of moving information through a given medium. Students participate in at least one research project of their design. Formerly *MASS COMMUNICATION: THEORY AND EFFECTS*. Prerequisites: COM 111 and 160 or 165, or graduate standing.

361 MASS MEDIA LAW, POLICY AND ETHICS

3 sem. hrs.

Examines statutes, policy, and case law affecting media operations along with ethical guidelines for practitioners and industry self-regulation guidelines. Prerequisites: COM 111, 160 or 165, and 60 hours completed, or graduate standing.

362 STRATEGIC MEDIA PRODUCTION

3 sem. hrs.

Theory and practice of using video to strategically solve communication problems for businesses, non-profits, and other organizations. Lecture and lab. Formerly *NON-BROADCAST TELEVISION*. Prerequisite: COM 111, or graduate standing.

364 BROADCAST MANAGEMENT

3 sem. hrs.

Role and functions of broadcast media managers in society. Prerequisites: COM 111 and 160, or graduate standing. COM 264 is recommended.

366 WEB PRODUCTION AND DESIGN

3 sem. hrs.

Design fundamentals and technical skills for Web page production. Lecture and lab. Prerequisite: COM major only

367 ETHICAL PROBLEMS IN MASS MEDIA

3 sem. hrs.

Analysis of ethical problems in news, entertainment, and persuasive media. Students develop analytical skills using cases and research projects. Formerly *ETHICAL PROBLEMS IN MASS COMMUNICATION*. Prerequisites: COM 111, 160 or 165, and 60 hours completed, or graduate standing.

369 INTERNATIONAL COMMUNICATION SYSTEMS**3 sem. hrs.**

Mass communication systems employed in foreign countries, their roles in national and international social and cultural development. Prerequisite: COM 111, or graduate standing.

370 PSYCHOLOGY OF LANGUAGE**3 sem. hrs.**

Theories and empirical research relating to the development and function of language, including how the brain works during conversation, aspects of language gain and loss, and the nature of conversation and its relation to group and social contexts. Prerequisite: COM 111, or graduate standing.

371 POLITICAL COMMUNICATION**3 sem. hrs.**

Basic theory and research relating to political campaign communication. Special attention is paid to the persuasive process of political campaigning focusing upon the role of the media, the candidate, image creation and other selected topics on political campaign communication. Prerequisite: COM 111, or graduate standing; 6 hours COM or 6 hours POL is recommended.

372 THEORY AND RESEARCH IN INTERCULTURAL COMMUNICATION**3 sem. hrs.**

Theories and research relating to face-to-face communication among people from different cultural, national, ethnic, or racial backgrounds. Prerequisites: COM 111 and 297, or consent of the instructor, or graduate standing.

373 INTERNAL PUBLIC RELATIONS**3 sem. hrs.**

Principles and practices for communicating with organizations' internal audiences. Investigation includes nonprofit, profit, government and nongovernment organizations. Prerequisite: COM 111 or graduate standing; COM 229 is strongly recommended.

374 NEWS LITERACY: CRITICAL PERSPECTIVES**3 sem. hrs.**

Course examines news literacy links with critical theory and the ways news relates to communication and journalism theory. Prerequisite: COM 111.

375 COMMUNICATION AND LEADERSHIP**3 sem. hrs.**

Survey of theory and research dealing with how the different approaches to leadership are enacted through the process of communication. Prerequisites: COM 111 and 297, or graduate standing.

377 PUBLIC RELATIONS CAMPAIGNS**3 sem. hrs.**

Theory and research related to professional experience in strategizing and executing public relations. Formerly *PUBLIC RELATIONS MANAGEMENT: CAMPAIGNS*. Prerequisites: COM 111, 161, 178, 268, and 297.

378 PUBLIC RELATIONS MANAGEMENT AND RESEARCH**3 sem. hrs.**

As the "senior capstone course" focus is on the leading and managing of everyday matters of a public relations function. Formerly *PUBLIC RELATIONS MANAGEMENT: CORPORATE COMMUNICATION*. Prerequisites: COM 111, 161, 178, 268, and 297.

381 ISSUES IN THE TEACHING OF COMMUNICATION**3 sem. hrs.**

Identification of common and unique issues in teaching communication concepts and skills. Approaches to resolving classroom problems. Formerly *PROBLEMS IN THE TEACHING OF COMMUNICATION*. Prerequisites: COM 281; grade of C or better in TCH 212, 216, 219; and PSY 215 or concurrent registration, or graduate standing.

382 THEORETICAL ISSUES IN NEWS CONVERGENCE**3 sem. hrs.**

This course explores theoretical and practical issues involving the impact of convergence on journalism, and on the news we consume.

385 EDITORIAL AND FEATURE WRITING**3 sem. hrs.**

Advanced training in writing feature articles and editorials for newspapers and magazines. Prerequisites: COM 111 and 165, or graduate standing.

388 SENIOR CAPSTONE: COMMUNICATION STUDIES**2 sem. hrs.**

Students will synthesize coursework and communication experiences into transferable theory, skills, and applications via a senior project and portfolio. Prerequisites: Major in Communication Studies; senior standing (90 hours completed); minimum of 24 hours completed within the major field of study; and COM 100, 111, and 297.

390 TOPICS IN CONTEMPORARY COMMUNICATION**3 sem. hrs.**

This course addresses contemporary trends and innovations in communication methods/processes. Students focus on rapidly changing communication topics. Multiple enrollments are allowed if content is different; maximum of 9 hours. Prerequisite: COM 111, graduate standing, or consent of the instructor.

390A01 JOURNALISM IN LATIN AMERICA**3 sem. hrs.**

This course will demonstrate various roles of the State, market forces, historical developments and distinct cultural norms and behaviors in shaping journalistic practice in the various nations that comprise Latin America. Prerequisite: Enrollment in Panama Study Abroad Program, COM 111, graduate standing, or consent of the instructor.

392 TOPICS IN COMMUNICATION INSTRUCTION**1 sem. hr.**

Identification and development of new instructional content, approaches, strategies, and materials for selected oral communication concepts in educational and business classrooms.

392A08 TOPICS IN COMMUNICATION INSTRUCTION: TEACHING COMMUNICATION AS CRITICAL INQUIRY**1 sem. hr.**

Identification and development of new instructional content, approaches, strategies, and materials for selected oral communication concepts in educational and business classrooms.

396 CAPSTONE IN MASS MEDIA**1 sem. hr.**

A culminating capstone experience for Mass Media majors, producing a professional portfolio and defending the knowledge and skills acquired. Prerequisites: Must be taken in the student's last semester of planned coursework before graduation and COM 111, 160, 161, 297, and 105 hours completed.

398 PROFESSIONAL PRACTICE: COMMUNICATION**1-12 sem. hrs.**

Arranged on-campus practical experience under the guidance of department academic supervisors. Includes Clinical Experiences: 55 hours. Maximum 3-6 hours Professional Practice applicable to major; 16 hours applicable to graduation. Materials charge optional. Prerequisite: COM major or consent of the instructor.

398A03 PROFESSIONAL PRACTICE: INTERNSHIPS FOR COMMUNICATION STUDIES MAJORS**1-12 sem. hrs.**

Students find an opportunity to learn, network, build portfolios and enhance resumes during 144 hours (minimum) supporting an organization under professional supervision. Multiple enrollments are allowed; maximum of 16 hours. Prerequisite: COM major or consent of the faculty supervisor.

398A04 PROFESSIONAL PRACTICE: INTERNSHIPS FOR JOURNALISM MAJORS**1-12 sem. hrs.**

Students find an opportunity to learn, network, build portfolios and enhance resumes during 144 hours (minimum) supporting an organization under professional supervision. Multiple enrollments are allowed; maximum of 16 hours. Materials charge optional. Prerequisite: COM major or consent of the faculty supervisor.

398A05 PROFESSIONAL PRACTICE: INTERNSHIPS FOR MASS MEDIA MAJORS**1-12 sem. hrs.**

Students find an opportunity to learn, network, build portfolios and enhance resumes during 144 hours (minimum) supporting an organization under professional supervision. Multiple enrollments are allowed; maximum of 16 hours. Materials charge optional. Prerequisite: COM major or consent of the faculty supervisor.

398A06 PROFESSIONAL PRACTICE: INTERNSHIPS FOR PUBLIC RELATIONS MAJORS**1-12 sem. hrs.**

Students find an opportunity to learn, network, build portfolios and enhance resumes during 144 hours (minimum) supporting an organization under professional supervision. Multiple enrollments are allowed; maximum of 16 hours. Prerequisite: COM major or consent of the faculty supervisor.