

COMMUNICATION (COM)

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Director: Stephen Hunt

Programs Offered

M.A./M.S. degrees in Communication

All master's degree programs require a minimum of 50 percent of the non-thesis credit hours applied to the degree to be 400-level courses or above.

Program Requirements

Option I—Thesis: This 32 hour option requires:

- 9 hours including COM 422, 497 and another methods course (COM 402, 473, or an alternate course approved by the Graduate Coordinator)
- 5 hours: COM 499
- 18 hours of electives
- at least 15 of the 32 hours must be completed at the 400 level (excluding COM 498 and COM 499). A maximum of three credit hours of COM 400 may be applied to the 400-level hours required for the degree. A maximum of six credit hours from COM 400 and COM 498 (combined) may be applied to the degree
- **Option II—Non-Thesis:** This 39 hour option requires:
 - 9 hours including COM 422, 497 and another methods course (COM 402, 473, or an alternate course approved by the Graduate Coordinator)
 - 30 credit hours of electives
 - a meaningfully revised seminar paper or seminar project must be submitted to the graduate advisor by the end of the student's last semester
 - at least 27 of the 39 hours must be completed at the 400 level (excluding COM 498). No more than three hours of COM 400 may be applied toward the 27 400-level hours required

Communication Courses**302 COMMUNICATION CRITICISM**

3 sem. hrs.

Introduction to rhetorical and critical communication criticism. Prerequisite: COM 111.

303 CONTROVERSY AND CONTEMPORARY SOCIETY

3 sem. hrs.

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

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.

312 BROADCAST HISTORY

3 sem. hrs.

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

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.

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.

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.

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. Formerly COM 260. Prerequisites: COM 111 and 160 or 165.

320A01 MASS MEDIA-CULTURAL CRITICISM AND PROBLEMS: IDENTITIES IN LATIN AMERICAN POPULAR CULTURE

3 sem. hrs.

Critique of identity in Latin American media genres and systems. Special focus on Panama. 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.

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.

323 THEORY AND RESEARCH IN SMALL GROUP COMMUNICATION

3 sem. hrs.

Theoretical and experimental literature dealing with small group communication processes. Prerequisite: COM 111 and 90 hours completed.

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.

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. Prerequisites: COM 111.

328 NEGOTIATION**3 sem. hrs.**

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

329 ORGANIZATIONAL COMMUNICATION**3 sem. hrs.**

Theoretical and empirical literature dealing with communication processes in an organizational setting. Prerequisite: COM 111 and 75 hours completed.

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.

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. Prerequisites: COM 161.

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.

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.

356 EXECUTIVE SPEECHWRITING**3 sem. hrs.**

Principles and process for researching and ghostwriting speeches. Includes strategies for public-speaking opportunities and counseling speakers. Formerly COM 275A01. Prerequisites: COM major 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. Prerequisites: COM 111 and 160 or 165.

361 MASS MEDIA LAW, POLICY, & ETHICS**3 sem. hrs.**

Examines statutes, policy, and case law affecting media operations along with ethical guidelines for practitioners and industry self-regulation guidelines. Formerly REGULATION

OF THE COMMUNICATION INDUSTRY. Prerequisites: COM 111, 160 or 165, and 60 hours completed.

364 BROADCAST MANAGEMENT**3 sem. hrs.**

The role and functions of broadcast media managers in society. Prerequisites: COM 111 and 160. 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.

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

Mass communication systems employed in foreign countries, their role in national, social and cultural development. Prerequisite: COM 111.

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

Theories and empirical research relating to the development and functions 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. Prerequisites: COM 111.

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. Prerequisites: COM 111; completion of 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.

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 required; COM 229 is strongly recommended.

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.

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.

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 allowed if content is different; maximum of 9 hours. Prerequisites: COM 111, graduate standing, or consent of the instructor.

390A01 TOPICS IN CONTEMPORARY COMMUNICATION: 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.

402 SEMINAR IN RHETORICAL COMMUNICATION RESEARCH METHODS**3 sem. hrs.**

Survey of rhetorical research methods including Aristotelian, dramatic, narrative, ideological and feminist criticism of various types of texts and contexts.

409 SEMINAR IN HEALTH COMMUNICATION**3 sem. hrs.**

Survey of health communication including the role of communication in health care delivery, health promotion, health education, and personal wellbeing. Multiple enrollments allowed if content is different.

410 SEMINAR IN FAMILY COMMUNICATION**3 sem. hrs.**

Advanced examination of theories and research in family communication. May be repeated if content is different.

418 FOUNDATIONS OF MEDIATED COMMUNICATION**3 sem. hrs.**

Review of theories and research addressing mediated communication across levels of analysis and in multiple contexts emphasizing applications and critiques. Multiple enrollments allowed if content is different.

422 PROSEMINAR IN COMMUNICATION PHILOSOPHY AND THEORY**3 sem. hrs.**

Introduction to the role of theory, in communication processes and its relation to research. Must be taken by first year graduate students.

424 SEMINAR IN PERSUASION**3 sem. hrs.**

The examination of selected areas of theory and research in

persuasion. Multiple enrollments are allowed if content is different.

433 SEMINAR IN LEADERSHIP COMMUNICATION**3 sem. hrs.**

Theories and practices of leadership communication in various organizational contexts. Considers role of leadership communication in establishing relationships, managing communication, and influencing change. Multiple enrollments allowed if content is different.

435 COMMUNICATION TRAINING AND DEVELOPMENT**3 sem. hrs.**

Involves identification of instructional problems; analysis of resources and alternatives; and design of effective solutions with emphasis on communication programs for training and development. Multiple enrollments allowed if content is different.

436 ADVANCED MESSAGE DESIGN**3 sem. hrs.**

Planning and designing mediated messages. Concepts developed are applied to the production and evaluation of a selected design problem. Multiple enrollments allowed if content is different.

460 SEMINAR IN MASS COMMUNICATION**3 sem. hrs.**

Advanced examination of selected areas of theory and research in mass communication. Multiple enrollments allowed if content is different.

462 SEMINAR IN CRITICAL STUDIES IN MASS COMMUNICATION**3 sem. hrs.**

Examination of theory and research in criticism of mass communication texts, genres, and institutions. Practice in writing media criticism. Multiple enrollments allowed if content is different.

463 SEMINAR IN MASS MEDIA EFFECTS**3 sem. hrs.**

Examines theory and research on mass media effects from a social science perspective. Students develop individual or group research projects. Multiple enrollments allowed if content is different.

472 SEMINAR IN INTERCULTURAL/INTERETHNIC COMMUNICATION**3 sem. hrs.**

Research and theory regarding culture, "race," and ethnicity as these relate to communication, including verbal/nonverbal differences, cultural adjustment, conflict resolution, and communication of intolerance. Multiple enrollments allowed if content is different. Prerequisites: COM 422 and 497.

473 SEMINAR IN QUALITATIVE COMMUNICATION RESEARCH METHODS**3 sem. hrs.**

Introduction to qualitative research methods including open-ended questionnaire, in-depth interview, conversation/discourse analysis, media analysis, and ethnography of communication. Prerequisites: COM 422.

474 SEMINAR IN INTERPERSONAL COMMUNICATION

3 sem. hrs.

Advanced examination of selected areas of theory and research in interpersonal communication. Multiple enrollments allowed if content is different.

475 SEMINAR IN PUBLIC RELATIONS

3 sem. hrs.

Advanced examination of selected areas of theory and research in public relations and recent developments in the public relations profession. Multiple enrollments allowed if content is different.

478 SEMINAR IN PUBLIC RELATIONS RESEARCH: CASE STUDIES

3 sem. hrs.

Application of communication theory to the analysis of public relations problems through the use of student-conducted case studies. Multiple enrollments allowed if content is different. Prerequisites: COM 422 and 497.

481 SEMINAR IN COMMUNICATION EDUCATION: COMMUNICATION PEDAGOGY

3 sem. hrs.

Survey of communication pedagogy including the communication theories and research that inform teaching practice in communication. Multiple enrollments allowed if content is different.

482 SEMINAR IN COMMUNICATION EDUCATION: COMMUNICATION ASSESSMENT

3 sem. hrs.

Survey of communication assessment including communication education and assessment theory. May be repeated if content is different.

483 SEMINAR IN COMMUNICATION EDUCATION: INSTRUCTIONAL COMMUNICATION

3 sem. hrs.

Survey of instructional communication including the communication theories and research that inform teaching practice across educational contexts. Multiple enrollments allowed if content is different.

491 INTERNSHIP IN COLLEGE TEACHING IN COMMUNICATION

3 sem. hrs.

Credit for the course is given in the School of Teaching and Learning. (See TCH 491.)

492 SEMINAR IN COMMUNICATION THEORY

3 sem. hrs.

Advanced examination of selected areas of communication theory. Multiple enrollments allowed if content is different.

494 SEMINAR IN SMALL GROUP COMMUNICATION

3 sem. hrs.

Advanced examination of selected areas of theory and research in small group communication. Multiple enrollments allowed if content is different.

495 SEMINAR IN ORGANIZATIONAL COMMUNICATION

3 sem. hrs.

Advanced examination of selected areas of theory and research in organizational communication. Multiple enrollments allowed if content is different.

496 SEMINAR IN RHETORICAL THEORY

3 sem. hrs.

Advanced examination of selected theories of rhetorical communication. Multiple enrollments allowed if content is different.

497 SEMINAR IN QUANTITATIVE COMMUNICATION RESEARCH METHODS

3 sem. hrs.

Introduction to quantitative methods of scholarly research and the critical evaluation of research in communication. Must be taken by first year graduate students. Formerly INTRODUCTION TO RESEARCH METHODOLOGY.

498 PROFESSIONAL PRACTICE IN COMMUNICATION

1-9 sem. hrs.

Refer to General Courses.

499 MASTER'S THESIS

1-6 sem. hrs.

Refer to General Courses.

499A90 INDEPENDENT RESEARCH FOR MASTER'S THESIS LAST TERM

1 sem. hr.

Refer to General Courses.