

# DEPARTMENT OF COMMUNICATION

The Department of Communication offers a diverse academic program with the common mission of fortifying the intellectual and social skills necessary for effective human communication. The department's focus is on oral, written, and mediated communication skills that are essential in both professional and personal lives. As such, the department cultivates the ability to think in creative and critical ways and to effectively communicate the results of that thinking.

The department is committed to the belief that communication is essential to preserving democratic human communities. Equally important, as our personal and social realities are created, maintained, and recreated through communication, the department stresses not only competent, but also ethical, personal, and mediated communication.

## Major in Communication

Today's technologically oriented, increasingly diverse world is driven by the exchange of information. Increasingly, people with finely-tuned communication skills are in demand to direct that information. Advanced writing and speaking skills now need to be complemented by computer literacy and an understanding of the mass media, as well as an appreciation for the complexities in human interaction. The Department recognizes, too, that there is great societal need—plus career opportunity—in applying these skills in the practice of health communication, again both media and interpersonally crafted and delivered.

Studying communication at Bryant gives students an opportunity to analyze and evaluate various forms of communication while developing their own specific communication skills. Historical, theoretical, social, and ethical functions of communication are studied within a global context.

## Communication Major Specializations

While the main goal of the department is to provide a broad-based curriculum to serve as many constituents as possible, students can choose to specialize in a specific area within the field of communication. Each specialization requires six courses that are completed as electives within the required courses, so no additional coursework is needed. If desired, the specialization will be noted on the student's transcript. Students wishing to specialize in a specific area should meet with their department advisor before the end of their freshmen year. Specializations include:

### Organizational Communication and Social Media

The Organizational Communication and Social Media specialization is designed for students looking for a communication program tailored to working in an organizational settings such as a corporation, small business, or non-profit organization. The curriculum sequence emphasizes communication messages about efficiency, appropriateness, power, teamwork, and using communication in professional settings. Students can focus on a more general organizational communication specialization with courses such as Small Group Communication and Intercultural Communication or focus specifically on social media communication.

### Strategic Healthcare Communication

The study of health and healthcare communication emphasizes the practice of communicating health issues to the public, such as in public health campaigns, and helping individuals make health decisions. The skills and knowledge afforded in a Communication degree with a specialization in Strategic Healthcare Communication will help students: 1) analyze different audiences, 2) understand attitudes, beliefs and perceptions about health issues, 3) strategically choose appropriate communication channels for health behavior changes, and 4) improve communication about health and healthcare.

### Public Relations and Event Planning

The study of public relations and event planning emphasizes the theory and practice of successfully interacting with an organization's many publics as it works to create a body of public opinion to support its mission, vision, or values. Recognizing that public relations is a management function, the knowledge afforded in a communication degree will prepare students to best demonstrate their skills in written and interpersonal communication, research, negotiation, leadership, creativity, planning, logistics, and problem solving.

### Broadcast Journalism, Film, and Television

The Broadcast Journalism, Film, and Television specialization emphasizes the creation of film and television content. In a mix of classroom, studio and on-location environments, students learn how to write, shoot, and edit digital media that is not only focused and engaging, but tailored for a specific audience and distribution platform. Depending on the course and assignment, students may work individually or as part of a creative team. This specialization prepares students for a variety of careers in mass communication (news, sports, advertising, etc.) that require both communication skills and creativity. Internships and volunteer opportunities will augment the course of study.

## Communication Minor

Students pursuing a communication minor work with a faculty advisor to develop a personalized, tailored course of study. In this way, they build a coherent approach to the discipline that reflects their own interests in the field. Options range from interpersonal communication to journalism and mass media to media production.

## Faculty

### Department Chair

Dr. Kevin Pearce

### Professor

Mary Lyons

### Professor

Christopher R. Morse

### Professor

Wendy Samter

### Associate Professor

Kristen Berkos

### Associate Professor

Kevin Pearce

### Assistant Professor

Julie E. Volkman

### Senior Lecturer

Susan Baran

### Senior Lecturer

Thomas Zammarelli

### Lecturer

Thomas Dooley

### Lecturer

Mary Robins

## Major

- Communication Major ([http://catalog.bryant.edu/undergraduate/collegeofartsandsciences/departmentofcommunication/communication\\_major/](http://catalog.bryant.edu/undergraduate/collegeofartsandsciences/departmentofcommunication/communication_major/))

## Minor

- Communication Minor ([http://catalog.bryant.edu/undergraduate/collegeofartsandsciences/departmentofcommunication/communication\\_minor/](http://catalog.bryant.edu/undergraduate/collegeofartsandsciences/departmentofcommunication/communication_minor/))

## Courses

### COM 202. Public Speaking. 3 Credit Hours.

This course is designed to help students learn how to communicate in public contexts. By the end, students should be able to research, outline, and organize public messages that are informative, persuasive, and celebratory in nature; analyze an audience; understand how verbal and nonverbal components of delivery influence speaker credibility; develop strategies to reduce and manage fears about communicating in public contexts; create and use visual aids appropriate to the message; answer questions effectively and efficiently; and develop the ability to think critically and creatively. Speakers and audiences live and interact in a multicultural society. As such, this course will also examine both the speaker and the audience as members of co-cultures.

Session Cycle: Fall, Spring

Yearly Cycle: Annual.

### COM 203. Introduction to Communication. 3 Credit Hours.

The purpose of this course is to explore various topics related to communication. Students will learn how communication is defined and how research in the field is performed and evaluated. Furthermore, students will be introduced to various theories in communication as well as some of the common areas within the field (interpersonal, mass, health, intercultural, small group, etc.) Students taking this course can expect to apply the knowledge they gain to various aspects of their personal and professional lives, engage in critical thinking skills, and become familiar with the many options and career choices that study in communication can provide.

Session Cycle: Fall, Spring

Yearly Cycle: Annual.

### COM 204. Honors The Process of Communication. 3 Credit Hours.

This course provides students with an in-depth introduction to the fundamental philosophies underlying the field of communication. It is a sophisticated, seminar-structured class designed for students who have declared communication as a major or minor and for those considering pursuing a degree in communication. As an honors course, this class takes a deeper, more detailed look at communication as a process and at a number of important concepts (areas of study) in the discipline. Likewise, course expectations of student performance and output are high. Students who received credit for COM 203, Introduction to Communication cannot receive credit for COM 204.

Prerequisites: Honors Program

Session Cycle: Fall

Yearly Cycle: Annual.

### COM 230. Introduction to Film Studies. 3 Credit Hours.

This course has three major aims: to introduce students to what might be called the language of film, to investigate the relationship between movies and culture, and to consider film as both an art form and a social practice. Students will examine the tools filmmakers employ to bring their works to the screen, including cinematography, production design, acting, editing, music, sound design, and narrative structure. Students will also focus on how the cinema both reflects and perpetuates aspects of culture, investigating images of masculinity, femininity, class, and race relations. By semester's end students should have a much clearer sense of what goes into the making of movies, and should have become more active, critical viewers of film. This course is cross-listed with LCS 230.

Session Cycle: Fall, Spring

Yearly Cycle: Annual.

### COM 242. Basic Studio Production. 3 Credit Hours.

This course is an introduction to television production in which, through basic studio exercises and productions, students become familiar with the tools of the medium and the processes involved in the creation of completed video content. Emphasis is placed on understanding the role played by software and hardware in the structuring of visual, auditory, and motion elements to communicate through television.

Session Cycle: Varies

Yearly Cycle: Annual.

### COM 243. Basic Field Production and Editing. 3 Credit Hours.

This course focuses on two areas: field production and editing. Students will learn how to shoot television content on location (outside the studio environment). Students will also learn basic post-production theory and techniques.

Session Cycle: Varies

Yearly Cycle: Annual.

### COM 251. Written Communication. 3 Credit Hours.

Students in this course analyze and write various messages appropriate to a variety of communication settings and distribution platforms, traditional and digital. The course emphasizes the interpersonal and ethical aspects of modern writing style and structure, with special attention to professional or career writing.

Session Cycle: Varies

Yearly Cycle: Varies.

**COM 252. Professional Writing as Storytelling. 3 Credit Hours.**

Contemporary professional writing stresses telling stories that reinforce or expand the brand, that is, the organization's identity. Stories are the way that humans make sense of the world. When we talk about our pets or our family members, we don't simply describe them. We tell stories about them. This reality has changed the way communication is practiced at the corporate level. Today, effective writing consists of a strong narrative and a powerful storyline, both of which now trump style and flash. Organizations are not faceless entities sending information to people; rather they are now people connecting with people, especially in this age of sharing and social media. This class teaches the process of telling great stories in differing lengths and formats for diverse platforms. Students take their basic writing skills and, with peer and instructor evaluation, shape and refine those skills through storytelling writing that will have vast implications for a variety of professional careers.

Session Cycle: Spring

Yearly Cycle: Annual.

**COM 260. Media Literacy. 3 Credit Hours.**

This course provides students with the necessary tools for examining mass media content from a critical perspective. Students will be able to discuss the literacies, print and visual, and the societal importance of both on personal and cultural levels. Students will "read" advertisements, both broadcast and print, observe TV programming genres such as "reality TV" and news, study the effects of production values on film content, and deal with texts in other media such as the Internet, videogames, radio, magazines and newspapers. Once students learn to read, interpret and critically examine media texts, they will be able to apply those skills to various audiences.

Session Cycle: Varies

Yearly Cycle: Alternate Years.

**COM 265. Social Media Communication. 3 Credit Hours.**

This course provides a study of social media communication and new technologies. Special attention is given to the history of new media, how they change and interact with our everyday lives, and how they affect and change communication in everyday interactions. The course focuses on both the creation of social media and how it has changed the way we communicate in both our work and social lives.

Session Cycle: Fall, Spring

Yearly Cycle: Annual.

**COM 270. Interpersonal Communication. 3 Credit Hours.**

This course is intended to be an introduction to interpersonal communication and examines concepts/contexts relevant to the study of communication in relationships e.g. language, perception, nonverbal signals, conflict, etc. The focus of the course will be on the various elements that impact relationships, as well as how these elements occur in the context of different types of social interactions. In addition, the course is designed to encourage students to increase their understanding of the research that is guided by these elements and the application that has to real-world experiences.

Session Cycle: Fall, Spring

Yearly Cycle: Annual.

**COM 272. Mass Communication. 3 Credit Hours.**

This is the basic introductory course in the area of mass communication. It is designed to provide an overview of contemporary mass media industries and trends, as well as an examination of the historical, economic, political, and cultural factors that have shaped their development. Students are introduced to theories and effects involving all forms of mass communication and the different areas it encompasses including both print and visual media.

Session Cycle: Fall, Spring

Yearly Cycle: Annual.

**COM 275. How Language Works. 3 Credit Hours.**

In this course you will explore the intuitive knowledge that a native speaker of a language possesses and acquire greater insight into the intricacies of human language. Topics include units of meaning, sentence structure, speech production, language in context, language in society, native and non-native language development, shades of meaning, conversational norms, language change over time, artificial language, and writing systems. This course is cross-listed with COM 275.

Session Cycle: Fall

Yearly Cycle: Annual.

**COM 280. Introduction to Health Communication. 3 Credit Hours.**

This course provides students with an introduction to the area of health communication, an area that is large and multifaceted. Students taking this course will learn about a variety of topics that provide the foundation for work in health and health communication. Topics include (but are not limited to): patient-provider interactions, impact of politics on health, health literacy, health across the lifespan, influence of technology on health, and the role of culture in health.

Session Cycle: Varies

Yearly Cycle: Varies.

**COM 332. Writing and Reporting for Broadcast and Digital Media. 3 Credit Hours.**

This course gives students hands-on learning and experience creating broadcast and digital news content. Course assignments are filmed in the television studio, but with an emphasis on the "nontechnical" aspects of electronic journalism. Specifically, students learn the communication skills that producers and reporters use when researching and writing news stories, conducting interviews, and delivering news live on the air or via the Internet. This course is also recommended for those with an interest in public relations, or for those who simply want to sharpen their writing and presentation skills.

Prerequisites: Sophomore Standing

Session Cycle: Fall, Spring

Yearly Cycle: Annual.

**COM 343. Narrative Filmmaking. 3 Credit Hours.**

Information that is embedded in a narrative (story) is more easily understood and remembered, and increases our interest by generating curiosity and anticipation. Narrative also elicits an emotional response that can motivate us to think, feel, or act differently. Thus, storytelling is a powerful tool for more effective communication in any professional environment. This hands-on course teaches fundamental skills that filmmakers use to tell fictional narratives (stories) in filmed media. Students learn what narrative is, how to create it, and how to shape it using camera and editing techniques. Other topics include how to direct actors, maintain continuity, and use the soundtrack more creatively. Students shoot and edit their own short films, which are then screened in class.

Prerequisites: Sophomore Standing

Session Cycle: Fall

Yearly Cycle: Alternate Years.

**COM 344. Sports Media Production. 3 Credit Hours.**

Covering a live sporting event is one of the most dynamic forms of video-mediated communication. The pace is fast, the narrative largely unscripted, and creative and editorial decisions must be made rapidly. This course uses sports broadcasting as a platform for confronting the challenges of live, remote production. Classroom instruction is reinforced by hands-on experience, as students work in production groups to create network-style, multi-camera broadcasts of Bryant athletic events. Rotating through various roles and responsibilities, students develop skills in multi-camera directing, field production, video editing, writing, reporting, announcing, and special effects. Also, students learn how to identify, shape and present the narrative (story) elements of public events as they unfold. (Note: Students must be available for the broadcast of three Saturday afternoon games during the semester).

Session Cycle: Varies

Yearly Cycle: Alternate Years.

**COM 345. Documentary Filmmaking. 3 Credit Hours.**

In this course students learn how to create films using nonfictional "real" content as source material. The course covers all the creative aspects of documentary production: choosing a topic, creating a quasi-narrative framework, directing, writing and editing. Lectures, screenings and film assignments also explore how the filmmaker's communicative goal and point of view are expressed in a variety of modern documentary styles. And on the most practical level, students learn how to meet the challenge of scheduling a production based on "real" events that are often beyond the filmmaker's control. This course is also recommended for those who have an interest in journalism (both TV and print) or public relations for the non-profit sector.

Prerequisites: Sophomore standing

Session Cycle: Varies

Yearly Cycle: Alternate Years.

**COM 346. Talk Radio: Sports, Politics and Podcasting. 3 Credit Hours.**

This course focuses on the skills needed to become a talk radio or podcast host. Special attention is given to the main functions of talk radio or podcast host as a researcher, interviewer, and storyteller. This course focuses on developing and planning live or taped talk show and podcast segments including researching topics, setting up interviews, writing interview questions, interviewing guests, and interacting with guests and other hosts. This course will also focus on integrating developing technologies in the broadcast field utilized by the talk radio and podcast hosts.

Session Cycle: Fall

Yearly Cycle: Annual.

**COM 352. Writing for Social Media. 3 Credit Hours.**

Much of today's Internet writing—personal, professional, and commercial—takes place on social networking sites (SNS). And while individual sites carry specific freedoms and limitations (for example, the number of words allowed, the size and scope of the legitimate audience, the availability of still and video imagery and sound), the specific writing techniques demanded by SNS differ dramatically from more traditional narrative writing. This class explores the demands, limitations, and potential of effective SNS writing and the different distribution platforms available for SNS writing. Students will have ample opportunity to practice their skill and receive peer and instructor evaluation.

Session Cycle: Fall, Spring

Yearly Cycle: Annual.

**COM 353. Writing for Rich Media. 3 Credit Hours.**

Media's contribution to effective communication—interpersonal and mass—falls along a continuum of rich to lean, employing criteria such as the presence of instant feedback, the use of multiple cues and natural language, and a medium's personal focus. As such, contemporary digital media encourage the writing (and audience expectation) of rich content, stories that contain original text, borrowed text, links to enriching, explanatory, or historical material, embedded video and audio, and opportunities for instant, often synchronous feedback. This class explores the potential of rich media in writing across a number of contexts, personal and professional, and provides practice and evaluation of students' rich media efforts.

Session Cycle: Fall

Yearly Cycle: Annual.

**COM 357. Video Journalism. 3 Credit Hours.**

This course focuses on the skills needed to become a video journalist. Special attention is given to the four main functions of a video journalist including: producer, reporter, videographer and editor. This course focuses on developing and planning live or taped video segments including setting up interviews, capturing the story, writing the story, editing the story and promoting the story. This course will also focus on integrating developing technologies in the broadcast field utilized by the video journalist.

Prerequisites: COM 242 or COM 243 and sophomore standing

Session Cycle: Spring

Yearly Cycle: Alternate.

**COM 359. The Sociological Imagination: What We See When We Watch T.V.. 3 Credit Hours.**

This course uses the Sociological Imagination as the lens through which to analyze of the content of television. We will apply "The sociological imagination" (C. Wright Mills famous concept) to episodes of "The Wire", an HBO series that ran for five years. We will examine the lives of the characters and "urban space" as chronicled in "The Wire" including the work, neighborhoods, the city, morality, sexuality, politics, "childhood," gender and gender expression, race and social justice. We will also consider the relationship between social structures, culture, structure and agency. This course is cross-listed with SOC 359.

Session Cycle: Fall

Yearly Cycle: Annual.

**COM 360. Crisis and Risk Communication. 3 Credit Hours.**

The need to assess, understand and implement an effective communication strategy following a crisis or risk event is becoming increasingly important. Whether dealing with the fallout from an environmental disaster, warning the public about a health hazard, interacting with the public on issues of terrorism, or addressing an organizational crisis, the need for an effective communication plan and its successful implementation is high. This course will focus on examining the intricate parts to the crisis/risk communication process, plan and implementation.

Session Cycle: Spring

Yearly Cycle: Alternate.

**COM 361. Public Relations. 3 Credit Hours.**

Students in this course consider the public relations process with emphasis on how corporations and other institutions relate to their various publics. Readings and discussions center on methods of conducting effective public relations and on legal and ethical issues. Students plan programs and copy for various media.

Session Cycle: Varies

Yearly Cycle: Annual.

**COM 363. Communication and Conflict Management in Intimate Relationships. 3 Credit Hours.**

The purpose of this course is to introduce students to the study of conflict and the role that communication plays in causing, escalating, and/or managing the conflict process. After exploring basic elements of the conflict process (e.g. attributions, goals, power, tactics, etc.), the class will examine ways of altering negative conflict cycles, and the nature and effects of conflict in various intimate relationships such as parent-child relationship, same- and cross-sex friendship, and dating and marital relationships. This course is appropriate for anyone wishing to gain a better understanding of the complexities of interpersonal conflict as well as better and worse ways of managing the process.

Session Cycle: Varies

Yearly Cycle: Annual.

**COM 366. Intercultural Communication. 3 Credit Hours.**

Intercultural communication is the systematic study of communicative interaction between individuals and groups whose cultural understandings, presuppositions and value orientations are distinct enough to exhibit clear effects on the course and consequences of communicative events. Students will be introduced to key concepts and issues in intercultural communication; and through the analysis of case studies of intercultural encounters within different settings in the U.S. and abroad, students will learn to understand the ways in which subtle connections between "culture" and "communication" are implicated in a broad range of interpersonal difficulties from "culture shock" to open conflict.

Session Cycle: Varies

Yearly Cycle: Alternate Years.

**COM 367. Small Group Communication. 3 Credit Hours.**

This course is designed to (a) give students a better understanding of the communicative practices that make a small group successful, and (b) provide students with the tools to diagnose and rectify potential obstacles to good group work. Students will accomplish these objectives by surveying theory and research in key areas of small group communication including cohesiveness, conflict, power, conformity and deviance, social influence, group roles and processes, group structures, leadership, and decision-making skills. In addition, students will have the opportunity to apply such theory and research by interacting in a small group environment to solve a problem, and then analyzing what their group did right and what their group did wrong.

Session Cycle: Varies

Yearly Cycle: Varies.

**COM 368. Organizational Communication. 3 Credit Hours.**

This course provides an introduction to contemporary theory and intellectual traditions applied to the study of organizational communication, including the role of organizations in society and cultural practices. Whatever your career goals, the knowledge you gain from participating in this course will help you make sense of how communication is integral to the organizational experience. The focus will be on all forms of communication within the organization including small group, interpersonal, intercultural, and public. Other topics include superior-subordinate communication, communication and leadership, and the role of communication in developing organizational identity.

Session Cycle: Fall

Yearly Cycle: Annual.

**COM 370. Media Organizations. 3 Credit Hours.**

This course is designed to introduce students to major issues involved in the management, production, and distribution of the mass media.

Topics include the technical side of media production, the history and development of media organizations, business aspects of broadcasting and cable, media regulation, societal effects and the impact of new technology on traditional broadcast media. The focus will be on the history and development of media organizations and how they have helped shape American culture. Students will also discuss the impact of new technology such as HDTV and internet television. This class will examine how the media are both products of social forces as well as social forces in their own right.

Session Cycle: Varies

Yearly Cycle: Alternate Years.

**COM 380. Nonverbal Communication. 3 Credit Hours.**

This course provides an in-depth study of nonverbal communication, such as body language, eye contact, touch, vocalics, etc. It does so in two ways. The first will be to examine various theories and research about the codes and communicative functions of nonverbal behaviors. This will provide an understanding of the importance, persuasiveness, and effect of nonverbal communication, and the role it plays in the overall communication process. The second way that the course will examine nonverbal communication is to experience actively how people use it, and discover what happens when nonverbal rules are violated. This course will provide students with a subjective awareness of their own and others nonverbal messages.

Session Cycle: Varies

Yearly Cycle: Alternate Years.

**COM 390. Communication Research Methods. 3 Credit Hours.**

The purpose of this course is to introduce students to research methods and concepts used in the field of communication. During the course of the semester, students will learn about available resources valuable to researchers in this and other related fields, and will explore a number of different research techniques (e.g., surveys, experiments, content analyses, etc.). To help them better understand the communication literature, students will also be introduced to some basic statistical techniques used in the analysis of research data.

Prerequisites: COM 203 or COM 204 and MATH 201

Session Cycle: Fall, Spring

Yearly Cycle: Annual.

**COM 391. Communication Internship. 3 Credit Hours.**

Students engage in individually supervised work in communication and learn to apply communication skills, concepts, and theory to the work environment. Interns work at least ten hours per week on the job, meet periodically with a supervising faculty member, do research related to the employment field, and prepare a report on the work experience and studies involved.

Prerequisites: Approval of a supervising faculty member and the department chair and junior/senior standing.

**COM 442. Advanced Television. 3 Credit Hours.**

Assuming a basic understanding of studio and field video production, Advanced Television Production allows students to develop greater mastery of the medium's tools and required skills by working in a simulated professional production environment with tight deadlines and "client" participation. Students also expand their knowledge of media aesthetics as they create real television programs, from initial concept to actual broadcast on Channel 68 (or other broadcast outlet).

Prerequisites: COM 242 or COM 243 or COM 332 or COM 344 or COM 345 and sophomore standing

Session Cycle: Spring

Yearly Cycle: Alternate Years.

**COM 443. Script to Screen. 3 Credit Hours.**

In this course, students learn how content is shaped and reshaped (in a sense, rewritten) during each stage of production by developing an idea for a short video program and nurturing that concept through the production process from beginning to end. Students will write original scripts in a variety of formats, direct and edit their classmates' scripts, and devise ad copy to "sell" the completed projects to a target audience. Recommended for those who have an interest in media writing, producing, directing, editing, or marketing.

Prerequisites: COM 242 or COM 243 and junior standing

Session Cycle: Varies

Yearly Cycle: Alternate Years.

**COM 444. The Newsroom. 3 Credit Hours.**

This course is designed to cover the broad spectrum of the actions required to make a live broadcast happen. The class will split into two teams responsible for a live weekly broadcast. We'll examine exactly how everyone from the Producer to the Reporter to the Technical Crew directly impact the success or failure of a live broadcast. We'll look at key job elements of those responsible for controlling the components that must come together for a successful broadcast. There are no second takes—there is only the controlled chaos and dynamic energy flowing as everyone does his or her job to make live television happen.

Prerequisites: COM 242 or COM 243

Session Cycle: Fall

Yearly Cycle: Annual.

**COM 450. Film Genre Studies. 3 Credit Hours.**

A genre approach to film study (one which takes the way we might categorize a film as its point of departure) provides the most effective means for understanding, analyzing, and appreciating cinema because it sees moviemaking as a dynamic process of exchange between the film industry and its audience. This allows us to think about a movie not just as an aesthetic object, but also as a consumer item molded in part by the shifting demands of the mass market. A particular film, then, can tell us as much about the audience for which it's intended and the moment in history to which it belongs as it can about the institutions that produced it. This course examines the way this "dynamic process of exchange" works by looking critically at examples of genre filmmaking of the last several decades. This course is cross-listed with LCS 450.

Prerequisites: COM 230/LCS 230 and junior standing

Session Cycle: Varies

Yearly Cycle: Varies.

**COM 452. Writing for Brand Creation and Digital Execution. 3 Credit Hours.**

All professional writing is designed to attract an audience and hence, improve an organization's bottom line. This class investigates the role of writing in strategic business communication, from identification of a goal to measurement of success that, regardless of platform, builds, enhances, or maintains an organization's identity or brand. Students will research current methods of broadcasting content, tracking engagement based on interaction with content, and building an audience for more profitability. Additionally, strategies for compiling content to tell a compelling story of value and understanding the lifecycle of that content will be explored. Topics range broadly from identifying and representing in writing an organization's identity to more narrowly, techniques for optimizing content across a wide range of media.

Prerequisites: COM 252

Session Cycle: Fall

Yearly Cycle: Alternate Years.

**COM 460. Advanced Media Literacy. 3 Credit Hours.**

This class explores media literacy as an effective learning tool for teachers and parents, specifically as they attempt to strike a balance between traditional school curricula and the influences of a mediated, consumer culture. This class is a research class, which means there will be a heavy writing, research, and presentation component, as well as primary and secondary curriculum development. Some of the general topics to be discussed include the following: determining methods for incorporating media literacy skills into the "kinderculture," exploring measurements for determining quality media content, examining paradigm shifts in media education over the past five or six decades, and parental media education. Students will study the effects of media consumption as a systemic issue, with a main focus on children, teens and critical pedagogy.

Prerequisites: COM 260 or COM 272

Session Cycle: Varies

Yearly Cycle: Alternate Years.

**COM 461. Event Planning. 3 Credit Hours.**

This course emphasizes planning, researching, executing, and evaluating actual public relations campaigns. Students will work with various community based and non-profit clients and will conduct actual semester long event planning campaigns. At least one special event will be completed with each client. Public relations problem solving skills, as well as the fundamentals in news writing, public speaking, and media skills will be emphasized in this course.

Session Cycle: Spring

Yearly Cycle: Annual.

**COM 463. Innovative Communication Applications. 3 Credit Hours.**

This course is an advanced level course with a revolving topic of timely relevance to the field of communication. While the topic may vary, the focus is a combination of theory-based research as well as real-world application that students can use in any field they choose to enter. Previous topics have included political communication, social media, and communication for social change.

Session Cycle: Varies

Yearly Cycle: Varies.

**COM 470. Argumentation and Persuasion. 3 Credit Hours.**

Communicative efforts to influence us and our efforts to influence others are so common that we rarely give them a second thought—that is, until they do not work the way we intended. This course is designed to introduce you to theoretical and applied issues in the study of social influence. It presents a broad overview of the area with an emphasis on the creation and consumption of persuasive messages in a variety of contexts including advertising, politics, health, social marketing, and even our own interpersonal relationships.

Prerequisites: COM 203 or COM 204

Session Cycle: Varies

Yearly Cycle: Alternate Years.

**COM 471. Advanced Interpersonal. 3 Credit Hours.**

This course provides an in-depth look at a specific type of interpersonal relationship or interpersonal communication context. The specific topics for the course will rotate based on student and instructor interest. Students will extend what they have learned in COM 270 and apply interpersonal communication theories and research to specific situations. Examples of course topics include: marital and family communication, lifespan communication, and the impact of mood and emotion on communication.

Prerequisites: COM 203 or COM 204 or COM 270

Session Cycle: Varies

Yearly Cycle: Varies.

**COM 472. Media Effects. 3 Credit Hours.**

This course examines the impact of mass media on modern society. Topics include media cultivation, desensitization, priming, violence, agenda-setting, the knowledge-gap hypothesis, and media ethics. Effects on individual viewers as well as the impact of media on society will be explored in detail.

Prerequisites: COM 203 or COM 204

Session Cycle: Varies

Yearly Cycle: Annual.

**COM 473. Gender and Communication. 3 Credit Hours.**

This class is designed to explore the complex relationships among women, men, language, and communication from theoretical and practical perspectives. Students will be exposed to relevant gender and communication-related social and political issues, research findings, and theory in a wide variety of contexts. Some of the many specific questions to be addressed include (but are not limited to): What is gender? How do we become gendered? How do we display and perpetuate gender through our use of language and nonverbal codes? What are the effects of media on our experiences of gender? How do the popular media portray gender and sexuality? Additionally, we will explore differences and similarities in how men and women communicate and contrast research findings in these areas with those views espoused in popular literature.

Session Cycle: Varies

Yearly Cycle: Alternate Years.

**COM 474. The Dark Side of Human Communication. 3 Credit Hours.**

This course will investigate how individuals cope with social interaction that is difficult, problematic, challenging, distressing and disruptive. Specific topics to be covered may include jealousy, deception, infidelity, gossip, unrequited love, sexual coercion, stalking, breakups, and codependent relationships. In this seminar style course, students will study relevant research and theory and apply this research to real or hypothetical situations.

Prerequisites: COM 203 or COM 204 or COM 270

Session Cycle: Varies

Yearly Cycle: Varies.

**COM 478. Global Communication. 3 Credit Hours.**

This course focuses on cross-national comparative approaches to the study of communication policy and practice. It illustrates the value of comparative study through discussions of broadcasting, cable, telecommunications, culture and new media policies and practices such as those surrounding the Internet. This course focuses on the history, development, implementation and effects of global communication systems. There is an emphasis on how culture is a shaping force in the development of communication policy and practices in each country.

Session Cycle: Varies

Yearly Cycle: Annual.

**COM 480. Advanced Health Communication Health Campaigns. 3 Credit Hours.**

This course provides students with an in-depth look into the area of health communication and the specific context of health message design, health promotion, and health behavior change. Building upon knowledge gained in Introduction to Health Communication, students will be presented with various theories and models that are used in the field as well as strategies and campaigns that are currently being enacted in society. Students will gain practice in applying knowledge gained in this course as they select, research, design and implement a health campaign of their own.

Prerequisites: COM 272 or COM 280 and junior standing

Session Cycle: Varies

Yearly Cycle: Alternate Years.

**COM 491. Senior Seminar in Communication Theory. 3 Credit Hours.**

This course examines the major theories used in the study of human communication and the primary theoretical perspectives assumed by contemporary communication researchers. Because there is no single, grand theory of communication, the explanation of communication behavior has been undertaken by a number of other disciplines including anthropology, literary and cultural studies, cognitive and social psychology, sociology, and linguistics. Students will examine the contributions of each of these disciplines. An important focus of the class is on examining some of the epistemological assumptions upon which various theoretical positions are based. With a foundation in these assumptions, students should be able to grasp some unity in the midst of diversity.

Prerequisites: COM 203 or COM 204, senior standing, and Communication major

Session Cycle: Fall, Spring

Yearly Cycle: Annual.

**COM 497. Directed Study in Communication. 3 Credit Hours.**

This course permits the student to pursue a communication area of interest and relevancy. The work will be performed under the supervision of a faculty member who will help design the program of study and the requirements to be met by the student.

Prerequisites: This course requires departmental permission on the basis of the agreed - upon plan of study.