

# Communication (COMM)

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**COMM 110. Fundamentals of Public Speaking. 3 Credits.**

Theory and practice of public speaking with emphasis on content, organization, language, delivery, and critical evaluation of messages.

**COMM 112. Understanding Media and Social Change. 3 Credits.**

Exploration of the purpose, function, and impact of media on society. Mass communication majors must earn a grade of B or better.

**COMM 114. Human Communication. 3 Credits.**

Overview of communication theory with emphasis on information transmission and social influence functions of communication behavior in personal and mediated contexts. Grade of B or better is required for Pre-Communication majors. Repeatable only once.

**COMM 133. Introduction to Agricultural Communication. 3 Credits.**

This course provides an introduction to agricultural communication as a professional field. The course will also provide an overview of career options and professional skills and competencies required of agricultural communications.

**COMM 150. Forensic Practice. 1 Credit.**

Applied speaking experiences in competitive and non-competitive settings. Speaking experiences in public address, oral interpretation, reader's theatre settings, and competitive debate offered. May be repeated.

**COMM 200. Introduction to Media Writing. 3 Credits.**

Introduction to writing in the styles and forms required in journalism and public relations. Journalism majors must earn a grade of B or better. Prereq: COMM 112, ENGL 120.

**COMM 212. Interpersonal Communication. 3 Credits.**

Theory and practice of communication in interpersonal relationships. Includes aspects of self-expression and relationship communication. Speech communication majors must earn a grade of B or better.

**COMM 214. Persuasive Speaking. 3 Credits.**

Elements of persuasive speaking with focus on evaluating information directed at the consumer. Includes strategies of altering attitudes, beliefs, values, and behavior. Prereq: COMM 110.

**COMM 216. Intercultural Communication. 3 Credits.**

Exploration of the definition, models, and verbal processes of communication between different cultural groups.

**COMM 220. Persuasion. 3 Credits.**

Exploration of the role and function of persuasion in personal, professional, and civic life. Provides an overview of critical, rhetorical, and social scientific theories of persuasion.

**COMM 245. Principles of Broadcast Production. 3 Credits.**

Creation, critique, and analysis of audio production and single camera video productions with special emphasis on radio and television news. Restricted to Communication professional majors and minors.

**COMM 260. Introduction to Web Design. 3 Credits.**

This course aims to orient students to Web concepts, design, presentation, and evaluation. Prereq: CSCI 114, CSCI 116, MIS 116 or CSCI 160.

**COMM 261. Introduction to Web Development. 3 Credits.**

Introduces the tools used by Web Development professionals, including HTML, Web editors, imaging software, Javascript, and Acrobat pdf format. Prereq: COMM 260.

**COMM 301. Rhetorical Traditions. 3 Credits.**

Historical/descriptive examination of rhetorical theory from the classical through modern periods. Restricted to Communication professional majors and minors.

**COMM 308. Business and Professional Speaking. 3 Credits.**

Oral and written communication skills for professional and business settings. Includes resume, cover letter and memo writing; interpersonal and group applications; and interviewing and professional presentations emphasis. Prereq: COMM 110. Restricted to Communication professional majors and minors.

**COMM 310. Advanced Media Writing. 3 Credits.**

Construction of professional quality messages for the modern media landscape. Prereq: B or better in COMM 200. Restricted to Communication professional majors and minors.

**COMM 312. Oral Performance Studies. 3 Credits.**

Study and practice of the principles involved in oral performance. Includes the development of vocal qualities and articulation, as well as the analysis of literary texts representing a variety of genres and formats of interpretation. Prereq: COMM 110. Restricted to Communication professional majors and minors.

**COMM 313. Editorial Processes. 3 Credits.**

Principles of print media copy-editing, headline composition, publication design, photo editing, and computer editing. Prereq: COMM 200. Restricted to Communication professional majors and minors.

**COMM 315. Small Group Communication. 3 Credits.**

Focus on group processes, methods of problem solving, parliamentary procedures, and relational components of group interaction. Restricted to Communication professional majors and minors.

**COMM 316. Conflict Communication. 3 Credits.**

Exploration of conflict interaction in business and public sectors; application of negotiation strategies, decision-making, problem-solving, and bargaining. Prereq: completion of pre-communication degree requirements.

**COMM 318. Argumentation and Advocacy. 3 Credits.**

Theory and process of argumentation with practical experience in preparation and delivery of formal and informal arguments. Prereq: COMM 110. Restricted to Communication professional majors and minors.

**COMM 320. Communication Analysis. 3 Credits.**

Overview and application of basic methods used in communication analysis. Mass Communication and Speech Communication majors must earn a grade of B or better. Restricted to Communication professional majors and minors.

**COMM 321. Introduction to Communication Theory. 3 Credits.**

Major theoretical approaches to the study of communication from social scientific and humanistic traditions. Restricted to Communication professional majors and minors.

**COMM 325. Applied Research Methods. 4 Credits.**

This course provides an overview of the scientific model, the philosophy and goals of science, and a detailed study of qualitative and quantitative methodologies. Lecture, laboratory. Co-req or Prereq: STAT 330. Cross-listed with POLS 325 and CJ 325.

**COMM 330. Photography for the Media. 3 Credits.**

An introduction to digital photography techniques for students who plan to specialize in preparing visual images for print and online media. Prereq: students must be Communication majors or minors in the professional program.

**COMM 340. Social Research Methods. 3 Credits.**

Overview of the scientific method, the philosophy of science, and the goals of science. Detailed study of qualitative and quantitative methodologies. Cross-listed with SOC 340.

**COMM 341. Social Research Methods Laboratory. 1 Credit.**

Laboratory to accompany COMM 340. Provides application of conceptualization, operationalization, sampling methods, qualitative and quantitative research methods, and computer statistical analysis. Cross-listed with SOC 341.

**COMM 346. Sports Broadcasting. 3 Credits.**

Overview of television sports broadcasting skills with an emphasis on reporting, shooting highlights, anchoring, editing and play-by-play announcing. Prereq: COMM 345.

**COMM 347. Television On-Air Performance. 3 Credits.**

Introduction to basic skills required of an on-air television personality, including news and sports anchors, talk show hosts, and on-site production hosts. Prereq: COMM 345.

**COMM 362. Principles of Design For Print. 3 Credits.**

Applications of various design principles and pagination techniques to cognitive problem solving involved in developing material for publication. Restricted to Communication professional majors and minors.

**COMM 363. Advanced Web Design. 3 Credits.**

Students build advanced competence in developing and maintaining websites using advanced web design programming. Prereq: COMM 260, COMM 261.

**COMM 375. Principles of Strategic Communication. 3 Credits.**

Advertising and public relations are studied theoretically and as professional fields; theory, principles, and practices are used in creating strategic communication campaigns. Prereq: COMM 200 and completion of pre-Communication degree requirements.

**COMM 376. Advertising Creative Strategies. 3 Credits.**

Introduces students to creative ideas in advertising and their translation into words and images. Emphasis is on strategic approaches to creative decision-making across all media. Prereq: COMM 375 Restricted to Communication professional majors and minors.

**COMM 377. Advertising Media Planning. 3 Credits.**

This course introduces students to the basic concepts of media planning and buying in advertising. Emphasis is placed on strategic approaches to the media placement process across all forms of media. Prereq: COMM 375. Restricted to Communication professional majors and minors.

**COMM 380. Health Communication I. 3 Credits.**

This course is designed to introduce students to the field of health communication. Students will learn about models of health communication, doctor-patient communication, designing and implementing health campaigns, and organizational communication in health organizations.

**COMM 381. Patient-Provider Communication. 3 Credits.**

This course is designed to provide verbal and nonverbal strategies to improve patient-provider interaction during the medical visit and subsequent sessions involving the diagnosis and treatment of health-related conditions. Restricted to Communication professional majors and minors, Allied Sciences, Health, Nutrition, and Exercise Science, Nursing, Pharmaceutical Sciences, Pharmacy Practice, and Psychology majors only.

**COMM 383. Organizational Communication I. 3 Credits.**

Exploration of the theory of management communication practices in organizations. Emphasis on the formal structure and interpersonal aspects of supervisor-subordinate relations. Prereq: Junior standing. Cross-listed with BUSN 383. Restricted to Communication professional majors and minors.

**COMM 412. Gender and Communication. 3 Credits.**

Exploration of philosophical and theoretical issues surrounding gender construction, communication, and culture. Focus on ways in which communication in families, schools, media, and other institutions create and sustain gender roles. Restricted to Communication professional majors and minors.

**COMM 421. History of Journalism. 3 Credits.**

The history and development of journalism as shaped by the political and social environment. Prereq: COMM 310. Restricted to Communication professional majors and minors.

**COMM 425. Specialty Writing. 3 Credits.**

Methods and practice of writing features and opinion for print publications. Prereq: COMM 310. Restricted to Communication professional majors and minors.

**COMM 431. Communication Ethics and Law. 3 Credits.**

Analysis of ethical and legal issues affecting communications and communication industries. Restricted to Communication professional majors and minors.

**COMM 434. Communication Law. 3 Credits.**

Exploration of speech and press protections of the First Amendment; includes libel, privacy, electronic media regulation, and speech regulation. Restricted to Communication professional majors and minors.

**COMM 435. Critical Approaches to Popular Culture. 3 Credits.**

Analysis of popular cultures as a reflection and influencer of social values. Explores how media representation, industry, economics, globalization, and the overlap between politics and entertainment affect American popular culture. Restricted to Communication professional majors and minors.

**COMM 442. Digital Media and Society. 3 Credits.**

Explores the impact of technological developments on media and mediated culture.

**COMM 445. Advanced Broadcast Production. 3 Credits.**

Development of skills in the creation, critique, and analysis of television productions in the studio and in the field. Prereq: COMM 345. Restricted to Communication professional majors and minors.

**COMM 446. Television Studio Production. 3 Credits.**

This course introduces students to studio and control practices as well as producing and anchoring newscasts and talk shows. Students will learn basic production skills including all areas of studio production by working in Bison Information Network's TV studio. Prereq: COMM 345.

**COMM 450. Issues in Communication. 3 Credits.**

Studies of key issues in the field of communication. May be repeated. Restricted to Communication professional majors and minors.

**COMM 451. Directing Forensics. 2 Credits.**

Theory and practical strategies for coaching individual speaking events and debate at the high school or collegiate levels. Prereq: Junior standing. Restricted to Communication professional majors and minors.

**COMM 462. Web Database Programming. 3 Credits.**

Introduces students to Web database concepts, design, normalization processes, and implementation. Prereq: COMM 260, 261. Restricted to Communication professional majors and minors.

**COMM 465. Convergence Media. 3 Credits.**

Techniques for digital storytelling, multimedia content creation, and cross-platform production. Prereq: restricted to Communication professional majors or minors only.

**COMM 470. Research for Strategic Communication. 3 Credits.**

Students in advertising and public relations must respond to changing contexts as they design and conduct campaigns. This course provides tailored strategies needed by our students as they move into the professional advertising and public relations environments. Prereq: COMM 375.

**COMM 472. Public Relations Campaigns. 3 Credits.**

Social science research as applied to public relations, case study analysis, construction, and implementation of public relations campaigns. Prereq: COMM 370 or COMM 375. Restricted to Communication professional majors and minors. {Also offered for graduate credit - see Comm 672.}

**COMM 473. Case Study in Public Relations. 3 Credits.**

Advanced study of applied public relations theory through intense case study analysis and research focused on organizations. Case studies from the Public Relations Society of America are used. Prereq: COMM 472. Restricted to Communication professional majors and minors.

**COMM 476. Advertising Campaign Practicum. 3 Credits.**

This course challenges students to apply the knowledge they have gained in previous advertising classes. Specifically, students will design an advertising campaign including market research, creative execution, media planning, and account management. Prereq: COMM 376 or COMM 377. Restricted to Communication professional majors and minors.

**COMM 480. Health Communication II. 3 Credits.**

Designed to introduce students to advanced theory and research in health communication. Course topics include interpersonal health communication, intervention design, and global perspectives on health communication. Prereq: COMM 380. Restricted to Communication professional majors and minors.

**COMM 483. Organizational Communication II. 3 Credits.**

Examination of the structure and function of interpersonal communication networks in formal organizations, methods of network analysis. Prereq: COMM 383. Restricted to Communication professional majors and minors.

**COMM 484. Organizational Advocacy and Issue Management. 3 Credits.**

Exploration of communication theories and campaigns to assess the impact of historical and contemporary advocacy in both for-profit and non-profit sectors. Prereq: COMM 383.

**COMM 485. Risk and Crisis Communication. 3 Credits.**

Crisis communication practices in organizations of all types with emphasis on planning, emergency communication, image restoration, and organizational learning. Prereq: COMM 110. Cross-listed with SAFE 485. Restricted to Communication professional majors and minors.

**COMM 487. Organizational Power and Leadership. 3 Credits.**

This course emphasizes communicative dimensions of organizational leadership. Theory will be discussed as a foundation for leadership practices. Prereq: COMM 383. Restricted to Communication professional majors and minors.

**COMM 488. Social Influence and Organizational Change. 3 Credits.**

Exploration of research and theory of social influence and change in organizations. Focus on interpersonal, group, and organizational influence processes and systems view of organizational change efforts. Prereq: COMM 383.

**COMM 672. Public Relations Campaigns. 3 Credits.**

Social science research as applied to public relations, case study analysis, construction, and implementation of public relations campaigns. {Also offered for undergraduate credit - see Comm 472.}.

**COMM 700. Research Methods in Communication. 3 Credits.**

Introduction to research planning and design, methods of research, and presentation of research results.

**COMM 701. Advanced Research Methods in Communication I. 3 Credits.**

Advanced research methods in communication; research planning, design, and presentation. Prereq: COMM PhD students only.

**COMM 702. Introduction to College Teaching in the Humanities and Social Sciences. 3 Credits.**

Techniques for effective teaching and assessing learning at the college level. Includes special issues and responsibilities related to college-level teaching.

**COMM 704. Qualitative Research Methods in Communication. 3 Credits.**

Introduction to theory and practice of qualitative research in communication. Prereq: COMM 700.

**COMM 707. Quantitative Research Methods in Communication. 3 Credits.**

Introduction to quantitative research planning and design, methods of research, and presentation of research results. Prereq: COMM 700.

**COMM 711. Communication Theory. 3 Credits.**

Major theoretical approaches to the study of communication from social scientific and humanistic traditions.

**COMM 715. Theories of Small Group Communication. 3 Credits.**

Survey of theoretical constructs of communication in the small group setting. Examination of current methods of research.

**COMM 731. Communication Ethics Seminar. 3 Credits.**

Study of ethical theories and their relationship to the mass media.

**COMM 735. Theories of Media, Technology, and Society. 3 Credits.**

This course examines social scientific and critical theories of media, communication technology, and social change.

**COMM 750. Advanced Issues in Communication. 3 Credits.**

Advanced theory and philosophy of research issues in the field of communication. May be repeated.

**COMM 767. Rhetorical Criticism. 3 Credits.**

Survey of critical methods of inquiry that may be applied to oral discourse and frameworks for critically evaluating communication processes and products.

**COMM 783. Advanced Organizational Communication I. 3 Credits.**

Exploration of the theory of management communication practices in organizations. Emphasis on the formal structure of and interpersonal aspects of supervisor-subordinate relations. Prereq: Graduate standing.

**COMM 786. Risk Communication. 3 Credits.**

Explores the relationship between communication strategies and risk perception, assessment, and management. Cross-listed with SAFE 786.