COMMUNICATION (COMM)

COMM 220  Intro to Media & Culture  3 Credit Hours
Full Course Title: Introduction to Media and Culture. Course focuses on the role of media as cultural institutions that both maintain and challenge power structures. Includes critical analyses of media such as television, music, film, internet, and print publications, as well as emerging technologies. Course examines media as being shaped by but also shaping cultural, economic, legal, political and other aspects of society. Considers the role of media in a democracy, as crucial forums for the deliberation of pressing issues, and as key sites for the creation of meaning.
**Prerequisite(s):** COMP 106 or Composition Placement Score with a score of 40 or COMP 220 or COMP 270 or COMP 280

COMM 260  Public Relations Principles  3 Credit Hours
Explores how public relations, as an area of communications management and production, can contribute to an organization's success. Provides a comprehensive introduction to the field of public relations, including: history and contemporary professional status of the public relations practitioner; role of public relations as a management discipline; major areas of public relations work, including media relations, public affairs, issues management, lobbying, organizational relations, development; techniques of public relations production - planning and presentation - with attention to the uses of specific tools available to practitioners, i.e., news releases, brochures, multimedia, Internet communications, special events. (YR).
**Prerequisite(s):** COMM 220

COMM 290  Communications Practicum  3 Credit Hours
COMM 290 (Practicum) provides introductory instruction and practice in a number of practical communications skills, with the field and focus changing each time the course is offered. (AY).
**Prerequisite(s):** COMP 106 or Composition Placement Score with a score of 40 or COMP 220 or COMP 270 or COMP 280

COMM 300  Communication Research Methods  3 Credit Hours
Gives detailed view of landmark research studies in the field. Acquaints students with logic of research inquiry, design and analysis, including questions of validity, reliability, causation, etc. Imparts basics of various research methods used in the communication field, such as survey interviews, depth interviews, focus groups, content analysis, and rhetorical analysis. Students design and conduct at least one study in communication, individually or in groups. (F,W).
**Prerequisite(s):** COMP 106 or COMP 220 or COMP 270 or COMP 280 or Composition Placement Score with a score of 40

COMM 306  Comparat. American Identities  3 Credit Hours
This course will confront and complicate the following key questions: what does it mean to be an American? What is American culture? Participants in this course will respond to the questions central to the American Studies field by reading and discussing historical, sociological, literary, artistic, material culture, political, economic, and other sources. Students will use this interdisciplinary study to examine the multiple identities of Americans - as determined by factors such as gender, race, class, ethnicity, and religion. While emphasizing the diversity of American culture, participants will consider some core values and ideas uniting America both in historical and contemporary society. Students will be invited to seek out and share fresh narratives of the American experience.
**Prerequisite(s):** COMP 106 or Composition Placement Score with a score of 40 or COMP 220 or COMP 270 or COMP 280

**Restriction(s):**
Can enroll if Level is Undergraduate

COMM 317  Case Studies in Tech Writing  3 Credit Hours
COMM 317 offers both practical and conceptual studies in technical writing and is open to non-technical as well as technical students. The course offers in-depth treatment of the communication problems and various document designs common to technical writing professionals. Instructional format includes lectures and discussions based on case material derived from actual events, followed up by preparation of written documents. Topics include document design, language barriers, and the role of the technical documents in product liability. (F,W,S).
**Prerequisite(s):** COMP 106 or COMP 220 or COMP 270 or Composition Placement Score with a score of 40 or COMP 280

**Restriction(s):**
Can enroll if Class is Junior or Senior or Graduate

COMM 340  Professional Communication  3 Credit Hours
Course covers essential skills of professional written and oral communication within the organization; the purpose, process, and problems of professional communication; the influence of organizational structure; audience analysis; the writing and editing of reports (formal and informal, including memo reports) and of professional correspondence; the preparation of graphics; and the planning and delivery of oral presentations. May count toward Communications minor. (F,W,S).
**Prerequisite(s):** COMP 106 or COMP 220 or COMP 270 or Composition Placement Score with a score of 40 or COMP 280

**Restriction(s):**
Can enroll if Class is Junior or Senior or Graduate

COMM 360  Social Media for PR  3 Credit Hours
This course explores the emerging social media technologies and studies their application in contemporary PR practice. It examines the nature and role of social media in organizations and explores technologies including blogs, Microblogs, collaboration tools, podcasts, viral video, social bookmarking, mobile platforms, and other evolving technologies.
**Prerequisite(s):** COMM 260

**Restriction(s):**
Cannot enroll if Class is Freshman

COMM 364  Writing for Civic Literacy  3 Credit Hours
In Writing for Civic Literacy, students will study how politicians, the media and critical citizens use language to engage with the broader community. Students themselves will learn to use language to become more active, well-informed citizens. They will study rhetorical awareness, audience analysis and persuasive writing techniques and put those lessons to use in community settings. They will perform community service at agencies of their choosing and use those experiences as objects of analysis, researching the social context in which those agencies operate and writing analytically about the agencies. Further, students will synthesize classroom lessons and real-world experience by executing writing tasks for and with the agencies (these tasks might include editorials for the local press, informational webpages and fundraising materials).
**Prerequisite(s):** COMP 106 or COMP 220 or COMP 270 or Composition Placement Score with a score of 40 or COMP 280

COMM 365  Health Communication  3 Credit Hours
Provides skills necessary for creating, interpreting, and critically evaluating messages about issues related to health and illness and encouraging active participation in healthcare. Examines theory and research regarding messages related to physical, mental, and social well-being from interpersonal, organizational, and mass communication approaches. (W, YR)
**Restriction(s):**
Can enroll if Class is Junior or Senior
COMM 366  Public Comm and Culture Stdies  3 Credit Hours
This gateway course provides the theoretical and methodological foundation to embark on the study of three key interrelated spheres of communication: Public and Organizational Culture, Public Advocacy and Democratic Culture, and Intercultural Communication and Global Culture. Students will have the opportunity to examine salient societal issues within each of the major areas, and explore connections between the different areas. Through a variety of class exercises and both individual and collaborative projects, the course will help students to acquire an analytical and practical “toolkit” enabling them to function effectively as communicators in culturally diverse organizations and civic contexts.

COMM 381  Postwar European Cinema  3 Credit Hours
The course will concentrate on a series of films from various European countries with a focus on the socio-political issues, historical events and cultural preoccupations that have defined and also challenged European societies from WWII to the present. Zerogin in on the construction of European identities, the course will analyze and compare modes of narrating national, class, racial, sexual and social differences in different European nations. Themes such as memories of war and the Holocaust, new conflicts, class, immigration, women’s rights, gender, and East-West relations will be addressed. The course will thus privilege a cinema that offers a "récit," a story. Particular attention will be given to discourses on otherness and on the ways in which film culture has reflected, reinforced, reshaped and, in some instances, contested Europe's past and current dominant ideologies, and identities. Readings by cultural historians and analysts will provide the context for an understanding of the films. The course will conclude with a discussion of the possible existence of a specific postwar European Cinema.

Restriction(s):
Can enroll if Class is Freshman or Sophomore or Junior or Senior

COMM 390  Topics in Communication  3 Credit Hours
A course in nonfiction narrative that focuses on memoir writing, emphasizing technique. Students will read book-length examples by Azar Nafizi, Nelson Mandela, Frank Conroy, Mar Karr, Susanna Kaysen, Frank McCourt, Ann Patchett and Joan Didion, examining these books as models for writing.

COMM 397  Communications Thesis  3 Credit Hours
A thesis project that is the culmination of the Communications major. Students will choose the project area and write a thesis (40-50 pages) under the direction of a Communications faculty member. The thesis option is available only to students with substantial practical experience in the communication field, and requires the approval of Communications faculty.

Restriction(s):
Can enroll if Class is Junior or Senior

COMM 398  Independent Studies-Comm  1 to 3 Credit Hours
Readings, supervised practice, or analytical assignments in Communications, determined in accordance with the needs and interests of those enrolled. May count toward Communications minor. (F/W).

COMM 400  Critical Media Studies  3 Credit Hours
Course presents various critical approaches to the study of the media. Perspectives include political economy, cultural studies, critical theory of the Frankfurt school and feminism. Through readings and first hand analysis of the media students will delve deeply into the institutional underpinnings, content, use and reception of media. There will be special emphasis on how broader economic, cultural and technological changes influence our experience of media in everyday life as creators, citizens, audiences and consumers.

Prerequisite(s): COMP 106 or COMP 220 or COMP 270 or Composition Placement Score with a score of 40 or COMP 280
Restriction(s):
Can enroll if Level is Undergraduate

COMM 420  Critical Media Studies  3 Credit Hours
Course presents various critical approaches to the study of the media. Perspectives include political economy, cultural studies, critical theory of the Frankfurt school and feminism. Through readings and first hand analysis of the media students will delve deeply into the institutional underpinnings, content, use and reception of media. There will be special emphasis on how broader economic, cultural and technological changes influence our experience of media in everyday life as creators, citizens, audiences and consumers.

Prerequisite(s): COMP 106 or COMP 220 or COMP 270 or Composition Placement Score with a score of 40 or COMP 280
Restriction(s):
Can enroll if Level is Undergraduate

COMM 442  20th Century Public Argument  3 Credit Hours
This class is a survey of American public address in the 20th Century. Students will examine and critically analyze several of the most significant speeches and rhetorical movements of the last one hundred years. Through lectures, discussions, and analysis of speeches and other artifacts, we will focus on the relationship between rhetoric and history, and how theories of rhetorical action help us appreciate the role of discourse in the effective functioning of a democratic system. Students will learn to utilize several critical perspectives as a means of understanding both historical and contemporary political discourse. (W).

Prerequisite(s): SPEE 101

COMM 450  Principle of Organization Comm  3 Credit Hours
Course examines how communication networks function in organizations. Purpose: to provide an organizational context and conceptual framework for the practice of professional writing and speaking skills. Writing projects include a research report, a case study, and several shorter papers, practical and analytical, on assigned topics. Students cannot receive credit for both COMM 450 and COMM 550. (OC).

Prerequisite(s): COMM 340 or COMM 360 or COMM 440
Restriction(s):
Can enroll if Class is Junior or Senior
COMM 455  Gender and Media Studies  3 Credit Hours
The course will focus on several feminist approaches used in understanding the media and attempting to create social change through the media. The role of media in the definition and reproduction of gender-based hierarchies and in the renegotiation of gender boundaries will both be explored. To this end, both mainstream and women's media will be examined. The course will take a multicultural and international perspective, incorporating concerns of class, race, ethnicity, and nation as these intersect with the study of gender and media. Mainstream and alternative media will be analyzed through readings, films, case studies, in-class collaborative exercises and longer term projects. News, entertainment, and advertising genres will be examined in a variety of media such as the printed press, television, video, film, and the Internet. (W).
Prerequisite(s): WGST 275 or WGST 303 or ANTH 275 or PSYC 275 or SOC 275 or ANTH 303 or PSYC 303 or SOC 303 or HUM 275 or HUM 280 or WST 275
Restriction(s):
Can enroll if Class is Sophomore or Junior or Senior
Can enroll if Level is Undergraduate

COMM 460  Public Relations Campaigns  3 Credit Hours
Focuses on strategies and tactics involved in planning and implementing a public relations campaign. Extends and refines skills acquired in earlier, prerequisite course work by incorporating management, production, and writing within a four-stage model for planning and action. This model provides a framework for role-playing, case study work, and projects done for evaluation by public relations professionals at local firms. The semester's portfolio of finished communications and "mock-ups" - including planning materials, news releases, brochures, newsletters, Internet communications, video and audio scripts - should demonstrate command of entry-level, professional abilities as a public relations campaign manager and producer. (YR).
Prerequisite(s): COMM 260 and (COMM 360 or COMM 440)

COMM 462  Transnational Rhetorics  3 Credit Hours
Full Course Title: Transnational Rhetorics: Writers Across Borders
"Transnational Rhetorics" engages students in reading and writing stories that cross various forms or borders. These borders might be national, as in stories about immigration or displacement. Or, the borders might be more abstract, like the assumed borders between race, class, and gender. Or, even the possible barriers we perceive between personal experience and world events. In this course, we will read stories about people who reflect on these kinds of border-crossings. We will then take a rhetorical approach to these narratives and examine how they work, what similarities they share, and importantly, how they address their audiences. Then, we will then produce—in turn—our own border-crossing essays that attend to the same issues of audience, context, narrative, and creativity. (OC)
Prerequisite(s): COMP 106 or Composition Placement Score with a score of 40 or COMP 220 or COMP 270 or COMP 280

COMM 464  Contemporary Rhetorical Theory  3 Credit Hours
An examination of contemporary rhetorical theories through study of representative practitioners and related developments in linguistics, philosophy, psychology, communication, and composition and rhetoric. Students may not receive credit for both COMM 464 and COMM 564.
Prerequisite(s): COMM 201 or COMM 220 or COMM 290 or ENGL 200 or ENGL 230 or ENGL 231 or ENGL 232 or ENGL 233 or ENGL 235 or ENGL 236 or ENGL 237 or ENGL 239 or ENGL 240 or ENGL 250
Restriction(s):
Cannot enroll if Class is Graduate

COMM 465  Gender and Media Studies  3 Credit Hours
An introduction to the work of major twentieth century feminists working in rhetoric and related fields. Students examine recurring themes of language, meaning, ethics and ideology, and practice writing strategies which address rhetorical and ethical concerns central to feminist/academic writing. (OC)
Prerequisite(s): COMP 106 or COMP 220 or COMP 270 or COMP 280 or Composition Placement Score with a score of 40
Restriction(s):
Cannot enroll if Class is Freshman

COMM 466  Arguing Feminism: Rhetoric  3 Credit Hours
An introduction to the work of major twentieth century feminists working in rhetoric and related fields. Students examine recurring themes of language, meaning, ethics and ideology, and practice writing strategies which address rhetorical and ethical concerns central to feminist/academic writing. (OC)
Prerequisite(s): COMP 106 or COMP 220 or COMP 270 or COMP 280 or Composition Placement Score with a score of 40
Restriction(s):
Cannot enroll if Class is Freshman

COMM 467  Prof Communication Ethics  3 Credit Hours
An examination of professional communication ethics in the organizational context, focusing on important issues, problems, and concepts. This course is designed to help students become conscious of the role of values in a wide range of professional communication situations; to locate organizational behavior in an ethical framework based on considered definitions, standards, perspectives, and criteria for evaluation and analysis; to consider individuals as well as organizations as moral agents in a changing and complex universe; and to analyze topical cases on emergent issues in communication ethics. Some sample topics: ethics in decision-making and conflict-resolution; privacy and confidentiality; sexual harassment; whistleblowing; the "engineering" of consent; corporate image and ethics; issues in documentation, record-keeping, and technology; "issues management" and corporate responsibility; groupthink; obedience and personal responsibility; employee socialization. Students cannot receive credit for both COMM 477 and COMM 577. (OC).
Prerequisite(s): COMM 340 or COMM 360 or COMM 440 or COMM 450
Restriction(s):
Can enroll if Class is Junior or Senior

COMM 481  Gender and Globalization  3 Credit Hours
Mass media, politics, and academia are full of references to globalization, and a future "world without borders." This interdisciplinary course considers the implication of globalization for women's lives, gender relations, and feminism. Topics covered include the global factory, cross-cultural consumption, human rights, global communications, economic restructuring, nationalism, and environmental challenges. Rather than survey international women's movements, this course explores how globalization reformulates identities and locations and the political possibilities they create. (AY).
Prerequisite(s): HUM 303 or SOC 303 or PSYC 303 or WGST 303
Restriction(s):
Cannot enroll if Class is Freshman or Sophomore
Can enroll if Level is Undergraduate
Can enroll if College is Arts, Sciences, and Letters

An asterisk denotes that a course may be taken concurrently.

Frequency of Offering
The following abbreviations are used to denote the frequency of offering:
(F) fall term; (W) winter term; (S) summer term; (F, W) fall and winter terms; (YR) once a year; (AY) alternating years; (OC) offered occasionally