

Expanded Course Descriptions

Warning: The information in this section is meant to elaborate on the small amount of information available in the Undergraduate Catalog. It does not constitute a contract with the student—only the course syllabus given by the instructor on the first day of class can be construed as a contract on the conduct of the class. The course descriptions were provided by instructors who have or are teaching the classes. Content material and bases for evaluation may differ according to instructor and semester offered. Consult the instructor who will be teaching the course when you plan to take it for more detailed information.

COMM 1100 Human Communication

A broad approach to oral communication skills including intrapersonal, interpersonal, small group, and public speaking.

This is a lecture course with some performance elements. The skills you learn will enable you to become an effective communicator and to recognize the influence of such factors as cultural background, race, class, and gender among others. To accomplish this goal, this course incorporates a survey of the discipline of communication. Thus, you will Improve communication skills; Increase understanding of others behavior; Increase understanding of own behavior; and Improve social and professional skills. The communication theories discussed in class will enable us to reach these goals. Typically it will involve a group project, one or two speeches, and may involve an interview. Some instructors give chapter quizzes while others give several tests. Other graded materials may involve a paper and a comprehensive final exam. 3 semester hours.

COMM 1110 Public Speaking

The organization of materials and the vocal and physical aspects of delivery in various speaking situations.

This is a performance/lecture course where students learn the theoretical foundations of public speaking and then apply that knowledge to the delivery and analysis of speeches for various occasions. The course emphasizes critical thinking, careful research, and communication strategies focusing on how to work with an audience, how to listen to a speech, and how to evaluate what speakers have to say. You will develop effective delivery and gain mastery of speaking in front of an audience. Quizzes on readings are typically given. Students deliver 5-7 speeches worth approximately 60% of the grade. The remainder of the grade is earned with midterm and final exams, quizzes, and written assignments. 3 semester hours.

COMM 2100 Intro to Communication Theory

General Survey of communication theories to familiarize students with basic constructs in interpersonal, intercultural, organizational, and public communication; to demonstrate the value of theory; and to orient students to the Speech Communication major.

This course is designed to introduce students to the major theories of communication and explore the relevance of these theories to their lives. In this course students learn how theories are created, evolve, and are challenged, how they are evaluated, and their practical value. Assignments are designed to improve students' critical thinking and written communication skills. Evaluation is based on examinations/quizzes, papers, and participation. This course further prepares students for junior and senior level theory courses. 3 semester hours.

COMM 2300 Interpersonal Communication

Prerequisite: COMM 1110. The study of communication skills in interpersonal relationships.

This class deals with the content and performance of interpersonal communication skills. The content part of the course includes lectures, readings from the text and other sources, assignments, activities, and tests. The student leading and participating in **Anchor Groups** mostly covers the performance part of the course. **Anchor Groups** consist of 5 to 10 students and meet during class about once a week.

Membership in each anchor group remains the same for the entire semester. Each student is required to lead his/her anchor group in at least one 45-60 minute exercise concerning communication skills. Evaluation of the anchor group section of the class includes the student's performance as facilitator, participant, and written feedback about each facilitator. 3 semester hours.

COMM 3000 Contemporary Communication Theory

Prerequisite: COMM 2100. Communication theory with an emphasis on social bases and social variables.

This course is a second-level investigation in communication theory. It brings a theory-relevant component of Western philosophy to a more in-depth study and understanding as well as a practical application of communication theories that comprise the foundation of the academic field of communication. 3 semester hours.

COMM 3071 Argumentation and Debate

Prerequisite: COMM 1110. Theory and application of argumentation.

This course examines parliamentary debate. Taught from a perspective that is engaging and more audience-focused, parliamentary style debate offers something that is essential for any communication major or minor. The course looks at the format of debate, we study current events and take sides on the issue. Students will be involved in two debates: taking each side of a different resolution. 3 semester hours.

COMM 3072 Debate and IE (Forensics) Lab

Research and practice in debate and individual events. Individual Events include dramatic interpretation, dramatic duo interpretation, after dinner speaking, prose, poetry, communication analysis, program oral interpretation, impromptu, extemporaneous, persuasion, and informative. Debate events include parliamentary style and Lincoln- Douglas style.

This is a lab course. It allows students to hone their skills in debate or individual events. Students will research and practice their parliamentary debate speeches or they can learn and practice their individual speeches. 2 semester hours.

COMM 3090 Public Speaking Lab

Graded "Satisfactory" or "Unsatisfactory." Research and practice in individual presentations.

This is a lab course in which the instructor and students work together to define areas of deficiency in the students' presentational skills. Thus it is designed to meet the individual needs of individual students. It involves one-on-one coaching on the writing and delivery of various forms of presentations. It may also include practice in other speaking skills such as interviewing. 1 semester hour.

COMM 3100 Small Group Communication

Prerequisite: COMM 1110. The theory and practice of small group communication.

This course combines the study of small group communication theory and practice. The class includes lectures, readings, activities, and quizzes/exams. The course allows students to apply small group communication through group projects. The course is designed to give students an opportunity to gain knowledge and apply skills in small groups. 3 semester hours.

COMM 3200 Contemporary Public Relations

Prerequisites: COMM 2100, presentational software competency, and either COMM 1100 or COMM 1110, and Speech Communication Major. The first course in public relations, dealing of concepts of communicating with various publics.

This course traces the history and development of Public Relations as a profession. It helps students understand the objectives of Public Relations campaigns and identify communication media used by professionals in the field. Students learn to analyze Public Relations methods and techniques and participate in the development of a practical public relations campaign. A Portfolio project guides students in finding and reporting evidence of public relations at work. 3 semester hours.

COMM 3210 Electronic PR Applications

Prerequisite: Either ACED 2400 or CS 1000 and Speech Communication Major. Electronic applications in PR including on-line media design.

This is a lecture/lab course. The course involves learning xhtml code and design factors useful in the planning and development of web pages. Final projects involve creating multiple page sites for the student's personal web site and a web site for a client. There are several skills tests, daily assignments, and projects. 3 semester hours.

COMM 3220 Public Relations Writing

Prerequisite: COMM 3200 and either ACED 2400 or CS 1000 and Speech Communication Major. The study of writing techniques and formats for public relations applications, including radio and television public service announcements, video news releases, speech writing, media kit preparation, and print media news release

This is a lecture/lab course. Students write and edit materials commonly used in public relations practice, including print, audio and video. They learn to identify the relationship between the PR practitioner and media outlets and to write persuasive messages. They also develop knowledge of the methods of message dissemination. Projects include developing for a client a background, broadcast materials and a media kit. 3 semester hours.

COMM 3230 Public Relations Practicum

Prerequisites: COMM 3220 and COMM 3240. Skill building in Public Relations techniques. May be repeated once.

This is a lab course. 1 semester hour.

COMM 3240 PR Document Layout and Design

Prerequisite: COMM 3220, either ACED 2400 or CS 1000, and Speech Communication Major. Process of preparing and creating documents for publication in public relations.

This is a lecture/lab course. Using QuarkXPress™ students will develop skills and an eye for the layout of publications ranging from handouts and mail-outs to brochures and newsletters. The final projects involve creating a brochure and a newsletter for a client. There are several skills tests, daily assignments, and projects. 3 semester hours.

COMM 3310 Listening

Prerequisites: COMM 2300. Study of theory and skill development in different types of listening.

Students examine the process of listening and apply listening skills and techniques to their lives. The course includes lecture, tests, in class activities, and take home assignments. Students are required to lead the class in a listening activity and complete papers analyzing and applying different listening techniques to personal and professional real life situations. 3 semester hours.

COMM 3320 Nonverbal Communication

Prerequisites: COMM 2300. Study of types and functions of nonverbal communication.

This course examines the theory of nonverbal communication variables such as facial expressions, vocalics, use of body language, proxemics, physical appearance, etc. Students will learn to apply these

theoretical ideas to real-world contexts. In so doing, students will become more proficient at encoding and decoding the various forms of nonverbal communication. 3 semester hours.

COMM 3330 Interviewing

Prerequisites: COMM 2300. Study of the skill development in interviewing.

This course is designed to examine the theories and practice of interviewing in various contexts. Examples of interview situations include business, media, health care, and social services. Students learn interviewing skills from the perspective of the interviewer and the interviewee. Interviewing is discussed in terms of communication theory and best practices. 3 semester hours.

COMM 3400 Organizational Communication

Prerequisites: COMM 1110, COMM 2100, and Speech Communication Major. Communication structures and processes in organizations.

This course is designed to examine how organizations are constructed through communication structures and processes. It explores a variety of historical and contemporary approaches to studying organizations and a variety of methodological approaches to organizational analysis. 3 semester hours.

COMM 3410 Conflict Management/Leadership

Prerequisites: COMM 2300 and Speech Communication Major. Strategies of managing conflicts in organizations and the role of leadership style in negotiations.

In this course students learn different theoretical approaches explaining conflict, negotiation, mediation, and leadership. Students study the principles and communication skills critical to effective conflict resolution and organizational management. 3 semester hours.

COMM 3500 Fundamentals of Cross-Cultural Communication

Causes of cross-cultural communication conflicts and strategies for improvement.

In this course students learn to identify the various elements of a person's culture. They explore the relationships between and among culture, communication, and meaning. After studying the role of culture in the development of an individual's communication style and world view, students analyze the barriers inherent in cross-cultural communication and develop strategies to minimize those barriers. Basis for evaluation is balanced between written examinations and presentations/participation. Course normally has a portfolio component. Course is both lecture and practice. 3 semester hours.

COMM 3550 Managing Diversity

Prerequisites: Major in Speech Communication.

An applied study of theories of diversity in the organizational setting, particularly as applied to managing communication to achieve individual and organizational goals.

Students will study cultural characteristics and how these affect organizational and interpersonal communication. 3 semester hours.

COMM 3600 Directed Study in Communication Arts

Individual instruction for enrichment of advanced majors in their areas of specialization.

Students wishing to explore an area or topic in communication not addressed in regular courses work under the direction of an individual faculty member. Content, expectations, time, etc. are negotiated between the student and faculty member. Arrangements must be made prior to registration. 1 to 3 semester hours.

COMM 3670 Internship for Juniors

Prerequisite: Junior Standing, recommendation of advisor and major in appropriate specialization. Graded Satisfactory or Unsatisfactory. The placement of students in apprentice and intern positions in professional environments to enlarge the students' professionalism.

This is an entry level internship for juniors and those seniors who have not completed enough coursework to be comfortable with a senior level internship. This entry level internship often helps students assess various professions and work environments before they do a senior level professional internship. 3 semester hours.

COMM 3800 Communication Research Methods

Prerequisites: Either COMM 3000 or 3200. The study of research methods used to investigate communication.

Students identify principles of communication research, how research is presented in scholarly journal articles, different ways of measuring variables and designing valid and reliable research, and different statistics for analyzing and interpreting data. The emphasis of this course is on quantitative research and how to apply and interpret statistics. Students will learn how to use SPSS (Statistical Package for the Social Science)—a computer program for setting up variables, entering data, and obtaining statistical results from a research study. The students should keep the text and remember much of the knowledge gained from this course since they will be required to use this knowledge in other advanced speech communication courses. 3 semester hours.

COMM 4060 Persuasion

Prerequisite: COMM 3000. Theories of persuasion.

This is a foundation course in the process and effects of persuasion. Comparative differences are made with simple and complex types of persuasion. Related substance from Comm. 3000 is integrated and extended for the person, interpersonal, and group contexts of persuasion. In addition, the class draws heavily from social science, and arts and humanities. Approach and bases for evaluation depends on instructor. 3 semester hours.

COMM 4120 Theories of Public Communication

Prerequisite: COMM 3000. The study of selected bodies of theories of public communication, including political communication, classical theory, contemporary rhetorical theory, and mass communication theory. May be repeated for credit.

The content of this lecture/discussion course varies from year to year. In political communication students study theories that explain communication practices in our political/governmental system; students typically follow a campaign of their choosing during the fall semester and write an analysis of that campaign. In classical theory students study the roots of the communication discipline by studying classical theories. In contemporary rhetorical theory students study current theories that explain how communication works persuasively or to invite understanding. In mass communication theory students study the evolution of theories that explore the power of mass media and its effects. In its various renditions this course typically involves quizzes on readings, individual and group presentations, and examinations. The level of writing required varies by course topic. 3 semester hours.

COMM 4130 Psychology/Semiotics of Communication

Prerequisite: COMM 3000. Origin and purpose of speech, basic psychological principles and language, and the use of propaganda.

This course develops and extends the process of intrapersonal communication through an understanding of the relationships among brain physiology, psychology, and semiotics (signs and language used in society). Multiple readings are typical, and a group project may be required. 3 semester hours.

COMM 4170 Rhetorical Criticism

Prerequisite: COMM 3000. The study of contemporary methods of rhetorical criticism including underlying theoretical assumptions. Application of methods in the study of discursive practices.

This course is lecture/discussion/application. Students study and then apply various methods of

rhetorical criticism to a variety of artifacts ranging from advertisements to films. The goal is to discover how rhetorical devices such as narrative and metaphor influence readers, viewers, and listeners. There are typically quizzes on readings, four papers, and three examinations. 3 semester hours.

COMM 4200 Public Relations Research

Prerequisites: COMM 3220, COMM 3800 and speech communication major. The application of theory and practice to public relations research.

This course focuses on the theory and practice of public relations. After completing this course, students will have a background in the management of public relations; be able to apply practical research methodology commonly used in the practice of public relations; collect and analyze data by primary methods of survey, interview, focus group, and content analysis; and to be able to make decisions concerning PR problems and to offer suggestions for avoiding and overcoming PR problems. This course provides experience in PR management through the application of research tools and the study of cases. 3 semester hours.

COMM 4220 Integrated Communication

Prerequisites: COMM 3220 and Speech Communication Major. Integrating the strategic communication planning process through creative use of tools, tactics, and media planning in public relations and all communication activities in organizations. 3 semester hours

COMM 4230 PR Plans and Campaigns

Prerequisites: COMM 4200 and Speech Communication Major. The development of public relations plans for organizations and campaigns for special programs within those organizations.

Students learn to use the four-step planning process introduced in COMM 3200 to develop appropriate plans and campaigns for for-profit and not-for-profit organizations. They learn about the strategic PR plan and the issue campaign and develop a promotional campaign for a product, program, or service, a crisis communication plan, and a fundraising plan. They also learn to analyze organizational plans and campaigns so these may serve as models for developing their own plans and campaigns, develop creative solutions for organizational problems, evaluate outcomes of plans and campaigns so they may serve as models for developing their own, and learn to collect and use research to predict consumer behavior and to target audiences. 3 semester hours.

COMM 4240 Public Relations Law and Ethics

Prerequisite: COMM 3220 and Speech Communication Major. Legal and ethical aspects of professional public relations practice.

This class examines the legal precepts of Privacy, Intellectual Property, Defamation, Financial Public Relations, Advertising and Corporate Speech as they apply to the practice of public relations. After examining the legal side of public relations, the class applies certain ethical principles--Aristotle's Golden Mean, Kant's Categorical Imperative, Mill's Principle of Utility, Rawls's Veil of Ignorance and Judeo-Christian Persons as Ends--to public relations situations. 3 semester hours.

COMM 4340 Advanced Interpersonal Communication

Prerequisite: COMM 2300, COMM 3800, and Speech Communication Major. Theories of interpersonal communication and their application to interpersonal relationships.

There are two parts to this course. The first part concerns the explication of communication theories and skills in close relationships. Students will be required to demonstrate their understanding of theories through written work, classroom discussion, and exams. The second part requires students to implement those theoretical principles in practical applications with school or community audiences. This can include research, educational presentations, and other service-oriented projects. 3 semester hours.

COMM 4400 Organizational Presentation

Prerequisite: COMM 1100, Presentational Software Competency, and Speech Communication Major. The study of advanced preparation and presentation techniques in organizations. This course will focus on the practice and

understanding of professional presentations using advanced visual aids, the delivery of research reports, and the formulation of extended speeches.

This course focuses on the advanced practice, understanding, and evaluation of professional presentations. Students learn to design and deliver communication as a training and development professional. This includes the creation and use of advanced visual aids and advanced presentational technology. Basis for evaluation varies by instructor. 3 semester hours.

COMM 4420 Advanced Organizational Communication

Prerequisites: COMM 3400, COMM 3800, and Speech Communication Major. Communication processes and characteristics in formal organizations. Alternative theoretical perspectives and research methods to analyze communication in organizational settings.

This course takes an in-depth look at organizational theory including current communication theory. There is an emphasis on the application of organizational analytic tools such as the communication audit and/or ethnographic studies. 3 semester hours.

COMM 4430 Ethics in Human Communication

Prerequisite: COMM 2100

A study of the ethical principles that inform human communication and the application of those principles to various settings. 3 semester hours.

COMM 4440 Intercultural Training

Prerequisites: COMM 3400, COMM 3500, COMM 3550, and COMM 3800.

Theoretical foundations and application of practices and competencies relevant to intercultural training. 3 semester hours.

COMM 4600 Special Topics in Communication Theory

The study of specialized communication theories. May be repeated for credit.

Topics are typically drawn from the research interests of faculty members. The regularity of course offering depends on the availability of faculty. 3 semester hours.

COMM 4610 Portfolio and Resume Presentation

Prerequisite: Senior standing and major in speech communication. Assembly and presentation of a portfolio and resume acceptable for profession use in the student's area of emphasis.

Although rarely offered, this course offers a structured environment in which students may develop their portfolios and resumes, both electronic and paper. 1 semester hour.

COMM 4670 Internship

Prerequisite: Senior standing and major in speech communication. The placement of students in apprentice and intern positions in professional environments to enlarge the student's professionalism Satisfactory or unsatisfactory grade.

Students receive hands-on experience while learning to work within an organization of their selection. That organization may be in any location. To enroll in this course, students must consult the Internship Director, Dr. Suzannah Patterson. Students may serve multiple internships for a total of 12 hours. For some internships there are course completion requirements in addition to senior standing. Individual internships may be 3, 6, or 9 semester hours.

COMM 4700 Film as Public Discourse

History of film and its place in the public sphere, its role in public persuasion, and the study of film theorists.

This course begins with a discussion of language as a functional, symbolic model of communication. Using that as base, the class develops film and other arts as integrated artistic languages having a semiotic base. In another rendition, this course may discuss film as a vehicle for social movements. 3 semester hours.