

COMMUNICATION (COM)

Communication (COM) Courses

COM 1043. Introduction to Communication. (3-0) 3 Credit Hours. (TCCN = SPCH 1311)

Prerequisite: WRC 1013. Introduction to the fundamental processes of human communication, with emphasis on contexts such as interpersonal, group, and organizational communication. Emphasis is given to those skills that promote oral proficiency. Generally offered: Fall, Spring, Summer. Course Fees: DL01 \$75; LRLF \$10.27; STLF \$18.48.

COM 1053. Business and Professional Speech. (3-0) 3 Credit Hours. (TCCN = SPCH 1321)

Prerequisite: WRC 1013. Examination of the basic communication process through oral channels with practical applications for business. Emphasis is on techniques of business and professional presentation, including components of message strategies, nonverbal communication, multimedia support, and persuasive speaking. Oral presentations with written components required. (Same as COM 1063. Credit cannot be earned for both COM 1053 and COM 1063.) Generally offered: Fall, Spring, Summer. Course Fees: DL01 \$75; LRLF \$10.27; STLF \$18.48.

COM 1063. Digital Business Communication. (3-0) 3 Credit Hours. (TCCN = SPCH 1321)

Prerequisite: WRC 1013; restricted to students in a 100% Online Program. Examination of the basic communication processes through digital communication channels with strategic applications for business. Emphasis is placed on current technologies (social media, Skype, public presentations, etc.) of business and professional presentation, including components of message strategies, nonverbal/symbolic communication, multimedia support, and persuasive/influencing presentations in a digital era. Multiple presentations with written components required. (Same as COM 1053. Credit cannot be earned for both COM 1053 and COM 1063.) Generally offered: Fall, Spring, Summer. Course Fee: LRLF \$10.27.

COM 2113. Public Speaking. (3-0) 3 Credit Hours. (TCCN = SPCH 1315)

Prerequisite: WRC 1013. Theory and practice of speaking in formal settings. Emphasis on preparation, adaptation, and delivery of oral and visual presentations, as well as written analysis of historical speeches. May be applied toward the Core Curriculum requirement in the Component Area Option. Generally offered: Fall, Spring, Summer. Course Fees: LRC1 \$12; LRLF \$10.27; STLF \$18.48; DL01 \$75.

COM 2313. Introduction to Media Studies. (3-0) 3 Credit Hours. (TCCN = COMM 2300)

Overall consumption of media is at a record high, yet trust in media is near a record low, exacerbating the problem of communicating crucial social, political, and scientific information. This course will explore the growing importance of mass media and media literacy in a world that struggles with the tensions and challenges of balancing free speech, access to instantaneous information, media bias, and eroding trust. In this class, students will interact with and evaluate various media technologies and sources created by journalists, bloggers, podcasters, social media influencers, advertisers, and public relations professionals who help create, shape, and report information. May be applied toward the Core Curriculum requirement in Language, Philosophy and Culture.

COM 2343. Introduction to Mass Communication. (3-0) 3 Credit Hours. (TCCN = COMM 1307)

Prerequisites: WRC 1013 and WRC 1023. Critical examination of how the mass media interact with individuals and social groups. Exploration of media industries, products, and processes from various disciplinary perspectives. Generally offered: Fall, Spring. Course Fees: LRLF \$10.27; STLF \$18.48.

COM 2433. Editing. (3-0) 3 Credit Hours.

Prerequisites: WRC 1013 and WRC 1023. Principles and applications of production editing and technical editing, including evaluation and revision of style, tone, and organization of documents. Practice in use of editing symbols and copy marking. (Same as ENG 2433. Credit cannot be earned for both COM 2433 and ENG 2433.) Generally offered: Fall, Spring. Course Fees: DL01 \$75; LRLF \$10.27; STLF \$18.48.

COM 2733. Introduction to Digital Communication. (3-0) 3 Credit Hours.

Prerequisites: WRC 1013 and WRC 1023. Overview of media and networks used for entertainment and information distribution, storage, and retrieval. Emphasis on the interrelationships among technology, economics, policy, society, and culture. (Formerly titled "Introduction to Communication Technologies.") Generally offered: Spring. Course Fees: DL01 \$75; LRLF \$10.27; STLF \$18.48.

COM 2801. Forensic Activities. (0-0) 1 Credit Hour.

Prerequisite: Consent of instructor. Opportunity to study the preparation and presentation of oral argument or speaking in competitive situations. May be repeated for credit. Generally offered: Fall. Course Fees: LRLF \$10.27; STLF \$6.16.

COM 3023. Foundations of Communication. (3-0) 3 Credit Hours.

Prerequisites: WRC 1013 and WRC 1023; and enrollment as a Communication major or minor, or enrollment in Multidisciplinary Studies. Acquaints students with a range of disciplinary areas of study in communication. Addresses how communication influences our understandings of and in various social contexts and, in turn, how these understandings affect communicative choices. Addresses basic strategies and technologies used for information access, retrieval, and processing. Generally offered: Fall, Spring, Summer. Course Fees: DL01 \$75; LRLF \$10.27; STLF \$18.48.

COM 3073. Conduct of Communication Inquiry. (3-0) 3 Credit Hours.

Prerequisite: Completion of or concurrent enrollment in COM 3023; this course is required of and restricted to students majoring in Communication. Introduction to basic research methods as they apply to communication inquiry. Issues include applications of quantitative and qualitative research designs, descriptive and inferential statistics, and interpretation and critical evaluation of findings. Generally offered: Fall, Spring, Summer. Course Fees: DL01 \$75; LRLF \$10.27; STLF \$18.48.

COM 3083. Language and Communication Theory. (3-0) 3 Credit Hours.

Prerequisite: Completion of or concurrent enrollment in COM 3023. Overview of theories of language and communication. Focuses on understanding how language and communication affect individual and social action. Generally offered: Fall, Spring, Summer. Course Fees: DL01 \$75; LRLF \$10.27; STLF \$18.48.

COM 3113. Argumentation and Debate. (3-0) 3 Credit Hours.

Prerequisite: COM 1043, COM 1053, or COM 2113. Offers the opportunity to train in the preparation, construction, and critical analysis of argumentation. Exercises in oral communication in adversarial situations. Generally offered: Fall. Course Fees: LRLF \$10.27; STLF \$18.48.

COM 3243. Persuasion. (3-0) 3 Credit Hours.

Prerequisite: Enrollment as a Communication major or minor, or enrollment in Multidisciplinary Studies. Theory and practice of influencing attitudes, beliefs, opinions, and actions. Emphasis on critical evaluation of persuasive messages and design of persuasive campaigns. Generally offered: Spring. Course Fees: DL01 \$75; LRLF \$10.27; STLF \$18.48.

COM 3253. Rhetorical Communication Analysis. (3-0) 3 Credit Hours.

Prerequisite: Enrollment as a Communication major or minor, or enrollment in Multidisciplinary Studies. Study of classical and contemporary rhetorical theory. Critical evaluation of communication messages and techniques of delivery. Course Fees: DL01 \$75; LRLF \$10.27; STLF \$18.48.

COM 3293. Introduction to Health Communication. (3-0) 3 Credit Hours.

Prerequisite: Enrollment as a Communication major or minor, or enrollment in Multidisciplinary Studies, Medical Humanities, or Public Health, or consent of the instructor. This course is a survey of the field of health communication. This course is designed to increase student familiarity and understanding of the many ways in which health and illness affect and is affected by communication, emphasizing the interplay between communication, culture, identity, and relationships. This course introduces multiple communication issues relevant to the ways in which individuals negotiate health and illness including: contested meanings of health; the social construction of health and illness; how individuals experience and enact health; the influence on health interactions of social systems, culture and identity, social media, and organizational culture. A variety of topics will be explored, including conceptualizations of health; historical and modern approaches to healthcare; provider-patient interaction; health campaigns; social support; media and health; theories of behavioral change; and more. Generally offered: Fall, Spring, Summer. Course Fees: LRLF \$10.27; STLF \$18.48; DL01 \$75.

COM 3383. Interpersonal Communication. (3-0) 3 Credit Hours.

Prerequisite: COM 1053 or COM 2113. Theory and research of communication in personal and professional settings. The course stresses the social context of communication and emphasizes skills, knowledge, and motivation of verbal and nonverbal interaction. (Same as MGT 3253. Credit cannot be earned for both COM 3383 and MGT 3253.) Generally offered: Fall, Spring, Summer. Course Fees: DL01 \$75; LRLF \$10.27; STLF \$18.48.

COM 3493. Global Health Communication. (3-0) 3 Credit Hours.

Prerequisite: COM 3293. This course is designed to provide students with a critical overview of global public health communication. In the backdrop of emergent global public health challenges, and promises, students will explore the history and imperatives of global health interventions and communication programs, its varied key concepts, theories and methodological approaches, as well as case studies of application and discussions of ethical tensions in the field. Students will be exposed to a range theoretical and methodological interventions and case studies from across the globe in order to have a firm understanding of global health communication programs. Successful completion of this course will prepare students for a future career in international development, global public health communication, and in being an active and engaged citizen in the health care debates, both locally and globally. Generally offered: Fall, Spring. Course Fees: LRLF \$10.27; STLF \$18.48; DL01 \$75.

COM 3523. Public Relations. (3-0) 3 Credit Hours.

Prerequisites: COM 3023, and enrollment as a Communication Major. Introduction to principles and practices of public relations. Some attention to public relations within multicultural communities. Generally offered: Fall, Spring, Summer. Course Fees: DL01 \$75; LRLF \$10.27; STLF \$18.48.

COM 3533. Writing for Public Relations. (3-0) 3 Credit Hours.

Prerequisite: Completion of or concurrent enrollment in COM 3523. Exposure to techniques and skills associated with writing for public relations to create internal and external documents, such as news releases, reports, newsletters, feature stories, and brochures. Designed to enable students to become competent and versatile writers for a variety of publics. (Formerly COM 3513. Credit cannot be earned for both COM 3513 and COM 3533.) Generally offered: Fall, Spring, Summer. Course Fees: DL01 \$75; LRLF \$10.27; STLF \$18.48.

COM 3553. Intercultural Communication. (3-0) 3 Credit Hours.

Prerequisites: COM 3023, and completion of or concurrent enrollment in COM 3073 and COM 3083. Examination of differences in communication that arise from cultural and/or ethnic diversity. Emphasis on the verbal and nonverbal communicative patterns, conflict management, and decision-making processes of diverse cultures. Generally offered: Fall, Spring, Summer. Course Fees: DL01 \$75; LRLF \$10.27; STLF \$18.48.

COM 3563. International Communication. (3-0) 3 Credit Hours.

Prerequisites: COM 3023, and completion of or concurrent enrollment in COM 3083. Examination of issues, conditions, and processes relating to world media systems. Consideration of theoretical and practical perspectives in key domains of interaction such as political economy, social development, and technology. Generally offered: Fall, Spring, Summer. Course Fees: LRLF \$10.27; STLF \$18.48; DL01 \$75.

COM 3593. Health Communication Campaigns. (3-0) 3 Credit Hours.

Prerequisite: COM 3293. This course is designed to increase students' critical understanding of the effects of various media in helping and hindering public health promotion efforts by examining the basic and health-specific communication theories, models, and assumptions related to media influence with respect to potential effects on individual health and wellbeing. Students will use theory and research to help explain factors that affect the creation and delivery of health communication campaigns, including how culture and other variables affect message design and campaign effectiveness. In formulating a strategic plan for a focused media campaign, students will detail the rationale, design, implementation considerations, and evaluation plan for a practical health promotion initiative. The course focuses on the ethical dilemmas inherent in the use of strategic communications designed to persuade people to change their behavior. Generally offered: Fall, Spring. Course Fee: LRLF \$10.27; STLF \$18.48; DL01 \$75.

COM 3623. Commercial Publications. (3-0) 3 Credit Hours.

Prerequisites: COM 3023 and enrollment as a Communication major. Theory and practice of commercial writing and desktop publishing. Includes discussion of document design, principles of layout, and typography. Generally offered: Fall, Spring, Summer. Course Fees: LRLF \$10.27; STLF \$18.48; DL01 \$75.

COM 3633. Professional Presentation. (3-0) 3 Credit Hours.

Prerequisite: COM 1043, COM 1053, or COM 2113. Fundamentals of professional presentations including information exchange, problem solving, and persuasive proposals. Emphasis on the integration of oral presentation with written, graphic, and other media materials. Generally offered: Fall, Spring. Course Fees: LRLF \$10.27; STLF \$18.48; DL01 \$75.

COM 3693. Interpersonal Health Communication. (3-0) 3 Credit Hours.

Prerequisite: COM 3293. This course is a survey of interpersonal communication that impacts, is impacted by, and involves health. Students are expected to gain both theoretical and practical knowledge that can be applied in personal and professional capacities. Students will learn how dysfunctional or negative interpersonal communication can affect well-being, and conversely how interpersonal communication helps us stay healthy and is a valuable resource when we are ill. How we communicate about health with peers, partners, and family will be discussed, and the importance of interpersonal communication in healthcare will be addressed. The course will touch on such contexts as medical decision-making, social support, health-related disclosure, "fat talk," sexuality and communication, end-of-life discussions, and more. Generally offered: Fall, Spring. Course Fees: LRLF \$10.27; STLF \$18.48.

COM 3713. Digital Audiences. (3-0) 3 Credit Hours.

Digital content is at its most effective and persuasive when it is crafted and targeted toward the most appropriate audiences. This course provides an overview of digital media consumers and common methods of audience analysis, such as secondary analysis of data, survey research, focus groups, interviewing, etc. Both historic media consumption and modern emerging digital User Experience (UX) trends will be explored.

COM 3723. Digital Media Production I. (3-0) 3 Credit Hours.

Prerequisites: COM 2433, COM 3023, and enrollment as a Communication major. Introduction to issues and practices in the design of online information. Emphasis on writing and design practices in the context of various online information genres, including writing for the World Wide Web. Other topics may include hypertext theory and interactive design. Generally offered: Fall, Spring, Summer. Course Fees: LRLF \$10.27; STLF \$18.48; DL01 \$75.

COM 3743. Game Studies. (3-0) 3 Credit Hours.

Prerequisite: Prior completion of WRC 1013 and WRC 1023. This course provides a comprehensive overview of the history of the video game industry and the effects of playing video games. Particular emphasis is placed on how communication experts have applied scholarly theory to the study of video game play. Theories and evidence of both positive and negative effects are explored in depth. Students also have the opportunity to examine video games' effects firsthand through various course projects. This is not a game design class. Rather than focusing on how to build video games, this course emphasizes the critical thinking and media literacy skills needed to understand the modern gaming industry and the effects of gameplay.

COM 3883. Small Group Communication. (3-0) 3 Credit Hours.

Prerequisite: Enrollment as a Communication major. Theory and research in the communication processes of small groups. Emphasis on analysis of transactions in social and task-oriented groups. Course Fees: LRLF \$10.27; STLF \$18.48.

COM 3893. Organizational Communication. (3-0) 3 Credit Hours.

Prerequisite: COM 1053 or COM 3023. Theory and research in organizational communication. Examination of the barriers to effective organizational communication, group communication and decision making, information flows through the formal and informal networks of organizations, and the means of evaluating organizational communication effectiveness. (Same as MGT 3123. Credit cannot be earned for both COM 3893 and MGT 3123.) Generally offered: Fall, Spring, Summer. Course Fee: LRLF \$10.27; STLF \$18.48; DL01 \$75.

COM 4383. Relational Communication. (3-0) 3 Credit Hours.

Prerequisites: COM 3383, and enrollment as a Communication major. Examination of the transactional processes involved in the creation, maintenance, and termination of personal relationships. Analysis of current research and theories concerning the role and effects of communicating in friendship, marriage, and family relationships. Course Fees: LRLF \$10.27; STLF \$18.48.

COM 4413. Topics in Communication. (3-0) 3 Credit Hours.

Prerequisite: Enrollment as a Communication major. Intensive study of one or more specific issues in communication (e.g., contexts, theoretical perspectives, and/or research methods). May be repeated twice for credit when topics vary (up to 9 hours). Generally offered: Fall, Spring. Course Fees: DL01 \$75; LRLF \$10.27; STLF \$18.48.

COM 4523. Case Studies in Public Relations. (3-0) 3 Credit Hours.

Prerequisites: COM 3073, COM 3523, and completion of or concurrent enrollment in COM 3533. Advanced study of public relations functions, principles, and practices using local, regional, and national organizations as examples. Generally offered: Fall, Spring, Summer. Course Fees: LRLF \$10.27; STLF \$18.48.

COM 4533. Public Relations Planning and Campaigns. (3-0) 3 Credit Hours.

Prerequisites: COM 3623 and COM 4523 with a grade of "C-" or better. Application of public relations principles to the planning and production of messages and campaigns. Students will be expected to produce and carry out a public relations campaign within the community. This course fulfills the College of Liberal and Fine Arts Signature Experience. Generally offered: Fall, Spring. Course Fees: LRLF \$10.27; STLF \$18.48.

COM 4713. Digital Media Influence. (3-0) 3 Credit Hours.

This course provides a comprehensive overview of research in the area of digital media influence and effects. Specifically, this course explores the theories and methodologies used by communication scholars to examine how exposure to digital media can change an individual's thoughts, emotions, attitudes, and behaviors. These effects will be further explored in various intercultural and international contexts. This course also allows students to design and implement their own research study. Students will gather and analyze original data and write up their findings. This course allows students to reconnect with what they learned in prior communication classes (e.g., digital media, audiences, production, etc.) and apply that knowledge to an original capstone research project.

COM 4723. Digital Media Production II. (3-0) 3 Credit Hours.

Prerequisite: COM 3723 or consent of instructor. Theory and application of digital production formats, such as Web animation, digital photo production or digital film. This course fulfills the College of Liberal and Fine Arts Signature Experience. Generally offered: Fall, Spring, Summer. Course Fees: DL01 \$75; LRLF \$10.27; STLF \$18.48.

COM 4813. Theory and Practice of Social Interaction. (3-0) 3 Credit Hours.

Prerequisites: Enrollment as a Communication major and senior standing. Advanced study of one or more specific topics in social interaction, such as relational communication, intergroup communication, family communication, health communication, and/or conflict. This course fulfills the College of Liberal and Fine Arts Signature Experience. Generally offered: Fall, Spring. Course Fees: DL01 \$75; LRLF \$10.27; STLF \$18.48.

COM 4893. Health Communication Practicum. (3-0) 3 Credit Hours.

Prerequisites: COM 3293, COM 3493, and COM 3593 or COM 3693.

This course is designed to deepen students' understanding of health communication as a field of inquiry and practice by enabling them to explore how health communication theories and frameworks operate in the world around us. Specific settings, circumstances, and cases will be used to illustrate the utility of health communication concepts. Featuring involvement with local organizations or community events, students will apply, analyze, and evaluate health communication concepts as they operate in context. This course requires participation in activities outside of the classroom, the nature of which will vary based on the instructor of record. This course fulfills the College of Liberal and Fine Arts Signature Experience. Generally offered: Fall, Spring. Course Fees: LRLF \$10.27; STLF \$18.48.

COM 4911. Independent Study in Communication. (0-0) 1 Credit Hour.

Prerequisite: Permission in writing (form available) from the instructor, the student's advisor, the Department Chair, and the Dean of the College in which the course is offered. Independent reading, research, discussion, and/or writing under the direction of a faculty member. May be repeated for credit, but not more than 6 semester credit hours of independent study, regardless of discipline, will apply to a bachelor's degree. Course Fees: LRLF \$10.27; STLF \$6.16.

COM 4913. Independent Study in Communication. (0-0) 3 Credit Hours.

Prerequisite: Permission in writing (form available) from the instructor, the student's advisor, the Department Chair, and the Dean of the College in which the course is offered. Independent reading, research, discussion, and/or writing under the direction of a faculty member. May be repeated for credit, but not more than 6 semester credit hours of independent study, regardless of discipline, will apply to a bachelor's degree. Course Fees: LRLF \$10.27; STLF \$18.48.

COM 4933. Internship in Communication. (0-0) 3 Credit Hours.

Prerequisites: Enrollment as a Communication major, junior standing, and consent of instructor. Supervised field experience in Communication. May be repeated once for credit, but only 3 semester credit hours may be counted toward major requirements. This course fulfills the College of Liberal and Fine Arts Signature Experience. Generally offered: Fall, Spring, Summer. Course Fees: LRLF \$10.27; STLF \$18.48.

COM 4993. Honors Thesis. (0-0) 3 Credit Hours.

Prerequisite: Enrollment limited to candidates for graduation with University Honors. Supervised research and preparation of an honors thesis. May be repeated once with advisor approval. Course Fees: LRLF \$10.27; STLF \$18.48.