COMMUNICATION STUDIES

Minor

A minor in Communication Studies includes 15 semester hours of communication coursework, including at least 9 hours of upper-division courses at the 3000-4000 level. At least two of the upper-division courses must be taken in residency at Dalton State College. Courses taken to satisfy Core Areas A through E may not be counted toward the minor, but courses taken in Area F may be used to fulfill minor requirements.

Select one or two:		3-6
COMM 2000	Intro to Mass Communication	
COMM 2110	Interpersonal Communication	
Select three or four:		9-12
COMM 3000	Intro to Public Relations	
COMM 3001	Principles of Advertising	
COMM 3100	Intro to Communication Theory	
COMM 3101	Writing for Electronic Media	
COMM 3220	Persuasive Communication	
COMM 3301	Communication for Prof Setting	
COMM 3330	Advanced Communication Skills	
COMM 3350	Listening	
COMM 3400	Organizational Communication	
COMM 3405	Readings in Leadership & Commu	
COMM 3425	Communication Small Grps/Teams	
COMM 3500	Humor Communication	
COMM 3510	Political Communication	
COMM 3700	Intro to Video Production	
COMM 3705	Introduction to Screenwriting	
COMM 3710	Content Strategy & Adobe Suite	
COMM 3900	Special Topics Communication	
COMM 4100	Integrated Marketing Comm	
COMM 4110	Interperson Comm/Conflict Mgmt	
COMM 4120	Princ Health Communication	
COMM 4140	Mass Media & Popular Culture	
COMM 4180	Media Effects	
COMM 4200	Social Media Communication	
COMM 4300	Emerging Media	
COMM 4380	Law & Ethics in Communication	
COMM 4400	Studies in Film	
COMM 4425	Intercultural Communication	
COMM 4602	Mass Media and Society	
COMM 4711	Gender and Communication	
Total Hours		**15**

Courses

COMM 1100. Human Communications. 3-0-3 Units.
Provides a broad approach to oral communication skills including intrapersonal, interpersonal, small group, and public speaking. Presents students with an introduction to communication as a field of academic study. In addition, students will be required to demonstrate proficiency in various communication techniques, including public speaking, group presentations, and critical listening skills.(F,S)
Prerequisites: ENGL 0999 unless exempt.

COMM 1110. Fundamentals of Speech. 3-0-3 Units.
Presents the basic principles of effective oral communication. Emphasizes planning, researching, organizing, and presenting types of speeches used in business, educational, and political activities. Gives special attention to informative and persuasive extemporaneous speeches. (F,S,M) Pre- or co-requisite ENGL 0999, unless exempt.

COMM 2000. Intro to Mass Communication. 3-0-3 Units.
Provides a historical and social overview of the mass media and their relationship to the mass communication process in a modern society.(F, S, M)
Prerequisites: COMM 1110 and ENGL 1101 with grades of C or better.

COMM 2110. Interpersonal Communication. 3-0-3 Units.
Focuses on the development of assertiveness, leadership, conflict resolution skills, critical thinking, and greater understanding of the complexities of the communication process. Practical and theoretical applications for all theories and concepts will be discussed.(F, S)
Prerequisites: COMM 1110 with a grade of C or better; ENGL 1101.

COMM 3000. Intro to Public Relations. 3-0-3 Units.
An introduction to the history, role, and functions of public relations, including public relations theory, ethics, and industry and career issues. (F)
Prerequisites: COMM 1110 with a C or better; and COMM 2000 or permission of instructor.

COMM 3001. Principles of Advertising. 3-0-3 Units.
Explores advertising and promotion as related to level of economic growth, cultural influences, and sociological environments.(S)
Prerequisites: COMM 1110 with a C or better; COMM 2000 or permission of instructor.

COMM 3100. Intro to Communication Theory. 3-0-3 Units.
Introduces the students to the diverse insights and approaches to the process of human communication, examining the philosophical and empirical backgrounds to the theories and the practical applications of the theories. The class will emphasize interactivity and use of communication skills as it examines theories of rhetorical, group, mass, interpersonal, and intercultural communication.(F)
Prerequisites: COMM 1110 with a C or better; COMM 2000.

COMM 3101. Writing for Electronic Media. 3-0-3 Units.
Non-fiction writing for television, radio, and the Internet focusing on issues such as public affairs, commercials, documentaries, and narrative pieces. (F) Prerequisite: COMM 1110 with a C or better; and COMM 2000 or instructor permission

COMM 3220. Persuasive Communication. 3-0-3 Units.
Focuses on the development of critical evaluation, research, and persuasive speaking skills. Individual oral presentations, small group problem-solving discussions, and debating contexts will be considered. (S)
Prerequisites: COMM 1110 with a C or better; ENGL 1102.

COMM 3301. Communication for Prof Setting. 3-0-3 Units.
Introduces baccalaureate students outside of the School of Business to the purposes, modes, and desired outcomes of oral and written communication in the business and professional workplace. Topics will include internal and external correspondence such as letters, email, reports, and newsletters; communication tasks involved in gaining employment; understanding the contemporary workplace environment; communicating in groups and teams; and public presentation for training and sales.(F,S, M online)
Prerequisites: ENGL 1102 with a grade of C or better; COMM 1110 with a grade of C or better; successful completion of at least 30 credit hours.

COMM 3330. Advanced Communication Skills. 3-0-3 Units.
(F through eMajor)
Prerequisites: COMM 1110 with a C or better.

COMM 3350. Listening. 3-0-3 Units.
This course teaches students to understand the complexity of listening and the nature of listening in the human communication process. This course will stress six skill areas: 1) hearing messages, 2) understanding messages, 3) remembering messages, 4) interpreting messages, 5) evaluating messages, and 6) responding to messages. (F, alternate years)
Prerequisite: COMM 1110 with a C or better; COMM 2110

COMM 3400. Organizational Communication. 3-0-3 Units.
Introduces students to the processes and principles that explain the way organizations communicate both internally and externally. Examines topics such as organizational cultures, conflict management, initiating change, leadership, team building, globalization, technology, and organizational diversity, etc. Exposes students to organizational communication from a historical and theoretical perspective, as well as an examination of current trends.(F)
Prerequisites: COMM 1110 with a C or better; ENGL 1102.

COMM 3405. Readings in Leadership & Commu. 3-0-3 Units.
Examines leadership theory in light of the communication discipline (in reference to communication theory and practice) and offers opportunities for students to understand leadership theory and to examine practices of communication in leadership across multiple sectors of social, educational, and political contexts. (F, alternate years) Prerequisites: COMM 1110 and COMM 2000

COMM 3425. Communication Small Grps/Teams. 3-0-3 Units.
Examines the theories behind small group interaction with a view to equipping students to perform leadership roles in small educational discussion groups, work teams, parliamentary style meetings, and decision-making groups. Emphasis will be placed on practical application, listening skills, conflict resolution, arriving at consensus, creativity, and critical thinking with many opportunities for leadership development.(F, alternate years)
Prerequisites: COMM 1110 with a C or better; COMM 2000.

COMM 3500. Humor Communication. 3-0-3 Units.
Explores humor as a communication device in a variety of contexts including, but not limited to, interpersonal communication, public address, organizational communication, language health communication, humor theory, intercultural communication, and humor in the media. Focuses on theoretical moorings and application to real-world settings. (S)
Prerequisites: COMM 1110 with a C or better; ENGL 1101.

COMM 3510. Political Communication. 3-0-3 Units.
This course will examine political campaigns, elections, and American politics with regard to the use of communication. Strategic communication and planning campaign strategies will also be covered. (When needed)
Prerequisites: COMM 1110 with a C or better; COMM 2000; COMM 3100.

COMM 3700. Intro to Video Production. 3-0-3 Units.
Presents the basic skills in pre-production, video production, and post-production. Specific skills will include storyboarding, lighting, audio recording, cinematography, and non-linear audio and video production.(F)
Prerequisites: COMM 1100, COMM 2000, and COMM 2110.

COMM 3705. Introduction to Screenwriting. 3-0-3 Units.
Covers the most important aspects of the art and craft of writing for the screen. Topics include techniques for generating ideas, the drafting process, classical screenplay structure, conflict, characterization, dialogue, writing visually, analyzing one's own work and the work of others as a screenwriter, dealing with notes/feedback, scene structure, revision, and other tools of the trade.(S, alternating years)
Prerequisites: ENGL 1102 with a C or better.

COMM 3710. Content Strategy & Adobe Suite. 3-0-3 Units.
An exploration of the planning and execution of branded content strategies across varying platforms. Students will learn about theoretical frameworks and practices regarding content creation and evaluation. The underlying theories in the course will ensure that students can adapt to the rapidly evolving scope of content creation for the web.(F)
Prerequisites: COMM 1110 with a C or better; ENGL 1102.

COMM 3720. Graphi Design Tools. 3-0-3 Units.
This course introduces students to the basic tools of Adobe Photoshop CC, Illustrator CC, InDesign CC, and Acrobat CC. These are the primary tools of professional graphic designers worldwide. Using project-based learning, this course will assist the student to acquire and develop skills that lay the foundation for producing print-and/or screen-ready communications. Material includes graphic design elements and principles, appropriate typeface choices and visuals, and utilizing learning production development skills (project scheduling, peer review, and redesign), in order to communicate visually in an effective manner to a specific target audience.
Prerequisites: COMM 1110, ENGL 1102.

COMM 3900. Special Topics Communication. 3-0-3 Units.
Offers an examination of rotating topics relevant to the field of communication. This course may be repeated twice for credit when topics vary.(When needed)
Prerequisites: COMM 1110 with a C or better; ENGL 1102.

COMM 4000. Communication Internship. 0-10-3 Units.
Provides experience in applying communication skills in a variety of professional environments, including large corporations, media outlets (television, radio, newspapers, etc.), educational institutions, and others. Application and credit arrangements should be made through the department in advance, normally by mid-semester prior to the internship. Repeatable for a maximum of 6 credit hours.(F, S, M)
Prerequisites: COMM 1110 with a C or better; 15 hours of COMM coursework and permission of instructor.

COMM 4001. Applied Research Methods. 3-0-3 Units.
Builds on COMM 3310 to strengthen communication majors' knowledge and proficiency in conducting mixed-methods research that includes qualitative and quantitative methods, in analyzing and interpreting data to include basic descriptive and inferential statistical analyses, and drawing defensible conclusions. The instructor may allow individualized or group projects to teach these skills. Methods valuable to academic and industry research will be included. Students will learn about Institutional Review Board approval, selecting methodologies, conducting data collection and analysis, and presenting findings orally and in writing. Presentation in a public forum is also possible.(F)
Prerequisites: COMM 3310 and 3100.

COMM 4010. Qual Res Methods Communication. 3-0-3 Units.
Through presentation of scholarly readings and immersion into one's own in-depth research project, this course explores a variety of qualitative research approaches, taking into account issues of epistemology (ways of knowing), methodology (ways of examining), and representation (ways of writing and reporting). Students should achieve the following objectives through the course: 1. Gain an understanding of the theoretical, historical, and philosophical traditions ofqualitative research in Communication Studies. 2. Develop skills and methods to engage in independent/group qualitative research,including the ability to design a study, collect data, and analyze materials 3. Become familiar with how to read, interpret, write, and present qualitative research.
Prerequisites: COMM 3100.

COMM 4020. Quant Research Methods Comm. 3-0-3 Units.
This course develops students' applied understanding of quantitative research methodology relating to communication. Students will learn the essential elements of 1) conducting quantitative research involving the use of surveys, experiments, and content analysis, 2) using statistics for data analysis, and 3) writing the quantitative research report.
Prerequisites: COMM 4010.

COMM 4100. Integrated Marketing Comm. 3-0-3 Units.
This course will provide students with both a theoretical and practical understanding of integrated marketing communication, such as inbound and outbound promotional channels—advertisements, direct marketing, public relations, sponsorships, sales promotion, interactive and social media, and more. (S) Prerequisite: COMM 1110 with a C or better; COMM 2000, COMM 3100, COMM 3301

COMM 4110. Interperson Comm/Conflict Mgmt. 3-0-3 Units.
Introduces students to the basic principles of effective communication and conflict interaction. Explores conflict in groups, organizations, romantic relationships, family relationships, and friendships, building from a primarily interpersonal focus to investigate how conflict occurs and is handled in broader contexts.(S, alternate years)
Prerequisites: COMM 3100.

COMM 4120. Princ Health Communication. 3-0-3 Units.
Designed for students pursuing careers in the public health, public relations in the health care industry, and health care management or administration. The course examines, communication strategies used in various segments of the health care industry and professions, important theories of health care communication, intercultural communication in health care, challenges facing health communication, patient/caregiver interaction, and health promotion campaigns. (F) Prerequisites: COMM 3301

COMM 4140. Mass Media & Popular Culture. 3-0-3 Units.
Explores contemporary popular culture via critical cultural theories that examine social dimensions such as power, gender, cultural identity, media aesthetics, and visual communication. The class will consider the impacts of the production and reception of modern media texts.(F, alternating years)
Prerequisites: COMM 2000, COMM 3100.

COMM 4180. Media Effects. 3-0-3 Units.
Examines individuals' selection, uses, and perceptions of media and the effects of media on individuals' attitudes, beliefs, and behaviors.(S)
Prerequisites: COMM 1110 with a C or better; COMM 2000, COMM 3100.

COMM 4200. Social Media Communication. 3-0-3 Units.
This course explores the evolution of social media platforms, the research methodologies and emerging research in social media platforms, and current and future trends in the industry and scholarship. (F, alternate years)
Prerequisites: COMM 1110 with a C or better; COMM 3100.

COMM 4300. Emerging Media. 3-0-3 Units.
Provides students with in-depth historical and social perspectives on newly emerged and emerging digital media, namely in the form of the internet, and explores their relationship to the communication process in contemporary society. (S, alternate years
Prerequisites: COMM 1110 with a C or better; COMM 2000, COMM 3100.

COMM 4380. Law & Ethics in Communication. 3-0-3 Units.
This first part of this course will examine the development, interpretation, and case law surrounding the First Amendment and government regulations of media; the second part will explore various philosophical approaches to ethical communication, both public and private, moving from the ancient world to modern theorists.(S, alternate years)
Prerequisites: COMM 1110 with a C or better; COMM 2000; COMM 3100.

COMM 4400. Studies in Film. 3-0-3 Units.
Examines films as texts through historical, aesthetic, thematic, and/or cultural questioning and analysis. Offerings may include Film and the Novel, Representations of Women in Film, Teen Cultures in Film, etc. (S)
Prerequisite: COMM 3100

COMM 4425. Intercultural Communication. 3-0-3 Units.
Explores the meaning of culture, intercultural theories and research and examines the interactions of members of various cultures. Barriers to effective intercultural communication will be examined, as will methods of improving intercultural communication.(F and/or S, as needed)
Prerequisites: COMM 1110 with a C or better; COMM 2000.

COMM 4602. Mass Media and Society. 3-0-3 Units.
Critically explores mass media's effect and influence on society through an examination of communication theories, concepts, and principles.(F)
Prerequisites: COMM 3100; COMM 2000 with a C or better.

COMM 4711. Gender and Communication. 3-0-3 Units.
Exposes students to the theory and process of gender communication (about and between genders) from an interpersonal context perspective. (As needed)
Prerequisites: COMM 1110 with a C or better; COMM 2110.

COMM 4999. Senior Seminar in Communicatio. 3-0-3 Units.
Focuses on a problem, question, issue, or specialized subject. Topics vary.(F, S)
Prerequisites: 30 hours of upper-level Communication courses and permission of chair and advisor.