COMMUNICATION STUDIES

Minor

A minor must contain 15 to 18 semester hours of coursework, including at least 9 hours of upper-division courses at the 3000-4000 level. Courses taken to satisfy Core Areas A through E may not be counted toward completion of the minor, but courses taken in Core Area F may be used to fulfill minor requirements.

A minor in communication studies must include 15 credit hours of communication course work, with at least 9 hours at the 3000-level or above.

Select one or two:  
- COMM 2000 Intro to Mass Communication  
- COMM 2110 Interpersonal Communication  
Select three or four:  
- 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 3310 Communication Research Methods  
- COMM 3330 Advanced Communication Skills  
- COMM 3331 Nonverbal Communication  
- COMM 3332 New Communication Technology  
- 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 3900 Special Topics Communication  
- COMM 4100 Integrated Marketing Comm  
- COMM 4110 Interperson Comm/Conflict Mgmt  
- 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. (FS)  
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. (FS, M) Pre- or co-requisite ENGL 0999, unless exempt.

COMM 1110H. Honors Fundamentals of Speech. 3-0-3 Units.

COMM 1120. Argumentation and Advocacy. 1-0-1 Unit.  
Explores aspects of speech research and policy analysis. Students will research, develop, and persuasively argue selected topics. Additionally, the course will prepare students for competition in parliamentary and public debate. Issues to be discussed, analyzed, and debated include educational, political, and social events. (S, alternate years)  
Prerequisites: COMM 1110.

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 2000H. Honors Mass Communication. 3-0-3 Units.

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, M)  
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 3200. Sports Communication. 3-0-3 Units.
Examines the role communication plays in sports and sports organizations, including marketing, sports journalism, and critical examinations of how controversial issues in sports are discussed and disseminated by the media. (Offered as needed) Prerequisites: COMM 1110 with a C or better; English 1102.

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 3310. Communication Research Methods. 3-0-3 Units.
Examines research methods including survey, experimental, observational, and content analysis methods as well as philosophy of science, research design, measurement, sampling, data collection, analysis, interpretation, and reporting. (S) Prerequisites: COMM 1100, COMM 1110, COMM 2110 with a C or better; COMM 2000; COMM 3100.

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

COMM 3331. Nonverbal Communication. 3-0-3 Units.
A review of recent literature on nonverbal communication including such topics as kinesics, proxemics, kinesthetic behavior, environment, physical characteristics, and personal appearance. (When needed) Prerequisites: COMM 1110 with a C or better; COMM 2110 or instructor permission

COMM 3332. New Communication Technology. 3-0-3 Units.
Relates the design, development, and the use of new communication technologies to social, economic, and policy implications. (Offered as needed) Prerequisite: COMM 1110 with a C or better; COMM 2000

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 3801. Epublishing. 3-0-3 Units.
Introduces the student to the following categories in Epublishing: history of the phenomena of epublishing, current venues for self- and traditional publishing through ebooks, technology used for formatting and reading ebooks, marketing ebooks, and social media. This class also contains a creative writing component in which students will do and receive peer review on their writing projects. (When needed)
Prerequisites: COMM 1110 with a C or better; 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 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 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.
Explores 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 Communication. 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.