
COMMUNICATION STUDIES (COMM)

‡*Note: From the one-credit cocurricular activities, COMM 110, THEA 140, THEA 155, and THEA 185, and from any and all cocurricular activities for which the college grants credit, a student may accumulate not more than one credit per semester (two per year) nor more than six per four-year degree program. Exception: All one credit cocurricular and Physical Education activity courses that are required for students officially enrolled in an approved major, concentration or minor may be counted towards graduation.*

‡COMM 110 Forensics Practicum (1 credit)

Credit is given for sixty or more hours of intercollegiate debate and competitive speaking at intercollegiate tournaments. Maximum of 3 credit hours to be used toward a major or minor in Communication Studies. Graded on a (P) Pass/(N) No Pass basis. This course may be repeated. *Either semester*

COMM 130 Human Communication Skills (3 credits)

This course is designed to foster competence and improve performance in all areas of communication. Through participative learning, the student will demonstrate those skills necessary to communicate effectively in interpersonal, group and public communication situations. Satisfies the GER in Speaking. *Either semester*

COMM 135-136 Freshman Honors Colloquium (1 credit each semester)

Prerequisite: Open to Commonwealth Honors students and to others at the discretion of the instructor

Freshman Honors Colloquia in Communication Studies allow exceptionally able students to explore a challenging topic in small classes under close faculty supervision. Colloquia meet once a week for fifty minutes and culminate in a paper or scientific project, which provides the major part of the grade. The minimum enrollment is two and the maximum is 12. Topics vary from semester to semester. *COMM 135 Fall semester, COMM 136 Spring semester*

COMM 150 Practicum in Communication Media (1 credit)

This course provides students with a faculty supervised applied learning experience in connection with electronic media on campus. A minimum of 60 clock hours of work is required. This course may be taken no more than two times for credit within the major. Graded on a (P) Pass/(N) No Pass basis. This course may be repeated. *Either semester*

COMM 210 Voice and Diction (3 credits)

Analysis of each student's habits of respiration, phonation, and articulation; exercises designed to correct poor habits. Physics and physiology of the vocal mechanism. Training in perception, differentiation and production of the standard sounds of good American speech. *Either semester*

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COMM 212 Announcing (3 credits)

Prerequisite: COMM 210

For students interested in broadcasting careers in radio and television. Key areas include radio and television announcing, interviewing techniques, narration and talk programs, sports and newscasting. *Either semester*

COMM 214 Radio Production (3 credits)

Audio theory, programming and production, station management, and relation of radio to record industry, working as a member of a production team in writing, producing and editing on-air production.

COMM 215 Television Studio Production (Television Production I) (3 credits)

Learn equipment, direct live or live on tape, edit, cue audio and video. Team production of news, talk shows.

COMM 220 Introduction to Mass Communication (3 credits)

This course provides a review of the historical development of mass communication and the current status of the industry. It includes an examination of the daily operations of print communication and broadcast communication industries and a brief consideration of career opportunities. *Either semester*

COMM 225 Film as Communication (3 credits)

Prerequisite: COMM 220

This course is a survey of the development of the motion picture as a mass medium of communication, with an emphasis on films and practices of the popular American cinema. The course introduces students to ways in which to understand and analyze film as a form of communication. The course instructs students to analyze mise en scene elements (i.e. script construction, staging, lighting, sound and music, framing, editing techniques, special effects and the impact of digital technologies) and how these impact narrative framing and viewer understandings and responses. *Every Semester*

COMM 230 Introduction to Communication (3 credits)

Prerequisite: COMM 130 or consent of the instructor

Historical overview of main figures and schools of thought in communication from classical times to present. Application of the traditional concepts to contemporary areas, e.g. interpersonal, small group and public communication. Emphasis on the importance of communication to the development of self, knowing and society. *Either semester*

COMM 240 Introduction to Journalism (3 credits)

Prerequisite: ENGL 101 and ENGL 102

Introduction to Journalism is designed to acquaint students with news decision-making newsroom operations, reporting, writing, editing, and Associated Press style guidelines. The course is laboratory-based and has substantial reporting, writing, and editing assignments.

COMM 250 Public Speaking (3 credits)

Study, evaluation and analysis of speech preparation with frequent practice of various speech types. Informative, persuasive and special occasion topics emphasized. *Either semester*

COMM 260 Group Communication and Decision Making (3 credits)

Extends theoretical knowledge of small group behavior. Stress will be on implementation of theories in such areas as leadership, roles of group members, conflict management, reasoning, argument and problem solving. *Either semester*

COMM 270 Interpersonal Communication (3 credits)

The description and analysis of interpersonal interaction and human relationships as they occur in everyday settings. *Either semester*

COMM 280 Developing Creativity (3 credits)

The purpose of this course is to increase the degree to which students recognize and nurture their creative potential, especially in sensing and meeting problems and challenges in all aspects of their academic and personal lives. *Either semester*

COMM 286-287 Sophomore Honors Colloquium (1 credit each semester)

Prerequisite: Open to Commonwealth Honors students and to others at the discretion of the instructor.

Sophomore Honors Colloquia in Communication Studies allow exceptionally able students to explore a challenging topic in small classes under close faculty supervision.

Colloquia meet once a week for fifty minutes and culminate in a paper or scientific project, which provides the major part of the grade. The minimum enrollment is two and the maximum is twelve. Topics vary from semester to semester. *COMM 286 Fall semester, COMM 287 Spring semester*

COMM 290 Beginning Videography (3 credits)

Prerequisite: COMM 215

This course is a study of the styles and techniques of video production. Students work with the different elements of video production such as camera, sound, editing and script. *Once a year*

COMM 291 Video Editing (3 credits)

Prerequisite: COMM 215

This course teaches video editing, focusing on postproduction skills and techniques, specifically how to shoot video with attention to the process, rhythm and continuity, target audience and how to input meaning through production codes. Students will learn to edit on analogue and digital systems, to cut existing video, and to organize video they have shot according to a variety of editing styles.

COMM 295 Communications Studies Research (3 credits)

Prerequisite: COMM 130, COMM 220 and COMM 230

This course provides an introduction to communication research, methods, and writing style.

COMM 300 Television, Minorities and Cultural Diversity (3 credits)

Roles and images of Blacks and other minorities as portrayed in radio and television. Also examines economic and aesthetic participation of minorities in programming decisions, reflecting ethnic and multicultural dimensions of programming. *Once a year*

COMM 301 Introduction to Public Relations (3 credits)

Prerequisite: COMM 130

This course provides the student with a knowledge of the history, goals, objectives and skills associated with public relations. It offers students an opportunity to utilize acquired communication skills in a specific career area as well as giving students the opportunity to acquire writing, reasoning, listening, speaking and other skills required in public relations work. Case study analysis and hands-on applications are primary teaching/learning methodologies. *Either semester*

COMM 303 Introduction to Organizational Communication (3 credits)

Prerequisite: COMM 130 and COMM 230

Analysis of communication problems in modern complex organizations, theory and practice. *Spring semester*

COMM 305 Advanced Forensics Laboratory (3 credits)

Prerequisite: COMM 110 or consent of the instructor

After advanced individual work in speech composition and delivery, the student will be required to prepare a variety of speech types for intercollegiate competition. *Fall semester*

COMM 310 Film History: Western Cinema (3 credits)

Prerequisite: COMM 225 or consent of the instructor

This survey course explores the historical, cultural, and artistic development of the American and European fiction film industries through the study of topics such as film movements (Italian Neorealism), industrial practices (the blockbuster), and screen giants (Orson Wells). The course combines weekly full-length feature viewings with lectures, group discussions, and written assignments. *Offered once yearly*

COMM 312 Writing for Public Relations (3 credits)

Prerequisite: COMM 301

This course will offer the student writing experience in various forms of public relations including writing assignments that would be typical in both nonprofit and business organizations. Included are press releases, brochures, newslet-

ters, feature stories and speeches. The computer is the essential technology for this course. *Either semester*

COMM 320 Mass Communication in Society (3 credits)

Prerequisite: COMM 220 or equivalent

This course reviews theory and research in the field of mass communication. Special attention will be paid to the evolution of the concept of the mass audience and current concerns about the effects of media content on individuals and society. *Fall semester*

COMM 325 Broadcast Newswriting (3 credits)

Prerequisite: ENGL 280

This course offers instruction in the writing of news and public affairs copy for radio and television. News gathering and writing assignments will be given weekly.

COMM 330 Business and Professional Communication (3 credits)

Increases levels of competence in negotiating, interviewing, evaluating, leading and presentational skills. This course stresses abilities needed to attain cooperation and exert influence in corporate and public sector work environments. *Either semester*

COMM 335 News and Politics (3 credits)

Prerequisite: COMM 220

Develop an understanding of political, social, cultural events as they affect print and electronic journalism. *Once a year*

COMM 338-339 Honors Tutorial (3 credits each semester)

Prerequisite: Open to Commonwealth and Departmental Honors students, consent of the department

Special topics in speech communication. Three hourly meetings weekly. *COMM 338 Fall semester, COMM 339 Spring semester*

COMM 341 Public Relations Case Studies (3 credits)

Prerequisite: COMM 301

This course addresses crucial dimensions of strategic planning and implementation of public relation programs and campaigns. Focus will be on managerial decision-making role, strategies of communication selected, and the evaluation of the PR campaigns. Cases will be from business, government and the non-profit sector. *Every other semester*

COMM 343 Nonverbal Communication (3 credits)

Prerequisite: COMM 130, COMM 250 and COMM 260

This course is designed to provide the student with theoretical knowledge and practical analytical application of the field of nonverbal communication and its importance in the field of communication.

COMM 345 Writing for Radio and Television (3 credits)

Prerequisite: ENGL 280, COMM 215 and COMM 325

Course includes sports, documentaries, interviews, commercials, PSAs, and/or comedy. Requires knowledge of production elements used in radio and television.

COMM/INTD/PSYC 349 Perspectives on the Holocaust (3 credits)

Prerequisite: COMM 130 and PSYC 100

This course introduces students to the study of the Holocaust. It examines the atmosphere and events that allowed the systematic extermination of 11 million non-combatants, including six million Jews. Multidisciplinary in approach, the course draws principally upon psychology and communication studies. Additionally, a variety of social science perspectives are utilized. Recommended for juniors and seniors.

Offered once each year.

COMM 355 Images of Gender in Mass Media (3 credits)

Prerequisite: COMM 220

This course considers images of men and women in contemporary mass media forms, including film, television and magazines. Students will learn to think about media images as products of social values and as consumer commodities, analyzing how gender is socially constructed via body type, social roles, subcultures, and consumer values, among other things. Students will also consider how images affect the way we construct our selves and our lives.

COMM 360 Argumentation and Advocacy (3 credits)

The theory and practice of argument in various fields, including debate, public address, and interpersonal communication will be explored.

COMM 365 Introduction to Intercultural Communication (3 credits)

Introduction to Intercultural Communication is a course designed to acquaint students with the factors which affect interpersonal relationships among people of differing cultural backgrounds. Foreign as well as native-born persons are encouraged to take the course. Course objectives are to enable students to become more sensitive to and tolerant of values and ideas expressed by others. *Spring semester*

COMM 370 Screenwriting (3 credits)

Prerequisite: COMM 215 or COMM 290 or consent of instructor

This course introduces students to the theory, craft, and business of film writing. This course introduces students to the theory, craft, and business of film writing. Using a mixture of screenwriting texts, video and Internet assignments, and individual and group activities, students will become familiar with key screenwriting concepts such as character development and three-act structure. No prior

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screenwriting experience is required, but a desire to think creatively and learn a craft through writing and revision is a must. *Offered every other year.*

**COMM 380 Broadcast Station Administration
(3 credits)**

Teaches students the fundamentals of radio and television programming and management. Programming for both public and commercial stations. The problems of station management will be covered including regulations, personnel, sales, economics, program sources, grant writing, ratings and research. Provides students with comprehensive assessment of the broadcast management experience.

COMM 390 Television Direction I (3 credits)

Prerequisite: COMM 215 or COMM 290; and COMM 345
This course will work with the elements of television: lighting, composition, use of camera, movement, sound, working with talent, format and genres. *Fall semester*

COMM 391 Public Relations Practicum (3 credits)

Prerequisite: COMM 301
This course is designed to provide students with the opportunity to integrate their communication skills through supervised application of these skills in a public relations setting. Using a 30 hour required field experience as a focal point, students will utilize research, organizational thinking, writing and speaking skills throughout the semester. *Either semester*

COMM 395 Communication Theory (3 credits)

Prerequisite: COMM 130, COMM 230 and COMM 295
Focus on contemporary perspectives vital to understanding and critiquing communication, public communication, and rhetoric. *Either semester*

COMM 396 Mass Communication Theory and Research (3 credits)

Prerequisite: COMM 220, COMM 295
Historical-critical look at various theories of mass communication. May include past and present media research theory and techniques, including focus groups, rating systems, UPC codes and public opinion polling. *Either semester*

**COMM 397 Cyber Culture and Digital Media
(3 credits)**

Prerequisite: COMM 220
This course examines the Internet and related digital and new-media technologies as communication within a range of economic, political, and cultural contexts. The core of this investigation focuses on the ways in which digital media offer innovative channels for humans to share messages and make meaning, with emphasis on the interrelated issues of access (digital divide) and the increasingly global nature of

digital communication (globalization). Through a variety of online and in-class individual and group exercises, students will learn and use basic Internet and new media skills, and develop critical-thinking skills while exploring new media environments.

COMM 399 Topical Studies (3 credits)

Prerequisite: Dependent on topic
Variable contemporary topics in communication. This course may be repeated for different topics. *Either semester*

**COMM 402 Interpersonal Conflict Resolution
(3 credits†)**

Prerequisite: COMM 270 or consent of the instructor
This course introduces the theory, research and practice associated with interpersonal conflict resolution. Students seeking careers in public relations, sales, business, organizational development and advocacy will benefit from this analysis of communication processes. *Fall semester*

COMM 415 Advanced TV Production (3 credits†)

Prerequisite: COMM 215 and COMM 290
This course will give students television production experience. Topics will include scripting, budgeting, pre- and post-production protocols, copyright and legal issues, studio and field production considerations, aesthetic issues, and editing. The course will culminate in a 25-30 minute television project produced and directed by the student for his/her portfolio.

COMM 426 Critical Perspectives on Mass Communication (3 credits†)

Prerequisite: COMM 320
This course focuses on theories of mass communication used for critiquing the major forms of mass media around the world. The theories include dramatism, semiotics, Marxist view, popular culture and rhetorical analysis.

COMM 450 Persuasion (3 credits†)

Prerequisite: COMM 295 and COMM 395
This course will examine persuasion as a tool for modifying the beliefs, attitudes and behaviors of others. Applications of persuasion to the fields of communication and mass communication including advertising, public relations, marketing, programming, and station management, as well as the social and political dimensions of democracy. *Once a year*

COMM 462 Patterns of International Communication (3 credits†)

Prerequisite: COMM 130 and COMM 395 and COMM 320 or consent of the instructor
A study of communication systems throughout the world. Students will focus on media as it functions within a variety of political systems. *Spring semester*

† May be taken for graduate level credit.

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COMM 472 Communication Training and Development (3 credits†)

Prerequisite: COMM 130 and two of the following: COMM 250, COMM 260, COMM 270

In this course, students will learn the theory of Communication Training and Development, and learn how to apply that theory in specific interpersonal, group, public and organizational contexts. *Once a year*

COMM 485 Honors Thesis (3 credits)

Prerequisite: Open to Commonwealth and Departmental Honors students.

One-hour weekly meetings with the thesis director will culminate in an honors thesis. With the consent of the Departmental Honors Committee and the thesis director, this course may be extended into a second semester for three additional credits depending upon the scope of the project. Whether the final version of the thesis qualifies the student to graduate with honors will be determined by the Departmental Honors Committee. *Either semester*

COMM 495 Communication Studies Seminar (3 credits)

Prerequisite: COMM 295 and COMM 395

This seminar will pursue in depth certain themes and topics in the area of the communication studies. *Either semester*

COMM 496 Seminar in Mass Communication (3 credits†)

Prerequisite: COMM 295 and COMM 396

This seminar will pursue in depth certain themes and topics in the area of Mass Communication. *Either semester*

COMM 497 Communication in the Classroom (1-3 credits†)

Prerequisite: Matriculation into an education program

This course is designed to provide a student majoring in any education program with practical skills and knowledge associated with communication in the classroom, school and community.

COMM 498 Internship in Communication (3-12 credits)

Prerequisite: Consent of the department, formal application required

A non-classroom experience designed for a limited number of junior and senior majors to complement their academic preparation. Limited to 3-12 credits unless special circumstances at the work site require more involvement. Only 3 credits may be applied to the major elective requirement. Graded on a (P) Pass/(N) No Pass basis. *Either semester*

COMM 499 Directed Study in Communication (1-3 credits)

Prerequisite: Consent of the department, formal application required
Open to juniors and seniors who have demonstrated critical and analytical abilities in their studies and who wish to pursue a project independently. May be taken twice for a maximum of six credits. *Either semester*

Other Approved Courses:

COMM 352 Advanced Group Communication and Leadership
COMM 375 Broadcast Programming
COMM 420 Mass Communication Rules and Regulations
COMM 502 Research
COMM 503 Directed Study
COMM 504 Communication Skills Overview
COMM 505 Communication Theories Overview
COMM 506 Communication Research Methods Overview
COMM 507 Communication Studies Education: Teaching Human Communication Courses in the College and University
COMM 508 Classical and Medieval Rhetoric
COMM 511 Laboratory in Interpersonal Communication
COMM 512 Public Communication
COMM 513 Laboratory in Small Group Communication
COMM 514 Coaching and Directing Forensics
COMM 515 Male/Female Communication
COMM 516 Seminar in Intercultural Communication
COMM 520 Group Leadership
COMM 525 Seminar in Mass Communication
COMM 530 Problems in Organization Communication: Diagnosis and Treatment
COMM 535 Seminar in Communication Theory
COMM 540 Scholarship and Criticism in Communication Studies

† May be taken for graduate level credit.

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