

Communication (COM)

The Communication major, offered through the Division of Humanities, gives students both a practical and theoretical grounding within a liberal arts context. Communication courses teach the oral, nonverbal, and writing skills that are essential for success in personal relationships, business settings, and society. Graduates with a Communication degree generally seek employment in professional fields where interaction with people is important. For this reason, a Communication major or minor is an excellent choice for a successful career in journalism, business, education, law, politics, entertainment, medical services, or religion.

Communication Major

Basic program for a baccalaureate degree:

- I. Core Requirements..... 52-56 hours
- II. Communication Requirements 39 hours
 - COM 102 Desktop Publishing..... 3
 - COM 105 Introduction to Communication 3
 - COM 220 Introduction to Journalism 3
 - COM 301 Communication Theory 3

 - COM 303 Interpersonal Communication 3
 - COM 305 Mass Media in Society 3
 - COM 310 Principles of Editing & Design 3
 - COM 333 Oral Interpretation..... 3
 - COM 400 Senior Seminar..... 3
 - COM 498 Internship in Communication 3

Select three COM Electives

 - COM Electives must be at the 300 or 400 level..... 9
(Note: COM 225 is not included in the major)
- III. General electives as needed to meet the minimum requirements of 128 semester hours.

Communication Minor

- Requirements..... 21 hours
 - COM 105 Introduction to Communication 3
 - COM 220 Introduction to Journalism 3
 - COM 301 Communication Theory
 - or*
 - COM 303 Interpersonal Communication
 - or*
 - COM 305 Mass Media in Society 3

Communication Course Descriptions

COM 102 Desktop Publishing.....(3)

An in-depth approach to using desktop publishing software and computer graphics for the development of a variety of publications and materials, including newsletters, advertisements and public relations pieces.

COM 105 Introduction to Communication.....(3)

An introduction to the basic concepts, vocabulary, theories and processes relevant to understanding communication. The various contexts of communication are explored: intrapersonal, interpersonal, small group, organizational, public, and mass. Students also gain an appreciation for the careers in which human communication plays an especially important role.

COM 201 Fundamentals of Theatre(3)

A study of the history of the theatre, rehearsal techniques, theatrical terminology, and theatrical conventions. Students read and discuss selected plays from the Greek to the contemporary. *Prerequisite: ENG 111 or ENG 114.*

COM 202 Fundamentals of Acting(4)

Acting is believing, which is the primary assumption of this course. To believe is to understand the play and the theatre. Interpreting the lines will be an essential part of the study of theatrical character development. Lab theatres will be conducted. In addition to the three hours of classroom work a week, a one- to two-hour lab is included.

COM 210 Yearbook Layout, Design, and Publication(3)

A hands-on course dealing with the theme, content, copy, and design of a college publication. Students gain practical experience with desktop publishing software, digital photography, writing, editing, and graphic design in the development of a college publication. Emphasizes the important components of visual design, including balance, unity, and creativity.

COM 220 Introduction to Journalism.....(3)

Emphasis is placed on the skills of reporting. Practice in writing and editing news and sports stories and feature articles, a glance at reviews, editorials, and columns is also provided. Required of all students majoring or minoring in Communication. *Prerequisite: ENG 112 or ENG 115. Cross-listed as ENG 220.*

COM 225 Fundamentals of Public Speaking(3)

An introduction to the major forms of speech, concentrating on the primary elements of public address and group discussion. *Prerequisite: ENG 111 or ENG 114. The course is a general education requirement and does not count toward the major or minor in Communication.*

COM 290 Special Topics(3)

Study of selected topics of interest in the field of communication. The topic may differ each time the course is offered and may be proposed by the instructor or students. This course may be taken for credit any number of times, provided that a different topic is studied each time. *Prerequisite: ENG 111 or ENG 114.*

- COM 301 Communication Theory**.....(3)
 A survey of the major theories of human communication, attitude development, and change. Systems, symbolic interaction, cognitive, behavioral, interpretive, critical, and other theoretical perspectives are studied. *Prerequisites: ENG 112 or ENG 115, COM 105, and COM 225.*
- COM 303 Interpersonal Communication**(3)
 Consideration of human interaction in face-to-face situations. Intellectual, psychological, sociological, and experiential activities are provided for individual student development. *Prerequisites: ENG 112 or ENG 115 and COM 225.*
- COM 304 Health Communication**(3)
 Emphasis is placed on the importance of good interpersonal communication skills, ethics, and cultural awareness in health-related interactions. Professional-to-patient, patient-to-professional, and professional to professional perspectives are studied. *Prerequisites: ENG 111 or ENG 114 and COM 225.*
- COM 305 Mass Media in Society**.....(3)
 This course explores the dynamic forms of mass media and persuasion in society, including advertising, politics, and entertainment. *Prerequisites: ENG 112 or ENG 115 and COM 225.*
- COM 310 Principles of Editing and Design**.....(3)
 A hands-on course in putting together printed materials, from inception of story ideas to finished product. Emphasizes both creative and managerial skills in layout, typography, photo selection and use, editing, headline writing and developing publication objectives. Students will also participate in and share responsibility for a college publication. *Prerequisite of COM 102 and Prerequisite or Corequisite of COM 220 or ENG 220.*
- COM 311 Advanced Composition**(3)
 More practice in writing exposition and argument, with emphasis on developing a sophisticated and polished style. Readings in and discussion of logic, semantics, and rhetorical strategies. *Prerequisite: ENG 112 or ENG 115. Cross-listed as ENG 311.*
- COM 315 Linguistics**.....(3)
 Study of modern grammar, usage, and a variety of topics concerning language, including the nature and structure of language, language change, and diversity. *Prerequisite: ENG 112 or ENG 115. Cross-listed as ENG 315.*
- COM 320 Advanced Journalism**.....(3)
 Advanced practices of journalism, including covering courts, police, and governmental agencies, and reporting investigative and feature stories. Legal and ethical issues unique to the profession of journalism are also studied. *Prerequisite: COM 220 or ENG 220. Cross-listed as ENG 320.*
- COM 321 Publications Practicum**.....(1)
 Practical experience in writing and editing for a school publication. This course may be taken as many as three times, for a total of three hours. *Prerequisites and/or corequisites: COM 310 or permission of Instructor. Cross-listed as ENG 321.*

COM 325 Political Communication(3)
This course studies communication as it serves the political system, society, and Americans as individuals. Topics include communication in the governing process and in campaigns, and communication as a way of expressing and reinforcing political values. Specific goals: to understand the roles and functions of communication in American politics, to identify the variables and actors in political communication, and to investigate the roles of the mass media in American politics. *Prerequisites: ENG 112 or ENG 115 and COM 225. Cross-listed as PLS 325.*

COM 327 Business Communications(3)
A study of the types of communication required to function effectively in the business environment. Students will learn about message strategy, effective business writing including formal report writing and other business correspondence, presentation skills, verbal and nonverbal components of communication, and dyadic and small-group communication. Appropriate computer technology will be incorporated into the course such as use of the Internet, e-mail, etc. *Prerequisite: CS 101 or higher, ENG 111 or ENG 114, ENG 112 or ENG 115 and COM 225, or permission of the instructor. Cross-listed as BUS 327.*

COM 329 Public Relations(3)
An introduction to the field of public relations. The course provides practice with the duties associated with public relations, including writing press releases, working with publications, and event/promotion planning. *Prerequisites: ENG 12 or ENG 115. Cross-listed as BUS 490.*

COM 332 Voice and Diction(3)
Principles of effective voice usage. Special emphasis is placed on phonetic and vocal drills and improving voice and diction characteristics. *Prerequisite: ENG 111 or ENG 114.*

COM 333 Oral Interpretation.....(3)
A course designed to develop the art of communicating to an audience a work of literature in its intellectual, emotional, and aesthetic aspects through vocal, physical, and psychological performing techniques. Literary forms include prose, poetry, and drama, as well as mixed forms from lecture, recital, reader's theatre, and chamber theatre. *Prerequisite: COM 225.*

COM 375 Web Design and Development(3)
This course will provide students with a foundation for Web site development and will enable them to storyboard, design multimedia Web pages, effectively integrate animation into Web site design, analyze trends and issues in Web design, and utilize the latest Web page editing, Web site maintenance, Web graphics, and Web animation software to enhance Web site design. *Prerequisite: COM 102 or CS 101 or higher. Cross-listed as BUS 375.*

COM 390 Special Topics(3)
Study of selected topics of interest in the field of communication. The topic may differ each time the course is offered and may be proposed by the instructor or students. This course may be taken for credit any number of times, provided that a different topic is

studied each time. *Prerequisites: COM 225 and ENG 112 or ENG 115. When offered in conjunction with COM 290, students at 390 level will do an extra research paper or project.*

COM 400 Senior Seminar.....(3)

A capstone course designed to allow student majors or minors in communication to apply their course work to professional and theoretical issues in communication. Includes in-depth readings in communication journals to gain a broader understanding of the discipline, a survey of employment in related fields, post-graduate study options, and completion and evaluation of student portfolios. *Prerequisites: COM 220 and COM 301. Open only to Communication majors and minors who have senior standing.*

COM 425 Advanced Public Speaking.....(3)

The course will require students to use public speaking in applying the principles of rhetoric to forensics. Students will develop advanced skills in literary presentations and further build confidence for speaking in complex and otherwise difficult situations. There will be increased emphasis on delivery skills and organization of speech content. *Prerequisite: COM 225.*

COM 498 Internship in Communication.....(3)

A supervised field placement experience for the advanced communication major or minor in an organization, business, or media outlet related to the practice of communication activities. Open only to communication majors or minors, usually in their senior year, after fulfilling most other course requirements. In addition to work at the internship site, students must participate in regular class meetings that are designed to enhance the internship learning experience and strengthen communication skills most relevant to employment and career success. *Prerequisites: COM 301 and permission of Instructor.*

COM 499 Directed Study in Communication(3)

Directed study in a specific area of communication literature and practice not covered by existing courses within the curriculum. *Prerequisites: Permission of the Instructor, Division Chair, and Dean of the College.*