

COMMUNICATION (COMM)

Courses

COMM 110 INTRODUCTION TO PUBLIC SPEAKING 3 Units

A basic course designed to help students increase their effectiveness in public speaking through classroom speeches. Emphasis is on research, preparation, organization, delivery, and visual aids, to enhance informative and persuasive speaking. The student will develop skills to communicate orally in clear, coherent language appropriate to purpose, occasion, and audience.

COMM 131 INTRODUCTION TO MASS COMMUNICATION 3 Units

A study of mass communication with relation to current economic, political and social institutions and trends. Emphasis on print and broadcast media with consideration of advertising, public relations, government and technology. The role of media in entertainment, news, and persuasion is examined.

COMM 202 PRINCIPLES OF PUBLIC RELATIONS 3 Units

An introduction to the principles, processes and techniques of public relations as they are used in business, government and nonprofit organizations.

COMM 203 PUBLIC RELATIONS TACTICS I 3 Units

A beginning exploration of public relations communication styles as they apply to various media, including news releases, public service messages, media alerts, newsletters and brochures.

COREQ: COMM 202

COMM 204 SOCIAL AND DIGITAL MEDIA PR TACTICS 3 Units

This course explores how organizations use their Web presences, social media and other digital communication tools to engage with their primary publics. The course prepares students to develop and manage their organizations' Web presence and social media platforms. Students practice creating websites and digital media kits for their clients and organizing Web content.

PREREQ: COMM 202 AND COMM 203

COMM 228 INTERPERSONAL COMMUNICATION 3 Units

Theory and exercises in interpersonal communication situations. Basic theory, self disclosure, listening, conflict, trust and other topics will be examined.

COMM 230 RADIO PRACTICUM *Repeatable* 1 Units

A laboratory course in which the student participates in at least one area of radio broadcasting: Announcing, engineering, interviewing, or publicity. Repeatable.

COMM 231 PRACTICUM IN TELEVISION PRODUCTION *Repeatable* 1 Units

Participation in a variety of areas of television production including camera, lighting, graphics, audio, switching, video engineering and announcing and television performance. Repeatable for a maximum of 4 units in major/degree.

COMM 234 ELECTRONIC MEDIA ANNOUNCING 3 Units

Emphasizes the development of professional speech and performing habits for radio, television, and related electronic media. Training in proper use of announcing - related technical equipment provided. Vocal and performing styles pertinent to the presentation of entertainment, information, and persuasion for electronic media are presented within an applied framework.

PREREQ: COMM 110

COMM 236 INTRODUCTION TO CINEMA 3 Units

Focuses on understanding and appreciating film as a unique visual communication experience. Includes an introduction to the understanding of film language and different theories of film aesthetics and criticism.

COMM 238 VIDEO PRODUCTION I: FUNDAMENTALS OF VIDEO 3 Units

This introductory video production course provides students with a basic understanding of the video production process. Students work on studio and field exercises to develop their video production skills.

COMM 239 AUDIO PRODUCTION I: FUNDAMENTALS OF AUDIO 3 Units

A study of audio theory relevant to the production of programming for radio and related electronic mass media. Substantial attention devoted to the fundamental theoretical principles of digital audio systems. Practical experience in program production is also emphasized, in combination with the development of critical listening skills for audio production work.

COMM 240 SPEAKING FOR SUCCESS 3 Units

Study of the theory and techniques of public address with required presentation of speeches.

PREREQ: COMM 110

COMM 242 COMMUNICATION AND TEAM BUILDING 3 Units

This course is designed to demonstrate the importance of team building in today's work culture. Students learn how to create, participate in and lead successful working teams. The course will teach relationship building to foster interpersonal relationships and aid in conflict resolution.

COMM 249 GREAT MOMENTS IN CINEMA 3 Units

This course seeks to familiarize students with the industrial, cultural, and aesthetic history of cinema as an art form and as a social force.

COMM 258 VIDEO PRODUCTION II: MEDIA STORYTELLING 3 Units

This course will consist of advanced video and field production labor, lectures, outside reading assignments and exams. Each student will write, produce and direct a series of theme-based production assignments over the course of the semester, and strive to improve on video production skills first introduced in Video Production I: Fundamentals of Video.

PREREQ: COMM 238 AND (JOURNLSM 227 OR JOURNLSM 241 OR ENGLISH 376)

COMM 259 AUDIO PRODUCTION II: ADVANCED AUDIO TECHNIQUES 3 Units

An advanced level course that studies the utilization of audio in broadcast, recording, sound reinforcement and multi-media with an emphasis on critical listening and advanced audio production skills. Students critique and analyze existing works and produce related audio materials for various media.

PREREQ: COMM 239 AND (JOURNLSM 227 OR JOURNLSM 241 OR ENGLISH 376)

COMM 263 PRACTICUM IN FORENSICS *Repeatable* 1 Units

Participation in public address or interpretation events in intercollegiate contest situations. May be retaken.

COMM 275 AD & PR RESEARCH LITERACY 3 Units

Students learn about gathering information for communication planning. The course introduces students to some of the important research tools used by advertising and public relations professionals. They learn to assess the quality of research reports. Students study survey and group research methods. The course discusses market research and media tracking as well.

PREREQ: JOURNLSM 220 OR COMM 202

COMM 276 EVENT PLANNING FOR COMMUNICATION PROFESSIONALS 3 Units

Special events are essential tactics used by communication professionals to reach key target audiences and engage them with the organization. The Event Planning for Communication Professionals course teaches students how to design and administer special events for communication. Students will learn to plan and implement events. They will learn to develop strategies and budgets and manage event activities. PREREQ: COMM 110 ONE OF THE FOLLOWING: COMM 202, 228; ENGLISH 376; JOURNLSM 220, 227, 241; MAGD 150

COMM 285 SOCIAL MEDIA OPTIMIZATION & THE NEW WEB 3 Units

'Social Media Optimization' will teach students how to engage with online communities to generate publicity and manage the images and issues of organizations. This cutting-edge, timely curriculum will require students to investigate the most compelling topics confronting organizations and individuals striving to extract value from the dynamic, participatory, ever-changing 'new web.'

PREREQ: MINIMUM SOPHOMORE STANDING OR INSTRUCTOR CONSENT

COMM 290 WORKSHOP 1-6 Units

Variable topics. Group activity oriented presentations emphasizing 'hands on' and participatory instructional techniques. Repeatable

COMM 293 AUDIO PRACTICUM Repeatable 1 Units

Students will develop their skills in audio technology and application through practical experience working in sound reinforcement and studio recording environments.

PREREQ: COMM 239 OR MUSED 289 OR CONSENT OF INSTRUCTOR

COMM 294 WEB VIDEO PRACTICUM Repeatable 3 Units

The web video practicum will provide students the opportunity to produce a website and related digital media for subject matter within gaming culture. Students strengthen multimedia production skills, develop expertise in cutting edge game industry topics, and will enhance their portfolios, industry connectedness, and global web presence by participating in this practicum experience.

PREREQ: COMM 238 OR INSTRUCTOR CONSENT

COMM 296 SPECIAL STUDIES Repeatable 1-3 Units

Variable topics. Group activity. Not offered regularly in the curriculum but offered on topics selected on the basis of timeliness, need, and interest, and generally in the format of regularly scheduled Catalog offerings. Repeatable

COMM 302 PR CASE STUDIES & APPLIED THEORY 3 Units

The course analyzes several examples of public relations campaigns, exploring the thinking and strategies that guided the campaigns' creators. The course provides students with insights into the public relations profession and reveals what it takes to be successful in the profession. Students learn about several important communication theories and apply those theories to analyze and understand the campaign examples. The course discusses ethical public relations practice on the part of professionals.

PREREQ: COMM 202 AND COMM 203

COMM 312 CRISIS COMMUNICATION 3 Units

This course is an introduction to theory and research in crisis communication. It focuses primarily on corporate and political discourse; occasionally, public image problems in other contexts will be addressed. Students will read, speak and write about theories and cases studies of crisis communication. Students will learn sound principles of crisis communication planning and will participate in crisis communication simulations.

PREREQ: COMM 202 AND COMM 203

COMM 321 NONVERBAL COMMUNICATION 3 Units

Nonverbal dimensions of interpersonal communication (physical behavior, facial expression, eye behavior, personal space, personal appearance-clothing, touch, voice and the use of objects) focusing upon their actual interaction with verbal or speech communication. Study of concepts and actual participation in nonverbal exercises/simulations.

PREREQ: SOPHOMORE STANDING

COMM 322 LISTENING BEHAVIOR 3 Units

Study of the current theory and research concerning the process of listening in human communication as a basis for an effective understanding of listening behavior and for an increased ability to improve one's own listening skills. Also included is an overview of approaches to 1) listening in the schools and 2) training in business-industry.

PREREQ: SOPHOMORE STANDING

COMM 326 COMMUNICATION AND GENDER 3 Units

Advanced study of interpersonal communication between and within the sexes. The focus of the course concerns examination of traditional gender ideals and analysis of communication styles that contribute to societal evolution. This course covers sex differences in communication, theories explaining sex differences in communication, research on sex stereotypes, debates about language and sexism, and implications for inter-gender relationships.

PREREQ: SOPHOMORE STANDING

COMM 327 INTRODUCTION TO CORPORATE COMMUNICATION 3 Units

This course provides a broad overview of the theoretical and empirical literature relevant to organizational communication. The focus is on how communication operates in organizations, the effects of communication on organizational life, and how communication can be made more efficient and effective in meeting personal as well as organizational goals.

PREREQ: SOPHOMORE STANDING

COMM 328 COMMUNICATION CONFLICT RESOLUTION 3 Units

This course provides a communications perspective of the nature and possible methods of resolution of conflict.

PREREQ: SOPHOMORE STANDING

COMM 331 PRACTICUM IN TELEVISION PRODUCTION AND DIRECTING Repeatable 1-3 Units

Participation of a program producer and/or director for television programming created for the University Cable Television System. Repeatable for a maximum of 4 credits in major/degree.

PREREQ: COMM 238 AND (JOURNLSM 227 OR JOURNLSM 241 OR ENGLISH 376)

COMM 338 VIDEO PRODUCTION III: CORPORATE AND COMMERCIAL MEDIA 3 Units

The course will consist of advanced video and field production labor, lectures, outside reading assignments and exams. Each student will write, produce and direct a series of corporate and commercial productions and learn the importance of oral communication and proper client relationships. Each student will strive to improve existing skills with field equipment, non-linear editing, advanced software programs, and multi-media presentations. The work in the course will primarily focus on individual project efforts, unless approved by the instructor.

PREREQ: COMM 258

COMM 339 AUDIO III: STUDIO PRODUCTION 3 Units

An applied course using the knowledge and skills necessary for professional audio production with an emphasis on studio recording and aesthetics. Concepts include signal flow, processing, microphone selection and placement, mixing and mastering. Students will produce multi-track recording projects.

PREREQ: COMM 259 OR CONSENT OF INSTRUCTOR

COMM 345 PERSUASION 3 Units

A study of the process of persuasion: Logical, ethical, and emotional appeals as well as organizational patterns and stylistic devices are addressed. Application and analysis of these techniques through term papers and speeches.

PREREQ: COMM 110

COMM 346 SOUND AND IMAGE: AN EXPLORATION OF SOUND FOR/ WITH VISUAL MEDIA 3 Units

This course will explore the ways in which sound and music have been utilized in conjunction with images in diverse media including films, video games, video art, cartoons, music videos, television and live performance.

COMM 351 GAME STUDIES AND DESIGN 3 Units

This course requires students to engage in and analyze a variety of interactive media: games and other forms of play. The goal is to turn a critical consciousness towards an activity that they have engaged in since birth, and consider how play changes when it is electronically mediated. Interactive media fundamentally changes the process of communication because the audience becomes more active. Users author their own experience and this fundamentally changes the role of author/architect of the medium. This course will examine audience/player experience, game/interaction content, and the effects of playing on the players. Students will analyze play experiences and learn how to develop new games.

PREREQ: JUNIOR/SENIOR STATUS OR CONSENT OF INSTRUCTOR

COMM 362 DOCUMENTARY PRODUCTION PRACTICUM Repeatable 3 Units

In this advanced production course, students will collaborate in small teams to develop, plan, film, and edit short documentaries that feature an issue directly impacting the local community, either on campus or in the southern Wisconsin region.

PREREQ: (FILM 272 OR PWP 272) OR (FILM 258 OR PWP 258) OR (FILM 360 OR PWP 360) OR COMM 238 OR COMM 239 OR JOURNLSM 227 OR INSTRUCTOR CONSENT

COMM 363 INTRODUCTION TO HEALTH COMMUNICATION 3 Units

This course provides an overview of health communication, with emphasis given to theory and research on social support messages. Factors that influence social support messages are examined in a variety of different contexts (e.g., relational, familial, support group, workplace, on-line).

PREREQ: SOPHOMORE STANDING

COMM 368 FAMILY COMMUNICATION 3 Units

This course is designed to enhance students' understanding of communication in familial relationships. Topics such as parent-child relationships, sibling relationships, family stereotypes, aging family members, and cultural variations in family interactions will be covered.

PREREQ: SOPHOMORE STANDING

COMM 369 MEDICAL COMMUNICATION & HEALTH LITERACY 3 Units

Will familiarize students with common medical terminology, its usage, translating scientific jargon into everyday language for multiple target populations.

PREREQ: COMM 363 OR JUNIOR STANDING OR CONSENT OF INSTRUCTOR

COMM 371 POLITICAL COMMUNICATION 3 Units

This course will review and discuss various examples of political messages. To better inform discussions, students will also survey rhetorical theory, political and mass communication theory and public relations theory. Much attention will be geared toward political campaigns, but students will also examine the rhetoric of governance. Students will read, speak and write about Presidential, Congressional, and gubernatorial levels of political communication.

PREREQ: COOM 110, ONE OF THE FOLLOWING: JOURNLSM 220 OR JOURNLSM 227 OR COMM 131 OR COMM 202 OR COMM 327 OR, JUNIOR STANDING AND ANY COURSE IS POLITICAL SCIENCE OR SOCIOLOGY

COMM 372 SOCIAL MOVEMENTS AND PERSUASION 3 Units

This course examines how social movements accomplish change in our society. Using several case studies as examples, it explores communication and social movement theory perspectives and discusses the influence of social change communication strategies. The course explores such topics as the use of messaging to maintain movement momentum and the design of effective communication campaigns.

PREREQ: COMM 110 ONE OF THE FOLLOWING: COMM 202, 228; ENGLISH 376; JOURNLSM 220, 227, 241; MAGD 150

COMM 373 COMMUNICATING LEADERSHIP 3 Units

The purpose of this course is to introduce students to the study and practice of leadership from a communication perspective. Examination of leadership concepts and theories in organizational, group, and public contexts will illustrate the interactive process wherein leaders and followers are able to achieve collective goals. Students will analyze their personal leadership styles and develop leadership communication skills through case studies, self-assessments, projects and classroom exercises.

PREREQ: COMM 110

COMM 389 APPLIED WORKPLACE COMPETENCIES 3 Units

This advanced communication course emphasizes the demonstration and understanding of workplace competencies, such as developing successful writing and interviewing skills associated with finding employment, as well as demonstrating how to write and successfully complete professional goals. Other communication competencies linked with successful workplace practices are also covered.

PREREQ: COMM 228 AND COMM 327

COMM 402 PUBLIC RELATIONS PLANNING 3 Units

Application of public relations principles, tactics and strategies to a client's public relations problem or opportunity, through the development and use of public relations planning skills.

PREREQ: COMM 202 AND COMM 203 AND COMM 204 AND COMM 275 AND COMM 302 RESTRICTED TO STUDENTS WITH A MAJOR IN COMMUNICATION W/PUBLIC RELATIONS EMPHASIS OR WITH A MINOR IN COMMUNICATION W/PUBLIC RELATIONS EMPHASIS

COMM 417 COMMUNICATION AND NONPROFIT ORGANIZATION 3 Units

This course prepares students to better understand the traditional organizational frameworks and apply them in the nonprofit world. Specifically, the course will address communicating a strategic vision, stewardship, managing and understanding the relationships between boards and volunteers and staff, building and maintaining successful volunteer programs, event planning, fundraising and media and government relations through reading, lectures, case studies and a capstone project.

PREREQ: COMM 327, COMM 424, COMM 485

COMM 422 COMMUNICATION THEORIES 3 Units

Study of theories of communication from various disciplinary viewpoints. An investigation of approaches which attempt to explain the communication process through a "meaning-centered" focus to the communication act (originating communicator, message, channel, responding communicator). Theories are discussed in terms of their assumptions, claims, and strengths-weaknesses.

PREREQ: JUNIOR/SENIOR STATUS

COMM 424 CROSS CULTURAL COMMUNICATION 3 Units

Study of cross cultural contacts and interactions when individuals are from different cultures. An analysis of verbal and nonverbal communication and related factors within and between various cultures, predictions of patterns and effects, and communication barriers.

PREREQ: COMM 110

COMM 427 COMMUNICATION TRAINING 3 Units

This is an advanced level course that focuses on identifying, evaluating, and enhancing the communicative competencies behind the functioning of contemporary organizations.

PREREQ: COMM 327, COMM 424, AND COMM 485

COMM 440 NEW COMMUNICATION TECHNOLOGIES 3 Units

This course examines the major innovations in the telecommunication industry. Students will explore alternative regulatory contexts in which these systems can develop and address the implications of these developments in a variety of social, institutional and philosophical contexts.

PREREQ: MAGD 150 OR JOURNLSM 227 OR JOURNLSM 220 OR COMM 131 OR JUNIOR STANDING

COMM 463 APPLIED COMMUNICATION IN HEALTH AND WELLNESS 3 Units

This advanced level course integrates health communication theory and practices, analyzing the application of communication theory in a variety of health and wellness contexts, such as smoking cessation, HIV/AIDS prevention and cancer detection. Students will demonstrate understanding of applied principles by critiquing and developing health campaign messages during the semester.

PREREQ: COMM 363, COMM 424, AND COMM 485

COMM 464 HEALTH MESSAGE ADVOCACY AND ANALYSIS 3 Units

This course embraces a social justice perspective toward public health, and emphasizes the analytical, cross-cultural, health literacy and interpersonal skills students develop through the Corporate and Health Communication curriculum. Special attention is given to research-based tools students can use to assess and depict health-related risks in their communities.

PREREQ: COMM 363, COMM 424, AND COMM 485

COMM 485 COMMUNICATION RESEARCH METHODS 3 Units

An advanced-level undergraduate and graduate survey of methodologies and issues relevant to the practice of communication research.

PREREQ: JUNIOR/SENIOR STATUS

COMM 487 ELECTRONIC MEDIA CAPSTONE: SENIOR PROJECT 3 Units

This course allows students the opportunity to complete a capstone research or production project during their senior year. Students work with one or more faculty who advise and evaluate the project. During class meetings students work on the design of their projects and present their projects and findings. Students also develop professional networking and job acquisition skills and work on resume and portfolio preparation.

PREREQ: SENIOR STATUS AND COMM 258 AND COMM 259

COMM 490 WORKSHOP 1-6 Units

Variable topics. Group activity oriented presentations emphasizing "hands on" and participatory instructional techniques. Repeatable

COMM 491 TRAVEL STUDY Repeatable 1-3 Units

Variable topics. Faculty-led courses abroad. Repeatable

COMM 493C INTERNSHIP IN COMMUNICATION Repeatable 1-3 Units

Professional experience in which the student who aspires to a career in the corporate and health industry works for an approved employer in his/her area of interest under the supervision of a professional in that field.

COMM 493E INTERNSHIP IN ELECTRONIC MEDIA Repeatable 1-3 Units

Professional experience in which the student who aspires to a career in the electronic media industry works for an approved employer in his/her area of interest under the supervision of a professional in that field.

COMM 493I PUBLIC RELATIONS INTERNSHIP Repeatable 1-3 Units

Professional experience in which the student who aspires to a career in public relations works for an approved employer in his/her area of interest under the supervision of a professional in that field.

COMM 493M MAGD INTERNSHIP Repeatable 1-3 Units

The MAGD internship is a hands-on multimedia work experience that counts toward the Media Arts & Game Development Degree under the supervision of a professional in that field.

COMM 494 SEMINAR Repeatable 1-6 Units

Variable topics. Group activity. An advanced course of study in a defined subject matter area emphasizing a small group in intense study with a faculty member. Repeatable.

PREREQ: JUNIOR/SENIOR STATUS OR CONSENT OF INSTRUCTOR

COMM 496 SPECIAL STUDIES Repeatable 1-3 Units

Variable topics. Group activity. Not offered regularly in the curriculum but offered on topics selected on the basis of timeliness, need, and interest, and generally in the format of regularly scheduled Catalog offerings.

Repeatable

PREREQ: JUNIOR/SENIOR STATUS OR CONSENT OF INSTRUCTOR

COMM 497 EXCHANGE STUDY Repeatable 1-12 Units

Variable topics. Repeatable

COMM 498 INDEPENDENT STUDY Repeatable 1-3 Units

Study of a selected topic or topics under the direction of a faculty member. Repeatable.

PREREQ: JUNIOR/SENIOR STATUS OR CONSENT OF INSTRUCTOR

COMM 498R INDEPENDENT STUDY - UNDERGRADUATE RESEARCH Repeatable 3 Units

Study of a selected topic or topics under the direction of a faculty member. Repeatable.