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 PUBLIC RELATIONS TACTICS II 3 Units
Instruction and practice in the theory, design, production and utilization of non-print media in the context of various public relations activities PREREQ: COMM 202 AND COMM 203, AND A 2.5 GPA IN THE MAJOR QUALIFIER BLOCK (WHICH CONSISTS OF COMM 110 OR COMM 131, AND 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 PUBLIC SPEAKING 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 ADVERTISING AND PUBLIC RELATIONS RESEARCH LITERACY 3 Units
Students will learn about information gathering for communication planning. They will learn to assess the quality of research reports. Students will study survey and group research methods. They will examine subscription data sources commonly used for advertising and public relations and learn about media tracking and Web page evaluation.
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 new dynamic, participatory, ever-changing 'new web.'
PREREQ: SOPHOMORE STANDING OR CONSENT OF INSTRUCTOR

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 290 OR CONSENT OF INSTRUCTOR CROSS-LISTED: COMM 293 AND MUSC 293

COMM 294  WEB VIDEO & THE GAME INDUSTRY - GAMEZOMBIE PRACTICUM  Repeatable  3 Units
The GameZombie practicum will provide students the opportunity to produce a globally distributed game media web series, strengthen multimedia production skills, and develop expertise in cutting edge game industry topics. Students will greatly enhance their portfolios, industry connectedness, and global web presence by participating in this practicum experience.
PREREQ: COMM 238 OR CONSENT OF INSTRUCTOR

COMM 302  PUBLIC RELATIONS STRATEGIES  3 Units
An examination, using case studies, of the theories and research which support the selection of various public relations strategies to solve problems. Issues such as responding to crisis situations, applying ethical principles to public relations problems and assessing the use of emerging technologies in public relations are also addressed.
PREREQ: COMM 202 AND COMM 203, RESTRICTED TO STUDENTS WITH A MAJOR OF COMMUNICATION W/PUBLIC RELATIONS EMPHASIS OR WITH A MINOR OF COMMUNICATION W/PUBLIC RELATIONS EMPHASIS

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 ENGLISH 376) OR CONSENT OF INSTRUCTOR

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. CROSS-LISTED: COMM 346 AND MUSC 346

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 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 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 communicaton course emphasises 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, COMM 327, COMM 363, JUNIOR STANDING, AND 2.5 GPA IN THE MAJOR QUALIFIER BLOCK (WHICH CONSISTS OF COMM 110 OR COMM 131, AND 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.