COMM Communication Arts

COMM 1100 Human Communication
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
Surveys the historical roots of communication, discusses the encoding and decoding of messages, and introduces the contexts of communication.
Prerequisite(s): A minimum grade of "C" in ENGL 1101 or WRIT 1101.

COMM 1110 Public Speaking
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
The critical study and practice of public speaking emphasizing the art of rhetoric from a humanistic perspective. Areas of study include research and preparation, ethics, audience analysis, and presentation of speeches.
Prerequisite(s): A minimum grade of "C" in ENGL 1101 or WRIT 1101.

COMM 2332 Media and Society
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
Introduction to print and electronic mass communications and media-related professions. Surveys the media’s historical development in the United States with particular focus on structure, social roles, and related theories. Also considers change factors that can affect the future of media.

COMM 3030 Selected Topics In Communication Arts
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
Offers varied courses in specialized areas of field of Communication Arts. Department approval required.

COMM 3331 Media Criticism
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
Familiarizes students with dominant paradigms currently used in media studies. Particular emphasis will be given to theories addressing the social context of the media and criticism as a rhetorical act.

COMM 3332 Voice and Phonetics
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.

COMM 3336 International Media Systems
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
This course comparatively studies mass media systems around the world. It analyzes media systems in terms of relevant political, social, economic, and cultural factors. Diversity and change in global communication is a main theme. The influence of rapidly-advancing technology is analyzed for its dynamic impact around the world, especially in developing nations.
Prerequisite(s): A minimum grade of "C" in COMM 2332.

COMM 3337 Mass Communication Law
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
This course surveys freedom of speech and press and its limitations by laws governing libel, privacy, copyright, contempt, free press, broadcast regulation, fair trial and reporter’s shield. Broadcast industry self-regulation and ethical concerns of mass communications will be discussed.
Prerequisite(s): A minimum grade of "C" in COMM 2332.

COMM 3360 Critical Apprch/Mass Culture
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
Examination of theoretical and critical approaches to various forms of cultural expression, including film, television, popular literature, magazines, music, video, and radio. Applications of differing critical methodologies.
Prerequisite(s): A minimum grade of "C" in ENGL 2100.

COMM 3361 Media Criticism
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
Familiarizes students with dominant paradigms currently used in media studies. Particular emphasis will be given to theories addressing the social context of the media and criticism as a rhetorical act.

COMM 3362 Voice and Phonetics
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.

COMM 3336 International Media Systems
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.

COMM 3337 Mass Communication Law
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.

COMM 3360 Critical Apprch/Mass Culture
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
Examination of theoretical and critical approaches to various forms of cultural expression, including film, television, popular literature, magazines, music, video, and radio. Applications of differing critical methodologies.
Prerequisite(s): A minimum grade of "C" in ENGL 2100.

COMM 3390 Media Management and Sales
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
In this course, students will examine the organization and operation of media operations’ policies and procedures. Students will also examine media management theory and practice, key media administrator roles, media industry processes and departments, and media manager skills in finances, personnel, programming, promotion/marketing, selling of commercial advertising in media and audience research.
Prerequisite(s): A minimum grade of "C" in COMM 2332.

COMM 3431 Digital Media Entrepreneurship
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
This course focuses on the business side of the information business, specifically digital media startups. As part of this course, students develop an original idea for a digitally-based media startup, research and analyze the potential market for the startup, and develop a basic media business. This course would also look at the behavior of entrepreneurs, but will be focused more on media entrepreneurs and the development of student ideas into potential media startup projects.
Prerequisite(s): A minimum grade of "C" in COMM 2332.

COMM 3531 Media Ethics
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
This course involves the study of moral and professional conduct within various mass communication contexts and provides students with the ability to recognize and confront potential ethical, diversity and shifting cultural issues as journalists and media consumers.
Prerequisite(s): A minimum grade of "C" in COMM 2332.

COMM 4330 History of Mass Communication
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
This course surveys the history of newspapers, magazines, radio and television, and web media content with emphasis upon their correlation with political, social and economic trends in America.
Prerequisite(s): A minimum grade of "C" in COMM 2332 and Junior standing.

COMM 4331 Gender, Media, and Representation
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
Focuses on three basic areas with regard to women and media: 1) the representation of women in the media; 2) the status of women as media professionals; 3) the ways women make use of media as audience members.

COMM 4332 Contemporary Communication Application
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
Offers analysis of a selected contemporary topic in communication. Includes discussion of appropriate communication models and their analytical application to the selected topic. May be repeated a maximum of two times for credit. Department approval required.

COMM 4334 Advanced Law and Ethics
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
Provides an evaluation of contemporary media regulations/law and ethical issues by way of case analysis along with the study of the evolution of media regulation for understanding of past, present, and future media performance.
Prerequisite(s): A minimum grade of "C" in COMM 3337.

COMM 5000 Topic in Communications
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.

Cross Listing(s): COMM 5000G.
COMM 5025  Popular Culture Theory and Criticism  
3 Credit Hours.  3 Lecture Hours.  0 Lab Hours.  
Examination of the theoretical and critical approaches to the study of  
various forms of popular cultural expression such as film, television,  
popular literature, magazines and music. Critical methodologies present  
may include semiotics, genre criticism, ethnography, feminism and cultural  
studies.  
Prerequisite(s): A minimum grade of "C" in ENGL 2100.  
Cross Listing(s): ENGL 3025.  

COMM 5030  Television Theory and Criticism  
3 Credit Hours.  3 Lecture Hours.  0 Lab Hours.  
Critical Examination of various aspects of television, such as genres,  
social implications, historical significance and modes of production.  
Prerequisite(s): Permission of Instructor.  
Cross Listing(s): COMM 5030G, ENGL 5030.  

COMM 5333  Theories of Mass Communication  
3 Credit Hours.  3 Lecture Hours.  0 Lab Hours.  
Examines the development of mass media systems and the resulting  
theoretical perspectives. Encourages theory application as means of  
understanding and explaining what happens to us individually and as  
members of a society as mass communication became possible and now  
as media systems are being adapted.  
Prerequisite(s): COMM 2332.  

COMM 5000G  Topics in Communications  
3 Credit Hours.  3 Lecture Hours.  0 Lab Hours.  

COMM 5030G  Special Topics in Communication  
3 Credit Hours.  3 Lecture Hours.  0 Lab Hours.  
Subject announced when course offered. Topics vary, such as  
environmental impacts on communication, transactional analysis theory,  
non-verbal communication. Graduate students will have additional  
readings and research expectations, including, when appropriate, a  
research presentation.  

COMM 5333G  Theories of Mass Communication  
3 Credit Hours.  3 Lecture Hours.  0 Lab Hours.  
Examines the development of mass media systems and the resulting  
theoretical perspectives. Encourages theory application as means of  
understanding and explaining what happens to us individually and as  
members of a society as mass communication became possible and now  
as media systems are being adapted. Graduate students will be given an  
extra assignment determined by the instructor that undergraduates will not  
be required to do.  
Prerequisite(s): COMM 2332.  
Cross Listing(s): COMM 5333.  

COMM 5335G  Public Relations Campaigns in Health and Science  
3 Credit Hours.  3 Lecture Hours.  0 Lab Hours.  
Examines communication and public relations in health and science  
campaigns, with a focus on public communication and strategy  
effectiveness. Graduate students will have additional readings and  
research expectations, including, when appropriate, a research  
presentation.  

COMM 7100  Research in Communication and Leadership  
3 Credit Hours.  3 Lecture Hours.  0 Lab Hours.  
Introduction to the concepts and methods of applied research and  
theory necessary for professionals in communication and leadership  
settings. Topics will include survey development, interviews, focus groups,  
experiments, ethnography, and content analysis. Students will construct a  
research question, review literature, collect and analyze data, and present  
the results of their analysis.  
Cross Listing(s): LEAD 7100.  

COMM 7150  Communication and Leadership in the Public Arena  
3 Credit Hours.  3 Lecture Hours.  0 Lab Hours.  
Examination of the communication and leadership on public issues.  
Course explores the theories and practices associated with leadership in  
groups and organizations in the public and private sectors. Focuses on  
interactive aspects of leading and following, and developing leadership  
skills from a communication perspective.  
Cross Listing(s): LEAD 7150.  

COMM 7300  Applied Crisis Communication Theory  
3 Credit Hours.  3 Lecture Hours.  0 Lab Hours.  
Examination of theories relevant to crisis communication management and  
application of those theories to cases, both actual and hypothetical.  

COMM 7400  Health Communication  
3 Credit Hours.  3 Lecture Hours.  0 Lab Hours.  
Applies various communication theories to the health care community.  
The impact of health communication in different contextual levels, i.e.,  
interpersonal, group, organizational, mass and cultural will be examined.  

COMM 7500  Selected Topics in Communication  
3 Credit Hours.  3 Lecture Hours.  0 Lab Hours.  
Selected topics in the field of communication defined by the instructor.  
May be taught as a colloquium, directed reading, or seminar.