COMM Communication Arts

COMM 1100 Introduction to 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.
Cross Listing(s): COMM 1100S.

COMM 1110S Introduction to 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 WRIT 1101 or ENGL 1101.

COMM 1110 Principles of 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.
Cross Listing(s): COMM 1110H, COMM 1110S.

COMM 1110H Principles of 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 1110S Principles of 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.
Cross Listing(s): COMM 1110H.

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.
Prerequisite(s): A minimum grade of "C" in ENGL 1101 or WRIT 1101.
Cross Listing(s): COMM 2332S.

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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.
Prerequisite(s): A minimum grade of "C" in ENGL 1101 or WRIT 1101.

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.
Cross Listing(s): COMM 3030S.

COMM 3030S 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.
Cross Listing(s): COMM 3030.

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.
Cross Listing(s): COMM 3331S.

COMM 3331S Media Criticism
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.
Cross Listing(s): COMM 3331.

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.

COMM 3430 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 3433 Comic Book Writing in American Culture
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
Investigates multiple dimensions of and models for comic book writing as it traces the medium's history, development of new genres, and narrative conventions since its origins in the 1930s. Teaches the comic book's use of iconography, cultural tropes, and cognitive closure in the construction of sequential narratives.
Prerequisite(s): A minimum grade of "C" in ENGL 1101, WRIT 1101, ENGL 1102.
Cross Listing(s): WRIT 3433.

COMM 3530 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.
Cross Listing(s): COMM 4330S.

COMM 4330S 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.
Cross Listing(s): COMM 4330.

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.
Cross Listing(s): WGST 4331, COMM 4331.

COMM 4331S Gender, Media and Rep
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.
Prerequisite(s): A minimum grade of "C" in COMM 2332.
Cross Listing(s): WGST 4331, COMM 4331.

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.
Cross Listing(s): COMM 4332S.

COMM 4332S Contemporary Communication Application
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
Offers analysis of a selected contemporary topic in communication. The course includes discussion of appropriate communications models and their analytical application to the selected topic. The course may be repeated a maximum of two times for credit. Department approval required.
Cross Listing(s): COMM 4332.

COMM 4333 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.
Cross Listing(s): COMM 4333S.

COMM 4333S 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.
Cross Listing(s): COMM 4333.

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.