

# COMMUNICATION (CM)

## CM 525 African-American Issues in Communications (3 Credits)

**Lecture:** 3

Study of historical and contemporary issues, relating to communicational aspects of African American culture and communication. The continuities between African and African-American culture and communications are examined. Three hours of lecture per week. Pre-requisite: none

**College/School:** School of Communication

**Department:** School of Communication

## CM 526 Introduction : Graduate Studies in Communication (3 Credits)

**Lecture:** 3

**College/School:** School of Communication

**Department:** School of Communication

## CM 533 Theory & Process Of Comm (3 Credits)

**Lecture:** 3, **Lab:** 0

THEORY AND PROCESS OF COMMUNICATION (3) Concepts in communication theory; examination of theories and principles relating to the communication process. Required for the Master of Arts Degree in Communication.

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**Department:** School of Communication

## CM 534 Intro Grad Res Com (3 Credits)

**Lecture:** 3, **Lab:** 0

INTRODUCTION TO GRADUATE RESEARCH IN COMMUNICATION (3) Introduction to historical, experimental, descriptive and creative methodologies in communication; design and implementation of research topics. Required for the Master of Arts degree in Communication.

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## CM 535 Media Entrepreneurship (3 Credits)

**Lab:** 3

Fund-raising, promotional and business planning for media projects, including the use of websites and social media. Three hours of lecture per week. Pre-requisite: CM 501, JOUR 505 and CM 510.

**Prerequisite(s):** (CM 501 and JOUR 505 and CM 510)

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## CM 549 Interpersonal Communication (3 Credits)

**Lecture:** 3

Model, theories, and variables related to communication in relatively unstructured face-to-face communication. Course meets 3 credit hours per week.

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## CM 550 Qualitative Methods in Comm (3 Credits)

**Lecture:** 3

An introduction to qualitative research methods in communication studies. Provides students with an overview of several techniques for, and issues in gathering, analyzing, writing-up, and using qualitative data. Three hours of lecture per week.

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## CM 551 Social Media Culture and Communication (3 Credits)

**Lecture:** 3

The history, practices, tools, legal and ethical issues related social media. Emphasis on students' exploration of theories-public relations, communication and business-to help better understand and develop social media. Three hours of lecture per week.

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## CM 554 Intercultural Communication (3 Credits)

**Lecture:** 3

Considers rules, meaning, uncertainty reduction, development communication, and comparative approaches to intercultural communication. Examines methodological issues. Three hours of lecture per week.

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## CM 555 Family Communication (3 Credits)

**Lecture:** 3

This course is designed to acquaint students with some of the more common theoretical and methodological issues that face those who conduct research on family communication. The developmental life course of traditional U.S. families, the various types of families that comprise today's society. Specific topics include social support, communication and attraction, marriage, divorce, sibling relationships, step-families, the effect of spouses' occupations on the family, the influence of culture on family interaction, and communication in abusive families. Three hours of lecture per week.

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## CM 558 Independent Study (3 Credits)

**Lecture:** 3

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## CM 559 Special Topics in Communication (3 Credits)

**Lecture:** 3

This is a course designed to address selected topics in communication. Topics and research preferences will vary. No more than six credit hours may be elected in special topics courses. Three hours of lecture per week.

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## CM 560 Gender and Communication (3 Credits)

**Lecture:** 3

Students will be introduced to the complex ways in which communication and gender intersect. Attention will be given to the socially endorsed views of masculinity and femininity as taught to individuals through a variety of cultural means. Some sections of this course may be offered for majors only. Three hours of lecture per week.

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## CM 563 Health Communication Campaigns (3 Credits)

**Lecture:** 3

This course exposes student to principles of health communication and campaigns. The emphasis will be on both seminal and recent research trends. As part of the exploration of contextual topics, types of health campaigns will be examined, and students will have an opportunity to design a campaign. 3 credit hours.

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**CM 564 E-Health Communication (3 Credits)****Lecture:** 3

This course examines the ways in which new media technology is used to discuss and improve one's health. Students will learn the dominant theories and models used to explain how and why users access health information online, how new media is used to facilitate communication among patients and doctors, the value of virtual support networks, and the way in which new media platforms contribute to increased health literacy. 3 credit hours.

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**CM 565 Health and Mass Media (3 Credits)****Lecture:** 3

This course examines the prevalence and nature of mass media messages concerning health, including ways in which health issues are portrayed through entertainment, new media, and advertising. Students will learn about the frequency and nature of health messages in different media formats and the effects these messages have on viewers. 3 credit hours.

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**CM 568 Organizational Training & Development (3 Credits)****Lecture:** 3

Covers methods and practice in communication training and development for organizations including pre-assessment, writing objectives, training techniques, post-training evaluation, feedback, and implementation. The emphasis is on communication processes and outcomes for the trainer and trainee plus communication skill development within training modules. Three hours of lecture per week.

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**CM 569 Communication and Organizational Crisis (3 Credits)****Lecture:** 3

This course provides students insights regarding key concepts, theoretical perspectives, essential skills and abilities, and critical thinking and problem solving skills necessary for effective crisis management, relationship management, crisis planning and preparation, case studies, and developing crisis communication management plans. Three hours of lecture per week.

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**CM 570 Communication in the Global Workplace (3 Credits)****Lecture:** 3

This introductory course explores communication issues that arise in the global workplace. The course develops an appreciation of the relationship among culture, communication, and ways of organizing and doing business. Three hours of lecture per week.

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**CM 574 Communication Leadership in Multi-Context (3 Credits)****Lecture:** 3

This course distinguishes leadership as an influential message-centered process. Based on this perspective, the course examines the variables of message exchange (communicator role, message content and meaning, media, context, and culture) as they impact organizational goal achievement. Eight major communication approaches are used to explain leadership. Special attention is given to understanding communication theory and extending social science research. This course examines communication leadership within a context of diversity that includes culture, gender, race, ethnic, as well as additional diversity indices. Three hours of lecture per week.

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**CM 576 Race Gender Class and the Media (3 Credits)****Lecture:** 3

This seminar will involve a survey of relevant literature concerning the interplay between race and mass media. During the course of the semester students will gain an understanding of the relationship between persons of color and the mass media. The course will focus on the mass media's representation of these groups, including whether and/or how their representation, and the current state of their representation. Three hours of lecture per week.

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**CM 634 Adv Comm Res Meth (3 Credits)****Lecture:** 3, **Lab:** 0

ADVANCED COMMUNICATION RESEARCH METHODS (3) Methodology of sampling, design and analysis utilized in field studies; operation of communication variables; basic principles of measuring attitudes and information levels. (Prerequisites: CM 534 and consent of instructor)

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**CM 664 Graduate Practicum (3 Credits)****Lecture:** 3

Student is placed in a position in a media industry. Requirements: completion of all course work, passing of a comprehensive examination, approval of the Graduate Program Advisor and the Graduate Practicum Director, availability of an approved site. Offered as needed. Prerequisites: CM 634 and consent of instructor. Three hours of lecture per week.

**Prerequisite(s):** (CM 634)

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**Department:** School of Communication

**CM 665 Graduate Practicum (3 Credits)****Lab:** 3

Continuation of CM 664. Completion of all course work, passing of a comprehensive examination, approval of the Graduate Program Advisor and the Graduate Practicum Director, availability of an approved site. Offered as needed. Prerequisites: CM 634, CM 664 and consent of instructor. Three hours of lecture per week.

**Prerequisite(s):** (CM 634 and CM 664)

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**CM 669 Master's Project Production (4 Credits)****Lecture:** 4

Each student will be responsible for designing, developing and producing a master's project using selected media forms under the supervision of the project advisor. Student are encouraged to plan their projects during the course of study and lecture per week with studio hours to be arranged.

Prerequisite: approval of the academic advisor.

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**CM 698 Research Project (1-3 Credits)****Lecture:** 1-3, **Lab:** 0

Directed individual study on specific Communication thesis topic. This is a variable credit hours course with a minimum of 1 SCH and a maximum of 3 SCH. May be repeated for credit. Prerequisite: CM 634 and consent of instructor.

**Prerequisite(s):** CM 634

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**Department:** School of Communication