

DEPARTMENT OF COMMUNICATION STUDIES

Undergraduate Degree(s):

- Communication Studies (Media Studies Concentration), BA (<https://catalog.tsu.edu/undergraduate/schools-colleges/communication/communication-arts-sciences/communication-studies-media-studies-concentration-ba/>)
- Communication Studies (Organizational and Health Communication Concentration), BA (<https://catalog.tsu.edu/undergraduate/schools-colleges/communication/communication-arts-sciences/communication-studies-organizational-and-health-communication-concentration-ba/>)
- Communication Studies (Rhetoric, Culture, and Performance Concentration), BA (<https://catalog.tsu.edu/undergraduate/schools-colleges/communication/communication-arts-sciences/communication-studies-rhetoric-culture-and-performance-concentration-ba/>)
- Communication Studies, Minor (<https://catalog.tsu.edu/undergraduate/schools-colleges/communication/communication-arts-sciences/speech-communication-minor/>)

Graduate Degree(s):

- Master of Arts in Communications (Health Communication Concentration-Academic) (<https://catalog.tsu.edu/graduate/schools-colleges/communication/communications-health-communication-concentration-academic-ma/>)
- Master of Arts in Communications (Media Studies/Research and Theory Concentration-Academic) (<https://catalog.tsu.edu/graduate/schools-colleges/communication/communications-media-studiesresearch-theory-concentration-academic-ma/>)
- Master of Arts in Communications (Organizational Communication Concentration-Academic) (<https://catalog.tsu.edu/graduate/schools-colleges/communication/communications-organizational-communication-concentration-academic-ma/>)
- Master of Arts in Communications with Professional Communication and Digital Media Concentration Professional (<https://catalog.tsu.edu/graduate/schools-colleges/communication/communications-professional-communication-digital-media-concentration-professional-ma/>)

Vision and Mission Statement

The Department of Communication Studies aims to develop and evaluate programs that foster students' ethical, social, professional, and intellectual development in communication fields. In addition, the department seeks to nurture students' capacities to think critically, creatively, and skillfully. Furthermore, the department aims to develop students' commitment to social and personal responsibilities and to hold respect for every person. Another department goal is to prepare students for the workforce, enabling them to gain employment in their respective disciplines. It also seeks to prepare students for further education. Therefore, developing and enhancing students' communication skills are the focus of each concentration in the Department of Communication Studies. Students must possess high communication skills because

communication is considered one of the most important factors at work and societal success.

Degree Requirements

Students pursuing baccalaureate degrees in the Department of Communication Studies first must be admitted into the university, and meet their ASSET responsibility, before meeting degree program requirements. To attain the Bachelor of Arts in Communication Studies, students must select from the three curriculum concentrations: Media Studies, Organizational and Health Communication, or Rhetoric, Culture, and Performance. In selecting concentration courses, students must meet with a designated advisor, who can assist them in choosing major courses, general education courses (core curriculum), and electives. In all major courses, including ENGL 1301 Freshman English I and ENGL 1302 Freshman English II, grades less than "C"–including "C–" are unacceptable. Those courses must be repeated.

To receive a baccalaureate degree in Communication Studies, students must complete 120 semester hours. These must include major courses totaling 30 credit hours, concentration courses totaling 27 credit hours, general education courses (core curriculum) totaling 42 hours, and elective courses totaling 21 credit hours. In no case is an undergraduate student qualified to graduate unless they have completed 120 credit hours. For a student to be granted a baccalaureate degree by the Department of Communication Studies, the requirements must be met under the supervision of the major advisor.

- Communication Studies (Media Studies Concentration), BA (<https://catalog.tsu.edu/undergraduate/schools-colleges/communication/communication-arts-sciences/communication-studies-media-studies-concentration-ba/>)
- Communication Studies (Organizational and Health Communication Concentration), BA (<https://catalog.tsu.edu/undergraduate/schools-colleges/communication/communication-arts-sciences/communication-studies-organizational-and-health-communication-concentration-ba/>)
- Communication Studies (Rhetoric, Culture and Performance Concentration), BA (<https://catalog.tsu.edu/undergraduate/schools-colleges/communication/communication-arts-sciences/communication-studies-rhetoric-culture-and-performance-concentration-ba/>)
- Communication Studies, Minor (<https://catalog.tsu.edu/undergraduate/schools-colleges/communication/communication-arts-sciences/speech-communication-minor/>)

Communication Core Courses Communication Studies Courses (Speech Communication)

COMM 110 Speech Proficiency Lab (1 Credits)

Lab: 2

This course is intended to guide students, through the use of practical applications, to become effective speakers by understanding the speech mechanism and precise, profound, and proficient oral communication expected from majors in journalism, speech and RTF. Two hours of lab per week.

College/School: School of Communication

Department: Dept of Communication Arts/Sci

COMM 130 Introduction to Communication Studies (3 Credits)

Lecture: 3

Basic concepts, theories and principles operative in the communication process; application of these principles to the acquisition of communication skills. Three hours of lecture per week.

College/School: School of Communication

Department: Dept of Communication Arts/Sci

COMM 140 VOICE & DICTION (3 Credits)

Lecture: 3

Development of an effective speaking voice through the achievement of proper relaxation, breathing, and vocal resonance. Three hours of lecture per week. Listed as SPEC 1342 in the Texas Common Course Numbering System.

College/School: School of Communication

Department: Dept of Communication Arts/Sci

TCCN: SPCH 1342

COMM 200 Intro to Media Research Tech (3 Credits)

Lecture: 3

Basic skills development in research techniques and in-depth experience in written composition, emphasizing composition as a communication skill; analysis of student proficiency in the basic communication skills as they relate to professions in communication. Three hours of lecture per week.

Prerequisite(s): (ENG 131 and ENG 132)

College/School: School of Communication

Department: Dept of Communication Arts/Sci

COMM 220 Media Literacy (3 Credits)

Lecture: 3

In this course, students develop analytical understanding of creative artifacts in media, including film, television, video games, social media, and so forth. The course presents clips, screenings, and other examples from a variety of cultures to provide a basis for critical, creative, and innovative written, oral, and visual communication about works of art. 3 hours per week

College/School: School of Communication

Department: Dept of Communication Arts/Sci

COMM 221 Intercultural Communication (3 Credits)

Lecture: 3

Intercultural Communication focuses on the importance of culture in our everyday lives and the way in which culture informs and influences the communication process. This is a combination theory and application course, and it is designed to help you understand how to communicate.

College/School: School of Communication

Department: 0674

COMM 230 STUDIES URBAN RHETORICAL (3 Credits)

Lecture: 3

Study of linguistic and rhetorical patterns of major ethnic and socioeconomic groups in urban areas. Three hours of lecture per week.

College/School: School of Communication

Department: Dept of Communication Arts/Sci

COMM 232 INTERPERSONAL COMMUNICATION (3 Credits)

Lecture: 3

Study of the interpersonal communication as a dynamic process utilizing verbal and nonverbal cues as the basis of meaningful human interaction. Three hours of lecture per week. Listed as SPCH 1318 in the Texas Common Course Numbering System.

College/School: School of Communication

Department: Dept of Communication Arts/Sci

TCCN: SPCH 1318

COMM 233 COMMUNICATION SKILL HEALTH PROFESSIONAL (3 Credits)

Lecture: 3

Practice in the development of interpersonal skills in relating to the health professional; practice in the development of the skills of group and public communication. Three hours of lecture per week.

College/School: School of Communication

Department: Dept of Communication Arts/Sci

COMM 236 ARGUMENTATION & DEBATE (3 Credits)

Lecture: 3

Exploration of principles of argumentation, training, and participation in various types of argumentative speeches and debate. Special inclusion of parliamentary procedures. Three hours of lecture per week. Listed as SPCH 2325 in the Texas Common Course Numbering System.

College/School: School of Communication

Department: Dept of Communication Arts/Sci

TCCN: SPCH 2335

COMM 250 Comm, Globalization & Int'l Me (3 Credits)

Lecture: 3

This course will allow students to access all forms of international media and professional development. 3 hours per week

Prerequisite(s): (COMM 135 or COMM 136)

College/School: School of Communication

Department: Dept of Communication Arts/Sci

COMM 251 Soc Media Campaigns Analytics (3 Credits)

Lecture: 3

College/School: School of Communication

Department: Dept of Communication Arts/Sci

COMM 330 PROFFESS DEVELOPMENT & ETHIC (3 Credits)

Lecture: 3

A preparatory course for entering into the job market. Covers a variety of topics including oral communication skills dress code, interview techniques, advanced resume writing, motivational skills, stress management, professional survival and cultural awareness skills. Three hours of lecture per week.

Prerequisite(s): (COMM 110 and COMM 130 and COMM 200)

College/School: School of Communication

Department: Dept of Communication Arts/Sci

COMM 331 Persuasion (3 Credits)

Lecture: 3

Intensive examination of principles and techniques of persuasion and of the critical role of the consumer of persuasive messages. Three hours of lecture per week.

College/School: School of Communication

Department: Dept of Communication Arts/Sci

COMM 332 Computer Applications in Communication (3 Credits)

Lecture: 3

Introduction to graphics, multimedia and web design techniques applicable to communication field. Three hours of lecture and lab per week.

Prerequisite(s): (CS 116)

College/School: School of Communication

Department: Dept of Communication Arts/Sci

COMM 333 INTERVIEWING (3 Credits)**Lecture:** 3

Strategies and techniques of interviewing as purposive dyadic interaction for interviewer and interviewee. Includes the study of and practice with various types of interviews. Three hours of lecture per week.

College/School: School of Communication**Department:** Dept of Communication Arts/Sci**COMM 334 Group Comm (3 Credits)****Lecture:** 3

Role of communication theory in the making of individual and collective decisions; application of communication theory to principles of leadership in small group decision making. Three hours of lecture per week.

College/School: School of Communication**Department:** Dept of Communication Arts/Sci**COMM 335 RHETORICAL CRITICISM (3 Credits)****Lecture:** 3

This course involves the study of theory or rhetorical criticism with the emphasis on the analysis of standards and methods of evaluation. Offered as needed.

Prerequisite(s): (COMM 130)**College/School:** School of Communication**Department:** Dept of Communication Arts/Sci**COMM 336 Comm Research Design (3 Credits)****Lecture:** 3, **Lab:** 0

Students will learn and apply advanced methods and theories of communication discipline, producing a major research paper, literature review or performative writing project. This course will cover advanced elements of source citation, style, research writing formats and content. 3 hours per week.

College/School: School of Communication**Department:** Dept of Communication Arts/Sci**COMM 337 Media Criticism (3 Credits)****Lecture:** 3, **Lab:** 0

Media criticism focuses on theory and method as related to the nature and forms of media, their effects on audiences and society, and literacy appropriate to their understanding and use. Meet 3 hours per week.

College/School: School of Communication**Department:** Dept of Communication Arts/Sci**COMM 338 INTRODUCTION TO ORGANIZATIONAL COMMUNICATION (3 Credits)****Lecture:** 3

-asic principles and perspectives of organizational communication; communication networks and structures; decision making; conflict resolution with organizations; impact of styles of communication on organizational relations. Three hours of lecture per week.

College/School: School of Communication**Department:** Dept of Communication Arts/Sci**COMM 339 Perf. Theory & Methods (3 Credits)****Lecture:** 3**College/School:** School of Communication**Department:** Dept of Communication Arts/Sci**COMM 340 Media, Power & Society (3 Credits)****Lecture:** 3**College/School:** School of Communication**Department:** Dept of Communication Arts/Sci**COMM 342 History of African American Film and Television (3 Credits)****Lecture:** 3

This course focuses on the evolution of the popular images of African Americans as reflected in the visual media of television and film. This course surveys the history, theories, debates, and controversies that have characterized African American in television and film, with an emphasis on the relationship between African American film and American culture and politics more broadly. Student examine the discourse of Black identity, specifically representation, in film and film directed by African Americans.

College/School: School of Communication**Department:** Dept of Communication Arts/Sci**COMM 420 Theories of Pop Cultural Comm (3 Credits)****Lecture:** 3, **Lab:** 0

Intensive study of the theories and methods used to study popular culture as a communicative form. Areas covered include American media, literature, art and other markers of culture. Meet 3 hours per week.

College/School: School of Communication**Department:** Dept of Communication Arts/Sci**COMM 421 Rhetoric of Social Movements (3 Credits)****Lecture:** 3, **Lab:** 0

In this course students evaluate the philosophical, social and cultural foundations of rhetorical theory and practices found in different social movements by focusing on the ways in which social groups and persuasive efforts shape public opinion. This course emphasizes the way in which language, symbols, writing and activities are used as a device of oppression and liberation. Meet 3 hours per week

College/School: School of Communication**Department:** Dept of Communication Arts/Sci**COMM 423 Sexuality, Gender and Perform (3 Credits)****Lecture:** 3, **Lab:** 0

This course centers on contemporary communication theory and research on interconnections between sexuality, gender and performative culture. Meet 3 hours per week.

College/School: School of Communication**Department:** Dept of Communication Arts/Sci**COMM 430 Experiential Learning (3 Credits)****Lecture:** 3

The integration of process and content acquisition through application and practice in real-life situations; structured part-time or full-time internships. Three hours of lecture per week.

Prerequisite(s): (COMM 110 and COMM 130 and COMM 200 and COMM 330 and COMM 332)**College/School:** School of Communication**Department:** Dept of Communication Arts/Sci**COMM 431 NONVERBAL COMMUNICATION (3 Credits)****Lecture:** 3

The analysis of nonverbal aspects of human communication with special consideration of physical and spatial styles and cues. Three hours of lecture per week.

College/School: School of Communication**Department:** Dept of Communication Arts/Sci

COMM 432 INTERCULTURAL COMMUNICATION THEORY & METHOD (3 Credits)**Lecture:** 3

Importance of cultural and ethnic differences as they affect our communication processes in various aspects of personal relations. Three hours of lecture per week.

College/School: School of Communication**Department:** Dept of Communication Arts/Sci**COMM 433 HEALTH COMMUNICATION (3 Credits)****Lecture:** 3

Current issues in delivery of health care, practitioner/patient relationships, the role of private and government agencies in health care, dissemination of health care information. Three hours of lecture per week. Offered as needed.

College/School: School of Communication**Department:** Dept of Communication Arts/Sci**COMM 434 PRINCIPLES OF LEADERSHIP (3 Credits)****Lecture:** 3

Study of the phenomenon of leadership, leadership styles, and leadership techniques, including parliamentary procedures and other strategies of control and influence. Three hours of lecture per week.

College/School: School of Communication**Department:** Dept of Communication Arts/Sci**COMM 438 ORGANIZATION STRUCTURE & COMMUNICATION BEHAVIOR (3 Credits)****Lab:** 3

Analysis of the interdependence of organizational goals and communication behavior from the standpoint of those who must recognize, understand, or design communication systems. Three hours of lecture per week.

College/School: School of Communication**Department:** Dept of Communication Arts/Sci**COMM 450 SPECIAL TOPIC COMMUNICATION STUDIES (3 Credits)****Lecture:** 3

Problems of current concern in speech communication; topics vary according to time and instructor. May be repeated as topics change. Three hours of lecture per week. Offered as needed.

College/School: School of Communication**Department:** Dept of Communication Arts/Sci**COMM 460 Sports Communications (3 Credits)****Lecture:** 3, **Lab:** 0

This course explores the field of Sport Communication and reviews the different models of Sport Communication, such as print and electronic media, sport advertising, public relations, media relations, and employment opportunities. Students will have the opportunity to critically assess the communication efforts of Sports Organization as well as construct their own communications in the field of sports. 3 hours per week

College/School: School of Communication**Department:** Dept of Communication Arts/Sci**COMM 490 Special Topic in Media Studies (3 Credits)****Lecture:** 3, **Lab:** 0

Intensive study of selected topics in communication studies in the area of media studies. Areas covered will rotate by term and instructor. This course is repeatable with change in topic. Meet 3 hours per week.

College/School: School of Communication**Department:** Dept of Communication Arts/Sci**COMM 491 Special Topic in Org Comm (3 Credits)****Lecture:** 3, **Lab:** 0

Intensive study of selected in communication studies in the area of organizational communication. Areas covered will rotate by term and instructor. This course is repeatable with change in topic.

College/School: School of Communication**Department:** Dept of Communication Arts/Sci**COMM 492 Spec Topics in Rhetoric & Cult (3 Credits)****Lecture:** 3

Intensive study of selected topics in communication studies in the area of rhetoric and culture. Areas covered will rotate by term and instructor. This course is repeatable. 3 hours per week.

College/School: School of Communication**Department:** Dept of Communication Arts/Sci**COMM 493 Special Topic in Health Comm (3 Credits)****Lecture:** 3**College/School:** School of Communication**Department:** Dept of Communication Arts/Sci**COMM 494 Special Topic in Performance (3 Credits)****Lecture:** 3**College/School:** School of Communication**Department:** Dept of Communication Arts/Sci**COMM 495 Independent Study (3 Credits)****Lecture:** 3

Independent study in interpersonal/intercultural communication, organizational communication, or rhetorical theory and criticism. Three hours of lecture per week.

College/School: School of Communication**Department:** Dept of Communication Arts/Sci**COMM 501 Master's Seminar in Mass Media Projects (1-3 Credits)****Lecture:** 1-3

A preparatory course for researching, planning, and proposing the master's project. The examination and discussion of various media forms and to help students select a topic and design and produce the master's project. Three hours of lecture per week. Pre-requisite: none

College/School: School of Communication**Department:** Dept of Communication Arts/Sci**COMM 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:** Dept of Communication Arts/Sci**COMM 526 Introduction : Graduate Studies in Communication (3 Credits)****Lecture:** 3**College/School:** School of Communication**Department:** 0674

COMM 527 Mass Communication Effects (3 Credits)**Lecture:** 3

The significance and impact of mass communication in contemporary society; critical review of the models and paradigms of media influence and influence processes. Three hours of lecture per week. Three hours of lecture per week

College/School: School of Communication**Department:** Dept of Communication Arts/Sci**COMM 530 Media Law & Ethics (3 Credits)****Lecture:** 3

Surveys of laws and regulations that affect the print and broadcast media. Included material on the First Amendment, libel, invasion of privacy, freedom of information, copyright, obscenity, advertising and broadcast regulation and media coverage of judicial system. Pre-requisite: none.

College/School: School of Communication**Department:** Dept of Communication Arts/Sci**COMM 532 Hist & Anal Rhet Thry & Crit (3 Credits)****Lecture:** 3

HISTORY AND ANALYSIS OF RHETORICAL THEORY AND CRITICISM (3) Study of the history and tradition of rhetorical theory, criticism and pedagogy practiced in western civilization from the pre- Socratic to the present.

College/School: School of Communication**Department:** Dept of Communication Arts/Sci**COMM 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.

College/School: School of Communication**Department:** 0674**COMM 534 Introduction Graduate Research Communication (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.

College/School: School of Communication**Department:** Dept of Communication Arts/Sci**COMM 539 International Communication (3 Credits)****Lecture:** 3, **Lab:** 0**College/School:** School of Communication**Department:** Dept of Communication Arts/Sci**COMM 543 Ethnography of Communication (3 Credits)****Lecture:** 3, **Lab:** 0

THE ETHNOGRAPHY OF COMMUNICATION (3) In-depth study of effective methods of observing, recording, and evaluating materials for description and analysis utilizing tape recordings, cinematography and/or linguistic transcription.

College/School: School of Communication**Department:** Dept of Communication Arts/Sci**COMM 544 Interpersonal Communication (3 Credits)****Lecture:** 3, **Lab:** 0

SEMINAR IN INTERPERSONAL COMMUNICATION (3) Models, theories, and variables related to communication in relatively unstructured face-to-face communication.

College/School: School of Communication**Department:** Dept of Communication Arts/Sci**COMM 545 Special Issues in 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.

College/School: School of Communication**Department:** Dept of Communication Arts/Sci**COMM 546 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.

College/School: School of Communication**Department:** Dept of Communication Arts/Sci**COMM 547 Studies in Public Communication (3 Credits)****Lecture:** 3, **Lab:** 3

STUDIES IN PUBLIC COMMUNICATION (3) Theories of persuasion and their application to legal, religions, and political-governmental communication and historical movements. May be repeated once for credit when major focus changes.

College/School: School of Communication**Department:** Dept of Communication Arts/Sci**COMM 550 Special Issues in Rhetoric and Culture (3 Credits)****Lecture:** 3, **Lab:** 0

Analysis of current research in problems related to the field of speech. Comparison of contemporary theories, emphasis on predictions of future theories in speech and cognate communication. May be repeated as topic changes. Course meets 3 credit hours per week.

College/School: School of Communication**Department:** Dept of Communication Arts/Sci**COMM 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.

College/School: School of Communication**Department:** Dept of Communication Arts/Sci**COMM 552 Organization Communication Theories (3 Credits)****Lecture:** 3, **Lab:** 0

ORGANIZATIONAL COMMUNICATION THEORIES (3) Dimensions and levels of communication behavior in complex organizations.

College/School: School of Communication**Department:** Dept of Communication Arts/Sci

COMM 553 Special Issues in Organizational Communication (3 Credits)**Lecture: 3**

Introduction to organizational communication. Specific objectives include development of historical progress, examination of major research issues such as information flow, network analysis, communication overload, exploration of theoretical foundations in organizational decision making, dimensions and levels of communication behavior in complex organizations. Three hours of lecture per week.

College/School: School of Communication

Department: Dept of Communication Arts/Sci

COMM 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.

College/School: School of Communication

Department: Dept of Communication Arts/Sci

COMM 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 compromise 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.

College/School: School of Communication

Department: Dept of Communication Arts/Sci

COMM 558 Independent Study (3 Credits)**Lecture: 3**

College/School: School of Communication

Department: 0674

COMM 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.

College/School: School of Communication

Department: 0674

COMM 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.

College/School: School of Communication

Department: 0674

COMM 561 Internet and Society (3 Credits)**Lecture: 3**

Places new communication technology into historical, cultural, and theoretical perspective. Study of the "people" side of electronic communication in general and the Internet in particular. Three hours of lecture per week.

College/School: School of Communication

Department: 0674

COMM 562 Health Communication (3 Credits)**Lecture: 3**

Focus on the social, economic, and political factors influencing beliefs and attitudes related to health and illness. Examines the primary relationships in healthcare settings and the role of mass media in health. 3 credit hours.

College/School: School of Communication

Department: 0674

COMM 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.

College/School: School of Communication

Department: 0674

COMM 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 or virtual support networks, and the way in which new media platforms contribute to increased health literacy. 3 credit hours.

College/School: School of Communication

Department: 0674

COMM 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.

College/School: School of Communication

Department: 0674

COMM 567 Strategic Communication Management (3 Credits)**Lecture: 3**

Introduces public relations and other public communication theories that aid in managing communication and responding to and counseling organizational management and marketing challenges. Explores the relationship between public relations, advertising, marketing communications and management of organizations 3 credit hours.

College/School: School of Communication

Department: 0674

COMM 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.

College/School: School of Communication

Department: 0674

COMM 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.

College/School: School of Communication

Department: 0674

COMM 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.

College/School: School of Communication

Department: 0674

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

This course distinguishes leadership as an influential message-center 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.

College/School: School of Communication

Department: 0674

COMM 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.

College/School: School of Communication

Department: 0674

COMM 577 Race and News (3 Credits)**Lecture:** 3

Survey of relevant literature concerning the interplay between race and mass media, with special emphasis placed on news. During the course of the semester students will gain an understanding of the relationship between persons of color and the news and public affairs arena of mass media. Three hours of lecture per week.

College/School: School of Communication

Department: 0674

COMM 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)

College/School: School of Communication

Department: 0674

COMM 658 Masters Comprehensive Exam (3 Credits)**Lecture:** 3

Is a course that focuses on the final preparation of the comprehensive exam and the presentation of the oral defense. Although scheduling and preparation are mostly established and shaped by the committee advisor, committee members and student, the course will also review policies, guidelines, important dates, procedures and final document preparation. Chair or Instructor approval required.

College/School: School of Communication

Department: Dept of Radio, TV and Film

COMM 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

College/School: School of Communication

Department: 0674

COMM 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 CM 664)

College/School: School of Communication

Department: 0674

COMM 698 Research Project (3 Credits)**Lecture:** 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

College/School: School of Communication

Department: 0674

COMM 699 Master's Project Production (1-4 Credits)**Lecture:** 1-4

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. Students are encouraged to plan their projects during the course of their study and produce the project during the last semester before the completion of their degree. Prerequisite: approval of the academic advisor.

College/School: School of Communication

Department: 0674

COMM 1315 Public Address (3 Credits)**Lecture:** 3

Principles of effective speaking and their application to the preparation, delivery, and evaluation of the basic forms of public messages; stresses public issues, their relevancy and effect. Three hours of lecture per week.

College/School: School of Communication

Department: 0674

COMM 1321 Business & Professional Comm (3 Credits)

Lecture: 3

Introduction to the basic oral communication skills needed for careers in business and the professions. Students make presentations, conduct interviews, and participate in problem-solving group discussions. Three hours of lecture per week.

College/School: School of Communication

Department: Dept of Communication Arts/Sci

COMM 1324 Business & Professional Comm (3 Credits)

Lecture: 3

Introduction to the basic oral communication skills needed for careers in business and the professions. Students make presentations, conduct interviews, and participate in problem-solving group discussions. Three hours of lecture per week.

College/School: School of Communication

Department: Dept of Communication Arts/Sci