

Communication

The Department of Communication offers a major in Communication leading to the Bachelor of Arts degree.

The Communication major prepares students to be well-informed, responsible citizens, as well as creative and ethical communication practitioners. Such preparation is achieved by providing students with the historical and theoretical background to analyze and understand global culture dominated by media and dependent on effective communication. Our program manifests this balance of theory and practice in courses, a widely respected internship program, and student involvement in a variety of campus and community organizations.

Through growing awareness and engagement with local and global issues our students advance their knowledge and skills with the goals of establishing professional careers, pursuing graduate studies, and improving the quality of our communities. Communication majors have found the curriculum to be a strong foundation for entering graduate programs in journalism, communication, law, and other disciplines. Graduates obtain entry-level jobs with television and radio stations, video production facilities, newspapers, public relations firms, social service agencies and other industry and non profit organizations. They work as writers and journalists, broadcasters, producers and production assistants, managers, sales representatives, public relations practitioners, and creative personnel in virtually all segments of society where effective communication knowledge and skills are critical.

The campus supports an active chapter of Lambda Pi Eta, the National Honor Society in Communication, and qualified students are inducted into the society each year.

Current and new majors should make a point of meeting their advisors frequently to plan programs that will meet graduation requirements and to explore the many opportunities available at the University and in the community.

FACILITIES

The Department maintains a television studio, digital camcorders, field production equipment, non-linear editing suites, audio production labs, and digital image processing and multimedia production workstations. Additionally, the University supports a number of student-run media organizations relevant to Communication majors, including a radio station, a weekly newspaper, and a campus-wide cable television channel.

INTERNSHIPS

The Internship Program in the Department of Communication offers qualified students an opportunity to gain valuable experience with professional communication organizations while earning college credit. Experiences vary, depending upon regulations and restrictions that are set by each agency. Internships are available with local, regional, national, and international agencies. Among the available opportunities in public relations/marketing, broadcasting, and journalism are sites in Boston, New York, Hartford, Springfield; London, England; and Dublin, Ireland.

CHANGING OF MAJOR

Any student seeking to change to the Communication major must have a 2.5 GPA and complete a departmental application.

REQUIREMENTS FOR THE COMMUNICATION MAJOR - 45 CREDITS

REQUIRED MAJOR CORE - 27 CREDITS

COMM 0101 Introduction to Mass Communication	(3)
COMM 0102 Introduction to Human Communication	(3)
COMM 0201 Introduction to Communication Technology	(3)
COMM 0204 Writing for the Media	(3)
COMM 0207 Communication Ethics	(3)
COMM 0209 Global Communication	(3)
COMM 0221 Communication Theory	(3)
COMM 0307 Communication Law	(3)
COMM 0320 Foundations of Communication Research	(3)

STUDENTS MUST ELECT ONE OF THE FOLLOWING CONCENTRATIONS. In addition to the required courses for each concentration, students are required to take electives, one of which must bear a COMM designation. If the concentration requires three or more electives, one of the remaining electives may be chosen from the approved elective list from any of the other concentrations.

PUBLIC AND CORPORATE COMMUNICATION - 18 CREDITS

The Public and Corporate Communication concentration focuses on the knowledge and skills required to develop and maintain mutually beneficial relationships between organizations or individuals and their publics. Students learn the skills, concepts and theoretical background to enable them to plan, implement and evaluate communication programs directed toward relationship building.

Required	(12)
COMM 0203 Principles of Public Relations	(3)
COMM 0336 Advanced Public Relations	(3)
COMM 0340 Organizational Communication	(3)
COMM 0342 Public Relations Writing	(3)
Electives - choose two (6 credits)	
COMM 0106 Principles of Video Production	(3)
COMM 0216 Issues in Advertising	(1-3)
COMM 0220 Communication and Conflict	(3)
COMM 0222 Intercultural Communication	(3)
COMM 0223 Web Page Design and Construction	(3)
COMM 0230 Fundamentals of Audio Production	(3)
COMM 0240 Communication History	(3)
COMM/ENGL 0275 Journalism I	(3)
COMM 0303 Persuasive Communication	(3)
COMM 0312 Media Criticism	(3)
COMM 0316 Special Topics (when applicable)	(3)
COMM 0321 Political Communication	(3)
COMM 0323 Interpersonal Communication	(3)
COMM 0336 Advanced Public Relations	(3)
ART 121-131 Design Workshop (when applicable)	(1)
ART 0206 Lettering and Layout	(3)
ART 0328 Graphic Design I	(3)
ART 0344 Graphic Design II	(3)
ENGL 0103 Speech	(3)
ENGL 0331 Special Topics of Professional Writing (when applicable)	(3)
ENGL 0392 Business and Technical Writing	(3)
MRKT 0231 Marketing Management	(3)
MRKT 0307 Marketing Research & Techniques	(3)
MRKT 0328 Principles of Advertising	(3)
MOVP 0330 Sports Promotion	(3)
POLS 0318 Public Management Skills	(3)
PSYC 0200 Industrial and Organizational Psychology	(3)
SOC 0311 Complex Organizations	(3)

MEDIA ARTS AND ANALYSIS- 18 CREDITS

The Media Arts and Analysis concentration offers students the opportunity to develop the knowledge and skills necessary for the analysis, evaluation, and/or production of media texts. The concentration is designed to allow students the flexibility to focus on one medium—video, digital media, audio, or film—or to combine two or more areas. Courses in the concentration also encourage an examination of the structures and functions of media organizations.

Required	(6)
COMM 0330 Issues in the Media Industries	(3)
COMM 0332 Writing for Electronic Media	(3)
Electives - choose four (12 credits)	
COMM 0106 Principles of Video Production	(3)
COMM/ENGL 0108 Introduction to Film	(3)
COMM 0202 Introduction to Photography	(3)
COMM 0206 Video Studio Production	(3)
COMM 0208 Video Field Production	(3)
COMM 0211 Representation in the Media	(1-3)
COMM 0212 Film and Gender	(3)
COMM 0213 Global Film Studies	(3)
COMM 0214 Topics in Film	(1-3)
COMM 0223 Web Page Design and Construction	(3)
COMM 0230 Fundamentals of Audio Production	(3)
COMM 0233 Documentary Film	(3)
COMM 0240 Communication History	(3)
COMM 0245 Silent Film	(3)
COMM 0302 Video Field Production	(3)
COMM 0309 Electronic Journalism	(3)
COMM 0310 Advanced Digital Video Editing	(3)
COMM 0312 Media Criticism	(3)
COMM 0316 Special Topics (when applicable)	(3)
COMM 0325 Photojournalism	(3)
COMM/CRJU 0329 Crime and the Media	(3)
COMM 0328 Audio Production II	(3)
COMM 0331 Advanced Web Page Design and Construction	(3)
COMM 0335 Media, Technology, and the Future	(3)
ART 0108 Computer Graphics I	(3)
ART 121-131 Design Workshop (when applicable)	(1)
ART 0212 Computer Graphics for Art Applications II	(3)
ENGL 0285 Basics of Film Writing	(3)
ENGL 0367 Film Theory and Criticism	(3)
ENGL 0385 Screenwriting for Feature Film	(3)
ENGL 0391 Special Studies in Film	(3)
ENGL 0393 History/Development of Motion Pictures	(3)
PHIL 0217 Philosophy and Film	(3)

JOURNALISM - 18 CREDITS

The Journalism concentration emphasizes the acquisition of both reporting skills and the practices essential for the production of meaningful multimedia journalism. Through an examination of the organization and operation of news industries, as well as social and professional issues encountered by journalists, students deepen their understanding of the role journalism plays as a social force. Elective courses in the concentration allow students to explore a variety of journalistic specialties.

Required	(12)
COMM 0235 The History of Journalism	(3)
COMM/ENGL 0275 Journalism I	(3)
COMM 0308 Multimedia Journalism	(3)
COMM/ENGL 0394 News Editing	(3)

Electives - choose two (6 credits)

COMM 0106 Principles of Video Production	(3)
COMM 0223 Introduction to Web Design & Construction	(3)
COMM 0230 Fundamentals of Audio Production	(3)
COMM 0233 Documentary Film	(3)
COMM 0240 Communication History	(3)
COMM 0309 Electronic Journalism	(3)
COMM 0312 Media Criticism	(3)
COMM 0316 Special Topics (when applicable)	(3)
COMM 0325 Photojournalism	(3)
COMM/CRJU 0329 Crime and the Media	(3)
COMM 0332 Writing for Electronic Media	(3)
COMM 0342 Public Relations Writing	(3)
COMM 0347 Opinion and Editorial Writing	(3)
COMM 0348 Long-form Journalism	(3)
COMM 0349 Online Journalism	(3)
COMM/ENGL 0375 Journalism II	(3)
COMM/ENGL 0395 Sports Writing	(3)
ENGL 0276 Writing about the Arts	(3)
ENGL 0377 Feature Writing	(3)
ENGL 0392 Business and Technical Writing	(3)

COMMUNICATION AND CULTURE - 18 CREDITS

This concentration provides an overview of international, intercultural, and interpersonal communication models and strategies. Courses examine international issues and conflicts, emphasize intercultural awareness, explore ways relationships are structured by patterns of communication, and identify methods to help resolve and reconcile misunderstanding and estrangement. The goal is to involve students more directly with cultural interaction and experiences in preparation for work in culturally diverse contexts.

Three of the following:	(9)
COMM 0213 Global Film Studies	(3)
COMM 0220 Communication and Conflict	(3)
COMM 0222 Intercultural Communication	(3)
COMM 0225 Theory and Practice of International Conflict Resolution	(3)
COMM 0306 International Communication	(3)
COMM 0323 Interpersonal Communication	(3)
COMM 0350 Seminar in Global Media Studies	(3)
Electives - choose three (9 credits)	
COMM 0212 Film and Gender	(3)
COMM 0214 Topics in Film (when applicable)	(3)
COMM 0233 Documentary Film (when applicable)	(3)
COMM 0280 International Seminar	(3-6)
COMM 0316 Special Topics (when applicable)	(3)
COMM 0321 Political Communication	(3)
COMM/CRJU 0329 Crime and the Media	(3)
COMM 0340 Organizational Communication	(3)
EGST 0101 Intro to Comparative Ethnic Studies	(3)
PSYC 0318 Psych. of Interpersonal Relations and Communications	(3)
PSYC 0363 Cross-Cultural Psychology	(3)
SOCI 0200 Cultural Anthropology	(3)

STUDENT-DEFINED CONCENTRATION - 18 CREDITS

Under unique circumstances and with the approval of both their advisor and the department chair, students may design their own concentration within the major, provided that it meets specifications established by the department.

NOTE: Other electives available in the University's other departments of study may be chosen with the recommendation of the student's advisor and the approval of the department chair.

FIELD PLACEMENT

The following course requires departmental and/or faculty approval:

COMM 0305 COMMUNICATION INTERNSHIP (3-15)

(Credits earned for COMM 0305 may not be substituted for the Required Major Core, Concentration Requirements, or Concentration Electives).

MINOR IN COMMUNICATION – 18 CREDITS

Students electing a minor in Communication must complete:

Three (3) courses/ 9 credits from the required major core;

Three (3) courses/ 9 credits with a COMM designation.

MINOR IN FILM STUDIES – 18 CREDITS

The Film Studies Minor promotes the interdisciplinary examination of film as a unique media form with its own particular history, narrative elements, industrial structure, and profound political and cultural importance in contemporary society. The goal of this program is to enable students to think critically about the usual modes of consumption through which film is typically received as popular entertainment.

The cornerstone of the program is a required lower-division course introducing the study and discussion of film through recognition and awareness of its various compositional elements and the specific terminology used in film studies. Through a variety of interdisciplinary courses in film, students will acquire an understanding of film theory and the ability to read film as primary material for analysis through such disciplines as film theory, literary theory, philosophy, political science, history, foreign languages, cultural studies and others.

Students completing a Film Studies minor will complement their majors with a basic understanding of film as an art form and a powerful medium of social provocation. They will understand the social, historic, and economic contexts for film, as well as the nature of mainstream film production and distribution, and issues surrounding the burgeoning growth of alternative film, international film, documentary film, art film, video art, and Internet distribution. Along with canonical and top-grossing film, curriculum will include smaller movies made by and for specific interest groups, such as ethnic, sexual, religious, or political minorities.

Perhaps most importantly, the Film Studies minor will provide students with the tools to analyze and reconsider film from a number of critical and creative perspectives, broadening their ability to appreciate, interrogate, and comprehend the most popular art form of the last century.

Required

ENGL/COMM 0108 Introduction to Film (3)

Elective - 15 credits

At least one 300-level course is required to complete the minor

COMM 0206 Video Studio Production (3)

COMM 0212 Film and Gender (3)

COMM 0213 Global Film Studies (3)

COMM 0214 Topics in Film (1-3)

COMM 0332 Writing for Electronic Media (3)

COMM 0302 Video Field Production (3)

ENGL 0285 Basics of Film Writing (3)

ENGL 0367 Film Theory and Criticism (3)

ENGL 0393 History and Development
of Motion Pictures (3)
ENGL 0385 Screenwriting for Feature Film (3)
ENGL 0391 Special Studies in Film (3)
PHIL 0217 Political Philosophy and Film (3)
POLS 0323 US Politics in Film (3)

Courses

Beginning fall 2008, the MCOM course prefix was changed to COMM.

COMM 0101 INTRODUCTION TO MASS COMMUNICATION

(3) Provides students with a comprehensive survey and critical analysis of mass communication. This is accomplished through the study of the history and structure of mass media industries and an examination of social, economic, political, cultural, and global factors that create the context in which media operate.

COMM 0102 INTRODUCTION TO HUMAN COMMUNICATION

(3) Provides students with a survey of the field of human communication. Students will explore the symbolic nature of both verbal and nonverbal communication in several contexts including dyadic, small group, intercultural and organizational settings. Within and across contexts, students will study fundamental communication processes such as message construction, listening, persuasion, deception, and relationship development.

COMM 0106 PRINCIPLES OF VIDEO PRODUCTION (3)

Offers an introduction to the basics of producing video in both the studio and the field and to the rudiments of nonlinear editing. In addition to learning the basics of productions, students will be introduced to the fundamental aesthetic principles of images, light, space, time/motion, and sound. Aesthetic decisions will be discussed in an ethical context.

COMM 0108 INTRODUCTION TO FILM (3)

Examines the aesthetic elements of film including cinematography, editing, sound, script, acting, direction, and mise en scene. The study of film also may include contexts such as cultural roles, genre, political issues, economics, and history.

COMM 201 INTRODUCTION TO COMMUNICATION TECHNOLOGY (3)

Offers an introduction to the presentation tools needed by communication specialists. Students will learn how to use a variety of media to effectively communicate ideas. They will consider the aesthetic dimensions as well as the production aspects of a number of media formats. Those formats will include speech, text, audio, video, the web, and presentation software.

COMM 0202/ART 0215 INTRODUCTION TO PHOTOGRAPHY (3)

Examines techniques and applications of photography. Areas of study include camera operation, film selection, lenses, filters, lighting, composition, and digital monochrome and color image processing and manipulation (currently Adobe Photoshop). The history of the medium and its communicative properties also are discussed.

COMM 0203 PRINCIPLES OF PUBLIC RELATIONS (3)

Examines the principles and processes of public relations. Areas of discussion include organizational aspects, the public relations environment, fact finding, planning and programming, implementation, evaluation and audience analysis.

COMM 0204 WRITING FOR THE MEDIA (3) Explores a variety of writing modes used in mass communication. Emphasis is on developing and refining the student's writing skills. Students will be introduced to writing techniques used in newspapers, radio, television, magazines, advertising and public relations. This course is a prerequisite for all other COMM writing courses. Prerequisite: ENGL 0101.

COMM 0206 VIDEO STUDIO PRODUCTION (3) Provides a hands-on course in television studio operations and production. Students will learn to operate the sophisticated equipment in the TV studio on the third floor of Ely. Students will also explore the larger theoretical and aesthetic considerations involved in the process of video production. Prerequisite: COMM 0106.

COMM 0207 COMMUNICATION ETHICS (3) Examines the process of ethical decision making in the context of communication. Emphasis is placed on the analysis of values and study of ethical principles representing several schools of philosophical thought. Values and principles are then applied to case studies of ethical dilemmas in various communication fields. Prerequisite: COMM 0101.

COMM 0208 VIDEO FIELD PRODUCTION (3) Offers training in the technical skills and aesthetic decisions involved in the processes of video field production and post-production. Students will gain experience in planning, producing and evaluating their own programming in several formats. Prerequisite: COMM 0106

COMM 0209 GLOBAL COMMUNICATION (3) Introduces students to various forms of communication in diverse settings around the world. Students will explore aspects of nationality, politics, ethnicity, religion, gender, sexuality, conflict, and culture. Students will examine how global communication often engenders stereotypes that reflect cultural beliefs and values. Areas for study may include: Africa, Asia, the Middle East, Europe, Oceania, North America, and Latin America. Prerequisite: COMM 0101.

COMM 0211 REPRESENTATION IN THE MEDIA (1-3) This course will examine print and electronic media representations of diverse groups and will be structured in three one – credit segments. The content of each one-credit segment will vary according to the expertise/interest of participating faculty members, but may include examinations of gender, race, ethnicity, class, age, sexual orientation, religions, occupation, and/or disability. Students will read recent research in the field of representation and conduct their own research projects. Prerequisite: COMM 0101.

COMM 0212 FILM AND GENDER (3) Examines the construction and portrayal of gender in film. In addition to surveying some of the predominant cinematic images of gender, students will be introduced to the precepts of contemporary feminist film criticism and gender studies.

COMM 0213 GLOBAL FILM STUDIES (3) Explores film as a means of global understanding. Students will examine the work of filmmakers who use their medium for political expression, cultural illumination, and/or audience education. The course will focus mainly on non-western cinema. Films will be selected from such national/regional cinemas as Black African, Middle Eastern, Indian, Chinese, Japanese, Russian/Soviet, Eastern European, and Latin American

COMM 0216 ISSUES IN ADVERTISING (1-3) Explores a range of critical perspectives on advertising and consumer culture. Topics may include cultural codes in advertising, advertising and children, and global advertising. Prerequisite: COMM 0101.

COMM 0220 COMMUNICATION AND CONFLICT (3) An exploration of the theory, research, and practice of communication in understanding and negotiating conflicts. This course provides an opportunity for students to examine conflict in everyday life with a particular focus on the role that communication plays in the development and management of conflict situations. Readings will cover the primary literature on conflict and communication, power, conflict resolutions strategies (negotiation, mediation, arbitration) and the causes and development of conflict in interpersonal, organizational, and intercultural settings.

COMM 0221 COMMUNICATION THEORY (3) Explores a variety of perspectives from which communication may be studied. Examines different models that have been developed to conceptualize, describe, and explain the communication process. Through class discussion, reading and research, students will analyze the assumptions underlying various communication theories and examine the strengths and weaknesses of these theories. Areas of study include the social and historical context of theory development, interpersonal communication, communication in organizations, and the impact of mass communication. Prerequisite: COMM 0101 and COMM 0102.

COMM 0222 INTERCULTURAL COMMUNICATION (3) Provides knowledge and understanding of the interrelationships among culture, language, and communication. Students will develop skills to overcome intercultural communication barriers such as ethnocentrism, misinterpretation of verbal and nonverbal signals, problems of stereotypes/perceptions and assumptions of similarities. The course will help students become culturally competent communicators in intercultural situations.

COMM 0223 WEB PAGE DESIGN AND CONSTRUCTION (3) Provides training in web page production from basic HTML to the use of sophisticated development technologies. Students will learn how the web works, develop skills in design and aesthetics, and gain fundamental mastery of web production software and basic skills in photo editing software. At the conclusion of the course, student will be able to build and manage their own and others' web sites.

COMM 0225 THEORY AND PRACTICE OF INTERNATIONAL CONFLICT RESOLUTION (3) An examination of communication theory and cultural practices regarding international conflict resolution, boundary disputes and cultural conflicts in various parts of the world. Critical perspectives on a variety of historical and legal documents, accords, and settlements will be examined. Communication case studies analyzing dispute resolution models and their cultural contexts will be surveyed as prologue and background to a better understanding of intercultural tensions as they interact with modern day media environments.

COMM 0230 FUNDAMENTALS OF AUDIO PRODUCTION (3) Examines the theory and practice of sound recording and reproduction, using digital media. Principles can be applied to radio, television and multimedia audio, and studio music production. Practical exercises involve interview skills and location recording with editing, mixing, and scripting of feature and documentary projects.

COMM 0233 DOCUMENTARY FILM (3) An exploration of documentary film: its history and development, its social and political impact. Students will analyze both film form and content with particular attention to the different styles and philosophies of documentary filmmaking, as well as the socio-historic context in which these films were made. The course will consider documentary film as a form of art and a form of journalism, as an agent for personal expression and an agent for social change.

COMM 0235 THE HISTORY OF JOURNALISM (3) Provides an overview of journalism in the United States from the publication of the first newspaper to the present. Placing emphasis on major figures, institutions, and issues, the course will examine the workings of the press in its several forms and the influence of journalistic media on American society.

COMM 0240 COMMUNICATION HISTORY (3) Studies the development of communication media from the earliest pre-alphabetic inscriptions to modern electronic message systems. The course will examine the social and cultural effects of change in communication technology over time. Prerequisite: COMM 0101.

COMM 0245 THE SILENT FILM (3) Explores the silent film from its birth in 1895 to its demise around 1930. Students will consider the implications of film as the first modern mass medium. They will analyze both film form and content with particular attention to the social, cultural, historic, and political contexts in which silent films were made. Films from Germany, France, and the Soviet Union will be included along with those made in Great Britain and the United States.

COMM/ENGL 0275 JOURNALISM I (3) An introduction to the technique of writing basic news stories. Students will also learn the basics of libel law and consider ethical issues that arise in the practice of journalism. Included is an examination of newsroom duties and responsibilities. Prerequisites: ENGL 0101 and ENGL 0102.

COMM 0280 INTERNATIONAL SEMINAR (3-6) Provides an international experience of academic study and cultural immersion in a variety of locations that can vary from year to year. It attempts to examine some of the traditions, assumptions, issues, conflicts, barriers, and misunderstandings which can arise between international cultures. Classes, field trips to historical and archeological sites, national cultural museums, festivals and concerts, home visitations, and discussions with college and university peers will be arranged into a unified international English-language seminar. Course may be repeated. Prerequisite: Permission of the Instructor.

COMM/ENGL 0303 PERSUASIVE COMMUNICATION (3) Introduces students to the study of rhetoric and the characteristics of persuasive discourse. Theories, principles, and methods of persuasion, from classical to contemporary, will be discussed. Topics explored include ethical issues, types of evidence, and the persuasive use of language and symbols. Students will have the opportunity to analyze and construct a variety of persuasive messages, such as editorials, speeches, and media campaigns. Prerequisites: ENGL 0101 and ENGL 0102.

COMM 0305 COMMUNICATION INTERNSHIP (3-15) Students, with prior approval of the department, intern at local, regional, or national communication sites. A portfolio of work completed at the internship site is required as part of the student's final report.

COMM 0306 INTERNATIONAL COMMUNICATION (3) Explores the social, political, and cultural traits that lead to the development of media systems. Also included in the course will be discussions concerning how governments regulate media, control access, and finance operations. Examples of foreign press and broadcasts will be presented for examination. The impact of new communication technologies will be examined. Prerequisite: COMM 0101 or permission of instructor.

COMM 0307 COMMUNICATION LAW (3) Examines the principles and applications of communication law. Students will be introduced to fundamentals of the American legal system and legal case studies pertinent to the mass media and related communication technologies. Particular emphasis will be placed on such issues as freedom of expression, defamation, privacy, intellectual property, information access, censorship, commercial speech, and government regulation. Prerequisite: COMM 0101.

COMM 0308 MULTIMEDIA JOURNALISM (3) Introduces the skills necessary for reporting and writing in multiple media formats. Students will learn how to put together stories for the Web with video, audio, and graphics as well as text. Using simple hardware and related software, they will be introduced to the technical side of recording, taping, and editing for online presentation. Prerequisite: COMM 0275.

COMM 0309 ELECTRONIC JOURNALISM (3) Offers training in reporting and writing the news for radio, television, and a variety of electronic media formats. Students will learn to tell news stories for online publication as well as for the traditional broadcast outlets. The course will offer an overview of the structure of the electronic news organizations. Prerequisite: COMM 0204 or ENGL/COMM 0275.

COMM 0310 ADVANCED DIGITAL VIDEO EDITING (3) Provides training in advanced video editing techniques using up to date digital video editing platforms. Topics include cutting dramatic material and non-fiction material, working with audio, and outputting a finished project. Video editing from and edit script will also be covered. Prerequisite: COMM 0208.

COMM 0312 MEDIA CRITICISM (3) Examines mass media from a variety of critical perspectives in order to understand how criticism works as a method of inquiry. Students will learn the language of such critical approaches as semiotic analysis, genre theory, ideological analysis and cultural studies. They will be encouraged to develop an understanding of the larger application of critical methodology. Prerequisite: COMM 0101, and COMM 0221, and junior or senior standing.

COMM 0314 SENIOR THESIS/ PROJECT (3-6*) A capstone experience which offers students the opportunity for extensive exploration of an area of interest. Course requires the completion of a substantial research paper or creative project, and a public presentation of the final work. Excellent option for students interested in graduate school. Prerequisite: Senior status and permission of the department.

COMM 0316 SPECIAL TOPICS IN COMMUNICATION (3) Examines selected communication issues, perspectives, or themes. Prerequisite: COMM 0101 or permission of instructor.

COMM 0319 MEDIA LITERACY (3) Examines the many applications of the media to classroom instruction and investigates the history and current status of media literacy programs in the United States and abroad. Explores the development of curricula designed to provide the ability to access, analyze, evaluate and produce communication in a variety of forms.

COMM 0320 FOUNDATIONS OF COMMUNICATION RESEARCH (3) Explores basic qualitative and quantitative methodologies of communication research, including experiments, surveys, focus groups, field observations, and content analysis. These methodologies are examined as ways of posing questions and solving problems in communication. Each student will write a paper based on a research project including problems definition, literature review, data gathering and analysis. Prerequisite: COMM 0101, and COMM 0221, and junior or senior standing.

COMM 0321 POLITICAL COMMUNICATION (3) Combines theory, research, and practical experience in order to gain an understanding of the role of mass communication in the electoral process. The course is intended to increase awareness of the problems and responsibilities involved in political and campaign communication, and to provide opportunities to apply political, organizational and communication skills. May be offered in conjunction with the Political Science Department. Prerequisites: COMM 0101 and junior or senior standing.

COMM 0322 PROFESSIONAL COMMUNICATION (3) Designed to develop student's ability to function as a member of a task-oriented group, participate in and conduct formal meetings, conduct an interview, make a professional presentation, and write a professional report. Interpersonal, writing and oral skills will be emphasized.

COMM 0323 INTERPERSONAL COMMUNICATION (3) This course will examine human communication, including recent research in the fields of self-concept, conflict management, diversity awareness, listening skills, verbal and non-verbal communication. Through the use of written assignments and small group projects, student will explore methods of application of the course material in a variety of contexts. Prerequisite: COMM 0221.

COMM 0325 PHOTOJOURNALISM (3) Examines how photographic skills can be combined with text and graphics to observe and interpret people, things, and events for publication. Emphasis will be placed on informative, interpretive, and archival characteristics of photojournalism, the moral and ethical dilemmas facing photojournalists, and the history and future of the profession. Prerequisites: COMM 0202 and either COMM 0204 or ENGL/COMM 0275.

COMM 0328 AUDIO PRODUCTION II (3) Examines more advanced theory and practice of sound recording and original production using digital recording techniques and equipment. Principles can be applied to radio, podcast, digital slideshow, television, and multi-media audio for website production. Practical exercises involve location recording, MIDI composition, multi-track digital recording, and audio for video and web application. Prerequisite: COMM 0230.

COMM/CRJU 0329 CRIME AND THE MEDIA (3) The course will deal with issues related to the mass media and crime in society. The increasing importance of the mass media in shaping people's perception of and attitudes toward the criminal justice system will be focused on. Other topics will include the media as a cause and cure for crime, biases in the media coverage, the effects of the media on criminal proceedings and crime on television and films.

COMM 0330 ISSUES IN THE MEDIA INDUSTRIES (3) Includes analysis of media industry and organizational structures, management strategies, audience analysis, promotion and marketing, programming, and the impact of new and emerging technologies. Examines day-to-day practices of media industries within a broader context which emphasizes social, legal, economic, and technological factors. Prerequisites: COMM 0101 and junior or senior standing.

COMM 0331 ADVANCED WEB PAGE DESIGN AND CONSTRUCTION (3) Provides advanced training in creating web sites, going beyond the HTML-based introduction provided by COMM 0223, this course helps students create web sites and web elements with a high degree of end-user interaction, using industry-standard software tools. Students will create web-based multimedia projects incorporating animations, sounds, photos, and video. They will learn to think about audiences and how learning styles, consumer behavior and cultural factors influence a successful design. Prerequisite: COMM 0223.

COMM 0332 WRITING FOR THE ELECTRONIC MEDIA (3) Offers training in writing for the electronic media in a variety of formats, including news and sports, commercials and public service announcements, simple comedies and dramas, children's programs, features, and documentaries. The course will focus on writing for online consumption as well as for traditional broadcast outlets. Prerequisite: COMM 0204.

COMM 0335 MEDIA, TECHNOLOGY, AND THE FUTURE (3) Examines trends in mediated communication, especially with regard to their future social, cultural, and economic effects on people. Emphasis will be placed on the merging roles and functions of mass media, telecommunication, and computer technologies, global communication, emerging multimedia systems, and technological innovation and notions of progress. Prerequisites: COMM 0101.

COMM 0336 ADVANCED PUBLIC RELATIONS (3) Focuses on the public relations practitioner as communications manager, emphasizing the counseling function of PR in formulating strategies and policies in corporate communications. Prerequisite: COMM 0203 or permission of instructor.

COMM 0339 ISSUES IN JOURNALISM (3) Explores contemporary issues in journalism with an emphasis on social, legal and cultural factors. Includes discussion of news values, decision making, media competition, technology, and community values. Prerequisite: COMM 0101.

COMM 0340 ORGANIZATIONAL COMMUNICATION (3) Examines basic concepts such as communication structure and functions, organizational culture, group and public communication, and communicating technology. Emphasizes the application of organizational communication theories to identifying and solving problems of communication in organizations. Prerequisite: COMM 0101 and junior or senior standing.

COMM 0342 PUBLIC RELATIONS WRITING (3) Covers public relations planning, audience analysis, and construction of motivational messages. Students will work on a variety of assignments that emphasize the design and production of effective public relations material for press, publications, and electronic media. Prerequisites: COMM 0203 and COMM 0204 or permission of the instructor.

COMM 0347 OPINION AND EDITORIAL WRITING (3) Students will write columns and editorials suitable for publication in a local newspaper. As opinion writers, they will research political, economic, and social issues, develop editorial stances as individuals and as an editorial board, and then produce a series of articles that reflect either their opinions or those of the board. Prerequisite: ENGL 0275 or COMM 0275.

COMM 0348 LONG-FORM JOURNALISM (3) Students will write long-form stories for newspapers and magazines using the advanced narrative techniques. While students will complete a significant amount of reporting, the course focuses on developing writing skills through the practice and the study of techniques used in creative literary journalism. By the end of the semester, students should have produced articles suitable for publication as a series in a daily newspaper. Prerequisite: ENGL/COMM 0275.

COMM 0349 ONLINE JOURNALISM (3) Allows students to integrate their writing and reporting skills with multimedia production to produce an online newspaper. Students will analyze online media, learn basic HTML, develop advertising and a financial plan, write and report stories, and create complementary visual and multimedia presentations. The final project will be to design an online news site and create content for it. Prerequisites: ENGL/COMM 0275.

COMM/ENGL 0375 JOURNALISM II (3) Students employ advanced techniques in beat and specialty reporting for print journalism. Reporters in the course run a "mock newspaper" working in various editorial aspects of the newspaper. Reporters complete a series of articles, including but not limited to conference and meeting reports, features, profiles, commentaries, and police and court news and editorials. Prerequisite: ENGL/COMM 0275.

COMM/ENGL 0394 NEWS EDITING (3) An introduction to the duties of the copy editor. Students will work to refine the skills and art necessary to news selection, editing, headline writing, design and layout. Prerequisite: ENGL/COMM 0275.

COMM/ENGL 0395 SPORTS WRITING (3) Concentrates on techniques of descriptive and interpretive newspaper and magazine sports writing, with an emphasis on collegiate sports. Techniques for interviewing coaches and players, developing angles, and meeting deadlines are emphasized. Students will cover sporting events, file reports for the class, and compile a portfolio. Prerequisite: ENGL/COMM 0275.

COMM 0399 INDEPENDENT STUDY (1-3) Independent study of topics in communication. Prerequisite: Permission of instructor and department chair.