

# COMMUNICATION (COMM)

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## **COMM 1000. The Process of Communication. (3 Credits)**

A study of modern communication theories and principles useful in understanding how people affect and are affected by others through communication. CA 2.

**Content Areas:** CA2: Social Science

**Topics of Inquiry:** TOI2: Cultural Dimen Human Exp, TOI5: Indiv Values Soc Inst

## **COMM 1100. Principles of Public Speaking. (3 Credits)**

Theory and performance in public speaking: overcoming apprehension; audience analysis; development of concepts; maximizing message impact; professional presentation skills; group projects; evidence; listening and speech evaluation.

## **COMM 1993. Foreign Study. (1-9 Credits)**

Special topics taken in foreign study program. Consent of department head required, normally granted prior to the student's departure.

**Enrollment Requirements:** Open to juniors or higher.

May be repeated for credit

## **COMM 2000Q. Research Methods in Communication. (3 Credits)**

The scientific approach as it specifically applies to communication. CA 4.

**Enrollment Requirements:** COMM 1000. Recommended preparation: MATH 1011Q or equivalent.

**Skill Codes:** COMP. Quantitative Competency

**Content Areas:** CA3: Science & Technology

**Topics of Inquiry:** TOI6: Science & Empirical Inq

## **COMM 2010Q. Applied Communication Research Methods. (3 Credits)**

Principles and practices of research and data analysis in communication industries.

**Enrollment Requirements:** COMM 1000. Recommended preparation: MATH 1011Q or equivalent.

**Skill Codes:** COMP. Quantitative Competency

## **COMM 2100. Professional Communication. (3 Credits)**

The principles of communication in business and professional environments. Focus on the refinement of communication skills necessary to succeed in professional contexts.

**Enrollment Requirements:** Recommended preparation: COMM 1000 or 1100.

## **COMM 2110. Presenting in the Digital World. (3 Credits)**

Fundamentals of applying computer mediated communication skills, with emphasis on best practices for producing a range of effective digital presentations.

**Enrollment Requirements:** COMM 1000. Recommended preparation: COMM 2100.

## **COMM 2200. Interpersonal Communication. (3 Credits)**

An introduction, analysis and critique of recent theories of interpersonal communication. Topics include person perception, theories of communication management, and the structural analysis of face to face communication behavior.

**Enrollment Requirements:** COMM 1000. May not be taken out of sequence after passing COMM 3222, 4200, or 4222.

## **COMM 2300. Effects of Mass Media. (3 Credits)**

An analysis of the roles of the mass media and of the effects they exert on individuals and society.

**Enrollment Requirements:** COMM 1000.

## **COMM 2500. Persuasion. (3 Credits)**

Introduction to theories of attitude formation, change and reinforcement. Research is used to evaluate past and present models of persuasion.

**Enrollment Requirements:** COMM 1000.

## **COMM 2600. Media in the Information Age. (3 Credits)**

The history, organizational structure, economics, policy, and functioning of technologically-based communication systems, and the relationship of these factors to media issues, effects, and culture. Formerly offered as COMM 1300.

**Enrollment Requirements:** Recommended preparation: COMM 1000, which may be taken concurrently.

## **COMM 2700. Fundamentals of Digital Production. (3 Credits)**

Fundamentals associated with the production of digital video, audio, and images to communicate with various audiences. Students rotate through various roles of pre-production, production, and post-production processes in the creation of multimedia projects.

**Enrollment Requirements:** COMM 1000. May not be taken out of sequence after passing COMM 4710 or 4720.

## **COMM 2993. Foreign Study. (1-9 Credits)**

Special topics taken in foreign study program. Consent of department head required, normally granted prior to the student's departure. May count toward major with consent of the advisor.

**Enrollment Requirements:** Open to juniors or higher.

May be repeated for credit

## **COMM 3110. Organizational Communication. (3 Credits)**

Communication in formal organizations; horizontal and vertical communication; effectiveness of different organizational structures and channels; feedback; networks; norms and roles.

**Enrollment Requirements:** COMM 2100 or 2200.

## **COMM 3120. Small Group Communication. (3 Credits)**

Approaches, methods, and findings of research in small group communication and development of an ability to engage effectively in small group situations.

**Enrollment Requirements:** COMM 2100 or 2200.

## **COMM 3120W. Small Group Communication. (3 Credits)**

Approaches, methods, and findings of research in small group communication and development of an ability to engage effectively in small group situations.

**Enrollment Requirements:** COMM 2100 or 2200; ENGL 1007 or 1010 or 1011.

**Skill Codes:** COMP. Writing Competency

## **COMM 3130. Communication in Conflict Management. (3 Credits)**

The principles of communication underlying conflict and its management, including negotiation and intervention strategies, in interpersonal, group/organizational, and inter-group conflict.

**Enrollment Requirements:** COMM 2100 or 2200.

## **COMM 3198. Variable Topics in Professional Communication. (3 Credits)**

**Enrollment Requirements:** COMM 2100 or instructor consent.

May be repeated for a total of 9 credits

## **COMM 3210. Gender and Communication. (3 Credits)**

(Also offered as WGSS 3210.) Differences in male/female communication, and an examination of cultural assumptions regarding gender in the communication process. Critically analyze the theory, politics and practice of communication and gender.

**Enrollment Requirements:** COMM 1000 or instructor consent.

Recommended preparation: COMM 2200.

**COMM 3220. Intercultural Communication. (3 Credits)**

Communication behavior within and across cultures and subcultures. How cultures impact social structures, communication styles, and behavior.

**Enrollment Requirements:** COMM 1000. Recommended preparation: COMM 2200.

**COMM 3220W. Intercultural Communication. (3 Credits)**

Communication behavior within and across cultures and subcultures. How cultures impact social structures, communication styles, and behavior.

**Enrollment Requirements:** COMM 1000. ENGL 1007 or 1010 or 1011. Recommended preparation: COMM 2200.

**Skill Codes:** COMP. Writing Competency

**COMM 3222. People of Color and Interpersonal Communication. (3 Credits)**

Impact of race, ethnicity, and culture on interpersonal interactions. Surveys key theories and empirical works of past and current race relations in the U.S., negotiation of identity, and ways identity is communicated in various personal relationships.

**Enrollment Requirements:** COMM 2200.

**COMM 3222W. People of Color and Interpersonal Communication. (3 Credits)**

Impact of race, ethnicity, and culture on interpersonal interactions. Surveys key theories and empirical works of past and current race relations in the U.S., negotiation of identity, and ways identity is communicated in various personal relationships.

**Enrollment Requirements:** COMM 2200; ENGL 1007 or 1010 or 1011.

**Skill Codes:** COMP. Writing Competency

**COMM 3230. Family Communication. (3 Credits)**

The role of communication theories and processes in family contexts, construed broadly to include the biological, legal, and voluntary kin comprising diverse families today. Formerly offered as COMM 4240.

**Enrollment Requirements:** COMM 2200.

**COMM 3240. Nonverbal Communication. (3 Credits)**

Facial expression, body movement, spatial behavior and para-language, with a consideration of applications for information theory.

**Enrollment Requirements:** COMM 2200 or 2500.

**COMM 3241. Motivation and Emotion. (3 Credits)**

(Also offered as PSYC 3241.) Cognition, brain mechanisms, biofeedback, aggression, sex, competence, social influence, and conformity.

**Enrollment Requirements:** PSYC 1100, and 1101 or 1103; open to juniors or higher.

**COMM 3298. Variable Topics in Interpersonal Communication. (3 Credits)**

**Enrollment Requirements:** COMM 2200 or instructor consent. May be repeated for a total of 9 credits

**COMM 3310. Media Literacy and Criticism. (3 Credits)**

History, analysis and evaluation of technique, content and aesthetic effect of media messages. Cultural, political, economic, and institutional factors that help define the grammar of popular mass media content; social scientific perspectives addressing how audiences learn to comprehend media content including efforts to promote media literacy.

**Enrollment Requirements:** COMM 2300 or 2600.

**COMM 3310W. Media Literacy and Criticism. (3 Credits)**

History, analysis and evaluation of technique, content and aesthetic effect of media messages. Cultural, political, economic, and institutional factors that help define the grammar of popular mass media content; social scientific perspectives addressing how audiences learn to comprehend media content including efforts to promote media literacy.

**Enrollment Requirements:** COMM 2300 or 2600; ENGL 1007 or 1010 or 1011.

**Skill Codes:** COMP. Writing Competency

**COMM 3320. Media and Diverse Audiences. (3 Credits)**

(Also offered as LLAS 3320.) Issues of race, ethnicity, culture, class, gender, and sexuality in mainstream and alternative media. Analysis of how diverse groups use the media, are represented in, and interpret media content.

**Enrollment Requirements:** Open to juniors or higher. Recommended preparation: COMM 1000, 2300 or 2600.

**COMM 3321. Latinas and Media. (3 Credits)**

(Also offered as LLAS 3321.) The role of ethnicity and race in women's lives. Special attention to communication research on ethnic and racial minority women. CA 4. Formerly offered as LLAS 3264/ WGSS 3260.

**Enrollment Requirements:** Open to juniors or higher.

**Content Areas:** CA4: Diversity & Multicultural

**Topics of Inquiry:** TOI3: Div, Equity, Soc Just, TOI5: Indiv Values Soc Inst

**COMM 3322. Soap Opera/Telenovela. (3 Credits)**

(Also offered as LLAS 3322.) Socio-cultural functions of soap operas/ telenovelas as mediated serials constructed by commercial organizations and consumed by United States and global audiences.

**Enrollment Requirements:** Open to juniors or higher. Recommended preparation: COMM 1000, 2300 or 2600.

**COMM 3330. Children and Mass Media. (3 Credits)**

Child development and the effects of mass media on young children. Educational television, frightening media, violent television, computer games, the Internet and media policy.

**Enrollment Requirements:** COMM 2300.

**COMM 3330W. Children and Mass Media. (3 Credits)**

Child development and the effects of mass media on young children. Educational television, frightening media, violent television, computer games, the Internet and media policy.

**Enrollment Requirements:** COMM 2300; ENGL 1007 or 1010 or 1011.

**Skill Codes:** COMP. Writing Competency

**COMM 3398. Variable Topics in Media Effects. (3 Credits)**

**Enrollment Requirements:** COMM 2300 or instructor consent.

May be repeated for a total of 9 credits

**COMM 3410. Political Communication. (3 Credits)**

Communication in political processes and the role of mass media in American politics. Topics may include campaigning, issue management, lobbying, interest-group strategies, government relations, grassroots action, and coalition building.

**Enrollment Requirements:** COMM 2300 or 2500.

**COMM 3410W. Political Communication. (3 Credits)**

Communication in political processes and the role of mass media in American politics. Topics may include campaigning, issue management, lobbying, interest-group strategies, government relations, grassroots action, and coalition building.

**Enrollment Requirements:** COMM 2300 or 2500; ENGL 1007 or 1010 or 1011.

**Skill Codes:** COMP. Writing Competency

**COMM 3415. Protest and Communication. (3 Credits)**

Protest movement - past and current - in light of principles, models, and theories of communication.

**Enrollment Requirements:** COMM 2300 or 2500.

**COMM 3420. Health Communication. (3 Credits)**

Overview of health communication, including health behavior change interventions, emergency communication, risk assessment, media influences, provider-patient communication, socialization and identity, stereotyping, social support, diverse populations, and new communication technologies.

**Enrollment Requirements:** COMM 1000. Recommended preparation: COMM 2300 or 2500.

**COMM 3420W. Health Communication. (3 Credits)**

Overview of health communication, including health behavior change interventions, emergency communication, risk assessment, media influences, provider-patient communication, socialization and identity, stereotyping, social support, diverse populations, and new communication technologies.

**Enrollment Requirements:** COMM 1000; ENGL 1007 or 1010 or 1011. Recommended preparation: COMM 2300 or 2500.

**Skill Codes:** COMP. Writing Competency

**COMM 3430. Science Communication. (3 Credits)**

The role of communication and media in shaping science and technology in society. Topics include theories and debates in the field, media coverage of science, activism and science campaigns, and using new and social media to communicate science issues.

**Enrollment Requirements:** COMM 1000. Recommended Preparation: COMM 2300 or 2500.

**COMM 3430W. Science Communication. (3 Credits)**

The role of communication and media in shaping science and technology in society. Topics include theories and debates in the field, media coverage of science, activism and science campaigns, and using new and social media to communicate science issues.

**Enrollment Requirements:** COMM 1000; ENGL 1007 or 1010 or 1011. Recommended Preparation: COMM 2300 or 2500.

**Skill Codes:** COMP. Writing Competency

**COMM 3435. Environmental Communication. (3 Credits)**

Survey of best practices for communicating environmental issues and engaging diverse communities and publics. Development of communication strategies to effectively promote environmental literacy and increase environmental equity.

**Enrollment Requirements:** COMM 1000. Recommended preparation: COMM 2300 or 2500.

**COMM 3460. Sport Communication. (3 Credits)**

Communication theory and best practices in the realm of sport, with a focus on application to modern issues for organizations, athletes, and fans at varying levels of competition.

**Enrollment Requirements:** COMM 1000. Recommended Preparation: COMM 2100 or 2300 or 2500. Not open for credit to students who have passed COMM 3498 when offered as Sports Communication.

**COMM 3498. Variable Topics in Specialized Communication. (3 Credits)**

May be repeated for credit

**COMM 3510. Marketing Communication. (3 Credits)**

Principles, strategies, and theories of communication in product and brand marketing contexts.

**Enrollment Requirements:** COMM 2500 or 2600.

**COMM 3520. Communication Processes in Advertising. (3 Credits)**

Advertising theory and practice, with specific application to digital, omni-channel and multimedia strategies for implementation in advertising campaigns.

**Enrollment Requirements:** COMM 2500 or 2600.

**COMM 3530. Public Relations. (3 Credits)**

Practical applications of major theories of communication and mass media to public relations practiced by organizations.

**Enrollment Requirements:** COMM 2500 or 2600.

**COMM 3598. Variable Topics in Persuasion and Promotion. (3 Credits)**

**Enrollment Requirements:** COMM 2500 or 2600 or instructor consent.

May be repeated for credit

**COMM 3600. New Communication Technologies. (3 Credits)**

An overview of new communication technologies. Topics include the uses, evolution, diffusion, operation, and effects of new communication technologies.

**Enrollment Requirements:** COMM 2600.

**COMM 3600W. New Communication Technologies. (3 Credits)**

An overview of new communication technologies. Topics include the uses, evolution, diffusion, operation, and effects of new communication technologies.

**Enrollment Requirements:** COMM 2600; ENGL 1007 or 1010 or 1011.

**Skill Codes:** COMP. Writing Competency

**COMM 3605. Communication Technology and Social Change. (3 Credits)**

Examination of new communication technologies and their influence on social change. Provides a foundation for students with professional as well as academic interests in communication technology.

**Enrollment Requirements:** COMM 2300 or 2600.

**COMM 3610. Computer Mediated Communication. (3 Credits)**

How computer media increasingly influence communication processes and how computer media are changing society. Students will examine critically both exposure to and use of computer media with particular attention to how people use computer media and the effects of this use.

**Enrollment Requirements:** COMM 2200 or 2600.

**COMM 3610W. Computer Mediated Communication. (3 Credits)**

How computer media increasingly influence communication processes and how computer media are changing society. Students will examine critically both exposure to and use of computer media with particular attention to how people use computer media and the effects of this use.

**Enrollment Requirements:** COMM 2200 or 2600; ENGL 1007 or 1010 or 1011.

**Skill Codes:** COMP. Writing Competency

**COMM 3698. Variable Topics in Communication Technology. (3 Credits)**

**Enrollment Requirements:** COMM 2600 or instructor consent.

May be repeated for credit

**COMM 3700. Visual Communications. (3 Credits)**

Strategic use of imagery and multimedia to improve communication in professional and public contexts. Students will create media to solve communication-based problems.

**Enrollment Requirements:** COMM 2500 or 2700.

**COMM 3798. Variable Topics in Multimedia Production. (3 Credits)**

**Enrollment Requirements:** COMM 2700 or instructor consent.

May be repeated for credit

**COMM 3993. Foreign Study. (1-9 Credits)**

Special topics taken in foreign study program. Consent of Department Head required, normally granted prior to the student's departure.

**Enrollment Requirements:** Open to juniors or higher.

May be repeated for credit

**COMM 4200. Advanced Interpersonal Communication. (3 Credits)**

An advanced approach to interpersonal communication focusing on theories and their applications. Topics may include affection exchange theory, theories of uncertainty, attachment theory, communication privacy management theory, interpersonal deception theory, and relational dialectics theory.

**Enrollment Requirements:** COMM 2000Q and 2200.

**COMM 4200W. Advanced Interpersonal Communication. (3 Credits)**

An advanced approach to interpersonal communication focusing on theories and their applications. Topics may include affection exchange theory, theories of uncertainty, attachment theory, communication privacy management theory, interpersonal deception theory, and relational dialectics theory.

**Enrollment Requirements:** COMM 2000Q and 2200; ENGL 1007 or 1010 or 1011.

**Skill Codes:** COMP: Writing Competency

**COMM 4300. Advanced Media Effects. (3 Credits)**

Contentious topics in current media effects research, and their theoretical implications. Topics may include sexual content on television, pornography, alcohol on television, video games, and media impact on body image.

**Enrollment Requirements:** COMM 2000Q and 2300.

**COMM 4300W. Advanced Media Effects. (3 Credits)**

Contentious topics in current media effects research, and their theoretical implications. Topics may include sexual content on television, pornography, alcohol on television, video games, and media impact on body image.

**Enrollment Requirements:** COMM 2000Q and 2300; ENGL 1007 or 1010 or 1011.

**Skill Codes:** COMP: Writing Competency

**COMM 4411. International Communication and Conflict. (3 Credits)**

Communication in international conflicts and crises. Negotiation, mediation, and transformational approaches; globalization and the media; communication in war and peace; cultural, social, political, and economic effects.

**Enrollment Requirements:** COMM 2200 and 2500.

**COMM 4501. Advanced Persuasion and Communication. (3 Credits)**

Advanced consideration and criticism of selected modern persuasion theories and research in communications.

**Enrollment Requirements:** COMM 2000Q and COMM 2500.

**COMM 4510. Communication Campaigns and Applied Research. (3 Credits)**

Application of media, persuasion, and social change theories to the design of communication campaigns, including focus groups, interviews and other background research. Students will work with community organizations.

**Enrollment Requirements:** COMM 2000Q and 2500. Recommended preparation: COMM 2300.

**COMM 4530W. Public Relations Writing. (3 Credits)**

Philosophy and practice of good, ethical and effective public relations for advanced students. Writing projects such as press releases, media advisories, briefing packets, speech introductions, brochures, newsletters, and op-eds.

**Enrollment Requirements:** COMM 3530; ENGL 1007 or 1010 or 1011.

**Skill Codes:** COMP: Writing Competency

**COMM 4540. Crisis Communication. (3 Credits)**

Principles and practices of effective crisis response. The management processes and leadership skills necessary to anticipate, plan for, manage, communicate about, and recover from organizational and public crises.

**Enrollment Requirements:** COMM 3530 or instructor consent. Not open for credit to students who have passed COMM 4995 when offered as "Crisis Communication."

**COMM 4640. Social Media: Research and Practice. (3 Credits)**

Examines social media from multiple perspectives, including understanding their effects through theoretical approaches and empirical research, as well as practical applications across various contexts.

**Enrollment Requirements:** COMM 2600; COMM 2200 or 2300 or 2500.

**COMM 4640W. Social Media: Research and Practice. (3 Credits)**

Examination of the use and effects of social media through theoretical approaches and empirical research; practical applications across various contexts.

**Enrollment Requirements:** COMM 2600; COMM 2200 or 2300 or 2500; ENGL 1007 or 1010 or 1011.

**Skill Codes:** COMP: Writing Competency

**COMM 4650. Human-Computer Interaction. (3 Credits)**

Human interaction with computer technology and methods of evaluating communication systems for different populations and usage goals.

**Enrollment Requirements:** Six credits of 2000-level or higher coursework in Communication or Computer Science Engineering. Recommended preparation: COMM 2600 or 3600.

**COMM 4799. Independent Study in Multimedia Production. (1-6 Credits)**

Credits and hours by arrangement.

**Enrollment Requirements:** Open to juniors or higher with instructor consent.

May be repeated for credit

**COMM 4979. Digital Portfolio. (1-3 Credits)**

Development of a digital portfolio for presentation to professional and graduate-level audiences. Students taking this course will be assigned a final grade of S (satisfactory) or U (unsatisfactory).

**Enrollment Requirements:** At least 12 credits of 2000 level or above COMM courses; open to juniors or higher. Recommended preparation: COMM 2100 and 2700.

May be repeated for a total of 3 credits

**COMM 4981. Internship in Communication. (1-3 Credits)**

Provides students with an opportunity for supervised field work in a professional communication organization. Student's performance will be evaluated both by the field supervisor and course instructor. Students taking this course will be assigned a final grade of S (satisfactory) or U (unsatisfactory).

**Enrollment Requirements:** At least 12 units of 2000 level or above Communication Sciences courses; open to juniors or higher. Should be taken senior year.

May be repeated for a total of 6 credits

**COMM 4982. Research Practicum in Communication. (1-3 Credits)**

Participation in supervised research activities in communication. Students taking this course will be assigned a final grade of S (satisfactory) or U (unsatisfactory).

**Enrollment Requirements:** At least 12 credits of 2000-level or above Communication courses which must include COMM 2000Q; open to juniors or higher. May be repeated once for a total of six credits. May be repeated for a total of 6 credits

**COMM 4993. Foreign Study. (1-9 Credits)**

Special topics taken in foreign study program. Consent of Department Head required, normally granted prior to the student's departure. May count toward the major with consent of the advisor.

**Enrollment Requirements:** Open to juniors or higher. May be repeated for credit

**COMM 4995. Special Topics. (1-6 Credits)**

**Enrollment Requirements:** Prerequisites and recommended preparation vary by section; open to juniors or higher. May be repeated for credit

**COMM 4996. Undergraduate Research in Communication. (1-3 Credits)**

Students conduct an original research investigation under the guidance of a faculty mentor. The student is required to submit a brief report at the end of the semester. May be repeated once for credit.

**Enrollment Requirements:** COMM 2000Q; at least 12 credits of COMM courses at the 2000 level or above; open only to junior or higher Communication majors; instructor consent required. May be repeated for a total of 6 credits

**COMM 4997W. Senior Thesis. (1-6 Credits)**

Preparation of a thesis and its presentation to the department.

**Enrollment Requirements:** ENGL 1007 or 1010 or 1011; open to junior or higher Honors students.

**Grading Basis:** Honors Credit

**Skill Codes:** COMP. Writing Competency

**COMM 4998. Variable Topics. (3 Credits)**

**Enrollment Requirements:** Prerequisites and recommended preparation vary by section; open to juniors or higher. May be repeated for credit

**COMM 4999. Independent Study. (1-6 Credits)**

The course, for superior students, includes independent reading, periodic conferences, and such other work as desired by the instructor.

**Enrollment Requirements:** Open to juniors or higher. May be repeated for credit