

Communication Arts (COMM)

COMM 1100. Human Communication. 3 Hours.

A broad approach to oral communication skills including intrapersonal, interpersonal, small group, and public speaking.

COMM 1100H. Honors Human Communication. 3 Hours.

An honors-level approach to oral communication skills with emphasis on advanced theoretical and practical approaches to interpersonal communication,, small group communication, and public speaking.

COMM 1110. Public Speaking. 3 Hours.

The organization of materials and the vocal and physical aspects of delivery in various speaking situations.

COMM 2100. Introduction to Communication Theory. 3 Hours.

General survey of communication theories to familiarize students with basic constructs in interpersonal, intercultural, organizational, and public communication; to demonstrate the value of theory; and to orient students to the speech communication major.

COMM 2300. Interpersonal Communication. 3 Hours.

The study of communication skills in interpersonal relationships.

COMM 2400. Introduction to Communication Research. 3 Hours.

Overview of the concepts, methods, and tools used in communication research. Communication research and design, data collection, interpretation, and reporting. The course will address both quantitative and qualitative research methods.

COMM 2520. Introduction to Intercultural Communication. 3 Hours.

A study of how culture shapes language and the impact of language differences on persons with varied cultural backgrounds.

COMM 3000. Qualitative Communication Research Methods. 3 Hours.

Prerequisite: COMM 2100 and speech communication major. The study of qualitative research methods used to investigate communication.

COMM 3071. Argumentation and Debate. 3 Hours.

Prerequisite: COMM 1110. Theory and application of argumentation.

COMM 3072. Debate and Individual Events (Forensics) Lab. 2 Hours.

Research and practice in debate and individual events. Individual events include dramatic interpretation, dramatic duo interpretation, after-dinner speaking, prose, poetry, communication analysis, program oral interpretation, impromptu, extemporaneous, persuasion, and informative. Debate events include parliamentary style and Lincoln-Douglas style.

COMM 3100. Small Group Communication. 3 Hours.

The theory and practice of small group communication.

COMM 3200. Introduction to Public Relations. 3 Hours.

Prerequisites: Sophomore standing. The first course in public relations, dealing with concepts of communicating with various publics.

COMM 3210. Electronic Public Relations Applications. 3 Hours.

Prerequisite: ACED 2400 or CS 1000 or BUSA 2201 and Speech Communication major. Electronic applications in public relations including on-line media design.

COMM 3220. Public Relations Writing. 3 Hours.

Prerequisites: COMM 3200 and speech communication major. The study of writing techniques and formats for public relations applications, including radio and television public service announcements, video news releases, speech writing, media kit preparation, and print media news releases.

COMM 3240. Public Relations Document Layout and Design. 3 Hours.

Prerequisite: COMM 3200, and Speech Communication major. Process of preparing and creating documents for publication in public relations.

COMM 3310. Listening. 3 Hours.

Prerequisites: Sophomore standing. Study of and skill development in different types of listening.

COMM 3320. Nonverbal Communication. 3 Hours.

Prerequisite: COMM 2300. Study of types and functions of nonverbal communication.

COMM 3330. Interviewing. 3 Hours.

Prerequisites: Sophomore standing. Study of the skill development in interviewing.

COMM 3400. Organizational Communication. 3 Hours.

Prerequisite: Sophomore standing. Communication structures and processes in organizations.

COMM 3410. Conflict Management and Leadership. 3 Hours.

Prerequisite: Sophomore standing. Strategies of managing conflicts in organizations and the role of leadership style in negotiations.

COMM 3500. Fundamentals of Cross-Cultural Communication. 3 Hours.

Causes of cross-cultural communication conflicts and strategies for improvement.

COMM 3550. Managing Diversity. 3 Hours.

Prerequisite: Major in Speech Communication. An applied study of theories of diversity in the organizational setting, particularly as applied to managing communication to achieve individual and organizational goals.

COMM 3600. Directed Study in Communication Arts. 1-3 Hours.

Individual instruction for enrichment of advanced majors in their areas of specialization.

COMM 3661. Fundamentals of Multimedia Journalism. 3 Hours.

Prerequisites: Major status and completion of Area F, or consent of instructor. Training in multimedia journalism and exploration of topics such as the digital revolution, new media professions, online reporting, cyberlaw, blogging, and/or multimedia design. Equipment and/or software purchases may be required.

COMM 3670. Internship for Juniors. 3 Hours.

Prerequisites: Junior standing, recommendation of advisor, and major in appropriate specialization. Graded "Satisfactory" or "Unsatisfactory." The placement of students in apprentice and intern positions in professional environments to enlarge the students' professionalism.

COMM 3800. Quantitative Communication Research Methods. 3 Hours.

Prerequisites: COMM 2100 and speech communication major. The study of quantitative research methods used to investigate communication.

COMM 3900. Introduction to Online Research. 3 Hours.

Prerequisites: Major status and completion of Area F, or consent of instructor. Examination of the Internet for searching, identifying, collecting, and evaluating information related to communication scholarship. Legal, ethical, and copyright issues related to online research will also be addressed.

COMM 4060. Persuasion. 3 Hours.

Prerequisite: COMM 2100 Theories of persuasion.

COMM 4120. Theories of Public Communication. 3 Hours.

Prerequisite: COMM 2100. The study of selected bodies of theories of public communication, including political communication, classical theory, contemporary rhetorical theory, and mass communication theory. May be repeated for credit.

COMM 4130. The Psychology and Semiotics of Communication. 3 Hours.

Prerequisite: COMM 2100. Origin and purpose of speech, basic psychological principles and language, and the use of propaganda.

COMM 4140. Interpersonal Communication Theory. 3 Hours.

Prerequisite: COMM 2100. The study of theories of interpersonal communication and their application to human relationships.

COMM 4160. Health Communication Theory. 3 Hours.

Prerequisite: COMM 2100. Study of interpersonal, media, and public communication in health communication theory.

COMM 4170. Rhetorical Criticism. 3 Hours.

Prerequisite: COMM 2100. The study of contemporary methods of rhetorical criticism, including underlying theoretical assumptions. Application of methods in the study of discursive practices.

COMM 4200. Public Relations Techniques. 3 Hours.

Prerequisites: COMM 3000, COMM 3220, COMM 3800, and speech communication major. The application of theory and practice in public relations research.

COMM 4220. Integrated Communication. 3 Hours.

Prerequisites: COMM 3220 and speech communication major. Integrating the strategic communication planning process, through creative use of tools, tactics, and media planning in public relations and all communication activities of organizations.

COMM 4230. Public Relations Plans and Campaigns. 3 Hours.

Prerequisites: COMM 3220, COMM 4200 and Speech Communication Major. The development of public relations plans for organizations and campaigns for special programs within those organizations.

COMM 4240. Public Relations Law and Ethics. 3 Hours.

Prerequisites: COMM 3200 and speech communication major. Legal and ethical aspects of professional public relations practice.

COMM 4340. Capstone in General Speech. 3 Hours.

Prerequisites: COMM 3000 or COMM 3800; COMM 4000; and Speech Communication major. The application of theories and principles studied in the general speech emphasis to meet client needs in public, academic, and interpersonal communication.

COMM 4400. Organizational Presentation. 3 Hours.

Prerequisites: COMM 1110 and presentational software competency. The study of advanced preparation and presentation techniques in organizations. This course will focus on the practice and understanding of professional presentations using advanced visual aids, the delivery of research reports, and the formulation of extended speeches.

COMM 4420. Advanced Organizational Communication. 3 Hours.

Prerequisites: COMM 3400, COMM 3800, and speech communication major. Communication processes and characteristics in formal organizations. Alternative theoretical perspectives and research methods to analyze communication in organizational settings are included.

COMM 4430. Ethics in Human Communication. 3 Hours.

Prerequisite: COMM 2100. A study of the ethical principles that inform human communication and the application of those principles to various settings.

COMM 4440. Intercultural Training. 3 Hours.

Prerequisites: COMM 3400, 3500, 3550, 3800, and speech communication major. Theoretical foundations and applications of practices and competencies relevant to intercultural training.

COMM 4600. Special Topics in Speech Communication. 3 Hours.

Prerequisite: COMM 2100. The study of specialized communication theories. May be repeated for credit when topics differ.

COMM 4610. Special Topics in Communication Studies. 1-3 Hours.

Prerequisite: Consent of the instructor. Topics to be assigned by instructor. The course provides an opportunity to explore topics outside the prescribed curriculum of speech communication and may be repeated for credit when topics different.

COMM 4670. Internship. 3-9 Hours.

Prerequisite: Senior standing and major in appropriate specialization. Graded "Satisfactory" or "Unsatisfactory." The placement of students in apprentice and intern positions in professional environments to enlarge the students' professionalism.