

# Communication Arts (COMM)

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## **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 1500. Introduction to Communication Studies. 3 Hours.**

Orientation to the communication profession. Topics addressed include professionalism, workplace etiquette, career opportunities, writing style, technology, research, and written and oral presentational skills. This course is to be taken the first term enrolled as a major.

## **COMM 1800. Communication Technology. 3 Hours.**

Examination and application of technology design processes and their impact on communication.

## **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 relationship in social and professional contexts.

## **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 2500. Communication, Culture, and Community. 3 Hours.**

Introduction to intercultural communication. The course addresses verbal and nonverbal theories, methods, and vocabulary used in mixed cultural situations. Emphasis is placed on sense-making and strategies to reduce uncertainty in social and cultural systems.

## **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 3011. Argumentation and Advocacy. 3 Hours.**

Prerequisite: COMM 2100. Theories of argumentation and advocacy.

## **COMM 3021. Persuasion. 3 Hours.**

Prerequisites: COMM 2100, Theories of persuasions.

## **COMM 3031. Communication Law and Ethics. 3 Hours.**

Prerequisites: COMM 1500 and COMM 2100. Examination of the history and effects of laws that impact communication processes.

## **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 3111. Applied Communication Research. 3 Hours.**

Prerequisites: COMM 1500 and COMM 2100. The study and application of contemporary research methods in organizational settings. Students explore how organizations make data-based decisions utilizing multiple methods including observation, surveys, focus groups, content analysis, and experiments. Students will complete a research project as part of this course.

## **COMM 3211. Event Planning. 3 Hours.**

Prerequisites: COMM 1500 and COMM 1800. An introduction to the principles of event management including planning, managing, budgeting, promoting, and implementing special events for organizations.

## **COMM 3231. Health Communication. 3 Hours.**

Prerequisites: COMM 1500 and COMM 2300 or HCAD Major. Exploration of the role of communication in identifying, managing, and addressing major health events such as patient advocacy, health promotion, support groups, medical decision making, end-of-life caregiving, healthcare systems, and mediated patient care.

## **COMM 3310. Listening. 3 Hours.**

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

## **COMM 3311. Teams and Leadership. 3 Hours.**

Prerequisites: COMM 1500 and COMM 1800. Study of communication strategies that enhance and promote synergy, cohesion, and university in teams for effective and efficient attainment of their goals.

**COMM 3321. Conflict Management. 3 Hours.**

Prerequisites: COMM 2300 or Communication Minor. Study of theories and approaches to managing conflict. Students utilize negotiation, mediation, and arbitration techniques in addressing interpersonal and organizational conflicts.

**COMM 3330. Interviewing. 3 Hours.**

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

**COMM 3331. Creativity and Communication Design. 3 Hours.**

Prerequisites: COMM 1500 and COMM 1800 or Communication Minor. Exploration of techniques for creating and applying concepts in professional communication message design.

**COMM 3411. Visual Communication and Aesthetics. 3 Hours.**

Prerequisites: COMM 1500 and COMM 1800 or Communication Minor. Study of the design, use, and impact of visuals on communication processes.

**COMM 3421. Social Media Strategies. 3 Hours.**

Prerequisites: COMM 1500 and COMM 1800 or Communication Minor. Study of social media strategies and their impact on communication processes and relationships. Emphasis is placed on how social media shapes virtual interpersonal and organizational identities.

**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 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 4111. Data Analytics for Communication. 3 Hours.**

Prerequisites: COMM 3111. Analysis of large data sets for assistance in decision-making in message design and stakeholder communication.

**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 4151. Applied Health Communication. 3 Hours.**

Prerequisites: COMM 3231. Advanced study of design, implementation, and evaluation of health communication campaigns.

**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 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 4401. Advanced Interpersonal Communication. 3 Hours.**

Prerequisites: COMM 2100 and COMM 2300. Advanced study of interpersonal theories and processes.

**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 4421. Nonverbal Communication. 3 Hours.**

Prerequisites: COMM 1500 and COMM 2300. Advanced study of nonverbal codes and their applications in communication.

**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 4431. Listening and Interviewing. 3 Hours.**

Prerequisites: COMM 1500 and COMM 2300. Examination of the theories and processes of listening and interviewing.

**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 4441. Communication Across Difference. 3 Hours.**

Prerequisites: COMM 1500, COMM 2300, and COMM 2500 or Communication Minor. An examination of how communication is influenced by diversity.

**COMM 4461. Interpersonal Communication Capstone. 3 Hours.**

Prerequisites: Completion of Communication Core and COMM 4401. Application of knowledge and skills through completion of a capstone experience requiring the analysis, development, and implementation of a project.

**COMM 4501. Organizational Communication. 3 Hours.**

Prerequisites: COMM 3111. Study of complex organizations and their environments.

**COMM 4511. Professional Communication. 3 Hours.**

Prerequisites: COMM 3331. Identification and application of best communication practices for the workplace.

**COMM 4521. Crisis Communication and Negotiation. 3 Hours.**

Prerequisites: COMM 1500 and COMM 3321. Application of tools, theories, and skills to manage organizational crises.

**COMM 4531. Communicating Globally. 3 Hours.**

Prerequisites: COMM 2500 and COMM 3331. An examination of the perspectives, theories, and assumptions underlying communication between nations, organizations, and people.

**COMM 4561. Organizational Communication Capstone. 3 Hours.**

Prerequisites: Completion of Communication Core and COMM 4500. Application of knowledge and skills through completion of a capstone experience requiring the analysis, development, and implementation of a project.

**COMM 4601. Special Topics in Communication. 3 Hours.**

Prerequisites: Permission of instructor. Exploration of topics outside the prescribed curriculum of communication. Course may be repeated for credit when topics are different.

**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 4611. Directed Study in Communication Arts. 1-3 Hours.**

Prerequisites: Approval of supervising instructor and Department Head. Individual instruction for enrichment of advanced majors in their area of specialization. May be repeated with a change in topic.

**COMM 4671. Internship in Communication. 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.