Communication Studies

ASSOCIATE PROFESSORS: Vladimir Bratic (chair), Lori J. Joseph, Christopher J. Richter
VISITING ASSISTANT PROFESSOR: Alane Presswood

The communication studies major is a broad-based liberal arts program, which balances theory and practice. It prepares women to be ethical leaders and professionals, innovative media practitioners and technology users, and involved citizens in a diverse society. Students who complete the major will:

- develop expertise in traditional academic skills of research, analysis, and critical reflection
- study ways that different modes of communication affect society and individuals and how communication theory is applied in specific contexts (e.g., media law, print or broadcast journalism, public speaking, international communication, organizations, etc.)
- master specific practical and professional communication skills (e.g. writing, print or broadcast journalism, public speaking, business writing, etc.)
- gain direct professional experience through internships

In consultation with an advisor, a communication studies major tailors her program of study to prepare for a career in a field such as media production, public relations, or communication in organizations, or for further study in professional or graduate school.

REQUIREMENTS FOR A MAJOR IN COMMUNICATION STUDIES:
11 courses (44 credits)

CORE COURSES:
- COMM 101: Introduction to Communication Studies (4)
- Two of the following method-oriented courses:
  - COMM 205: Research Methods in Communication (4)
  - COMM 208: Qualitative Research Methods (4)
  - COMM 216: Methods of Rhetorical Criticism (4)
- COMM 470: Senior Seminar (4)

TWO COURSES (8 CREDITS) FROM GROUP I SKILLS:
- ART 203: Introduction to Photography (4)
- COMM 125: Public Speaking (4)
- COMM 222: Video Studio Processes (4)
- COMM 231: Writing for Print Media I (4)
- COMM 232: Writing for Print Media II (4)
- COMM 236: Writing for Broadcast Media (4)
- COMM 238: Argumentation and Advocacy (4)
- COMM 240: Web Design I (4)
- COMM 260: Business Communication (4)
- COMM 350: Event Planning and Management (4)

FIVE COURSES (20 CREDITS) FROM GROUP II, THEORY AND APPLICATION:
FOUR COURSES (16 CREDITS) MUST BE AT THE 300 LEVEL
- COMM 215: Constructing Gender (4)
- COMM/GWS 217: Rhetorical Theory - From Ancient Greece to Renaissance (4)
- COMM 220: Interpersonal Communication (4)
- COMM 234: Alternative Media (4)
- COMM 244: Social Marketing and Campaigns (4)
- COMM 270: Intercultural Communication (4)
- COMM 313: Media Criticism (4)
- COMM 315: Peace, Conflict and Media (4)
- COMM 316: Contemporary Public Communication (4)
- COMM 322: Public Relations Principles (4)
- COMM 327: Communication and Technology (4)
- COMM 340: Communication Theory (4)
INTERNET!

Students must complete one internship in communication studies.

REQUIREMENTS FOR A MINOR IN COMMUNICATION STUDIES:

Students must satisfactorily complete 5 courses (20 credits) including:

- COMM 101: Introduction to Communication Studies (4)
- One course (4 credits) from Group I (Skills)
- Three additional courses (12 credits), including at least two at the 300 level selected from the Core and Group II (Theory and Application)

COURSES IN COMMUNICATION STUDIES:

COMM 101: INTRODUCTION TO COMMUNICATION STUDIES (4)  Richter, Bratic
This course introduces students to the theories and practices of various areas of study in the field of communication. Verbal and nonverbal communication, the mass media, communication technologies, popular culture, and communication in organizations are among the topics covered. Open to first-year students. No prerequisites. Offered both terms. (r, MOD)

COMM 125: PUBLIC SPEAKING (4)  Presswood
Theory and practice of public speaking, including selection of content, organization of ideas, language, and delivery; practice in extemporaneous speaking; training in critical analysis through reading and listening to contemporary speeches. Open to first-year students. No prerequisite. Offered Term 1. (o)

COMM 197F: FIRST YEAR SEMINAR – HOW TO WATCH TV (4)  Richter
Have you watched any TV shows this week? According to the Nielsen Co., 18-24 year olds in the US watched between 17 and 20 hours of TV programming per week on average in 2014—even more if streamed content is included. We tend to spend less time thinking about TV viewing and production processes than we do actually watching, but the goal of this course is to challenge how you think about, talk about, and most of all, watch TV. How do viewers make sense of the flow of images? How and why are audio-visual narratives created? What are the ways TV is changing, and in what ways does it stay the same? These are some of the important questions we will address. You will learn about the aesthetics and visual grammar of television productions, how these are shaped by the television industry, the effects of television on individuals and society, and the effects of changing technology on the TV industry and our viewing experience. In the process, you will also sharpen your oral presentation skills and learn how to produce “live-on-tape” television in our multi-camera television studio. Open to first-year students only. Placement to be determined during the summer. Offered Term 1. (o, r, MOD)

COMM 205: RESEARCH METHODS IN COMMUNICATION (4)  Richter
Research is the basis for the communication discipline and most careers in communication. This course introduces students to various search strategies and research methods that contribute to the study of communication, the collection of information, and the solution of practical problems. Open to first-year students. Prerequisites: q and COMM 101 or permission. Offered term 1. (r, Q)

COMM 208: QUALITATIVE RESEARCH METHODS (4)  Joseph
This course introduces students to a variety of qualitative research methods used to study communication in natural settings. Students will learn how to develop research questions and choose appropriate methods to facilitate the collection, analysis and reporting of qualitative data. Major methods that will be studied include ethnography, individual and group interviewing, and textual analysis. No prerequisite. Not offered in 2017-18.

COMM 215: CONSTRUCTING GENDER (4)  Joseph
In this course we examine the constitution of gender identities through communication. We incorporate a variety of readings and exercises to facilitate our exploration of how sex status/gender is made relevant through our everyday
communicative patterns. We’ll examine the constitutive relationship between communication and gender in a variety of contexts such as family, friendships, romantic relationships, the workplace, and the media. Also listed as GWS 215. Open to first-year students. No prerequisite. Not offered in 2017-18. (r, DIV, MOD)

COMM 216: METHODS OF RHETORICAL CRITICISM (4) Department
A survey course of established methods and procedures of rhetorical criticism. Students will learn the basic procedures and theories of describing, analyzing, and evaluating rhetorical texts. Topics include the nature, definition, and functions of rhetoric and rhetorical criticism. Prerequisite: sophomore standing or permission. Not offered in 2017-18. (w, x)

COMM 217: RHETORICAL THEORY - FROM ANCIENT GREECE TO THE RENAISSANCE (4) Department
A survey course on the origins and major developments in rhetorical theory from 5th century B.C.E. Greek society to the Renaissance period. In addition to reading Plato and Aristotle, students explore how women like Aspasia and Sappho transcended the public sphere’s gendered-boundaries. Discussions consider how categories of sex/gender, race, ethnicity, class, and age both influenced men’s and women’s power to speak and shaped the rhetorical practices we employ today. Also listed as GWS 217. Prerequisite: sophomore standing or permission. Not offered in 2017-18. (o, r, PRE)

COMM 220: INTERPERSONAL COMMUNICATION (4) Department
The importance of understanding one’s style of communication in various relationships is relevant to successful communication. Students will learn the progression of skills necessary in developing and maintaining personal relationships. Topics such as self-concept, perception, verbal/nonverbal messages, listening, and disclosing will be discussed. Open to first-year students. No prerequisite. Not offered in 2017-18.

COMM 222: VIDEO STUDIO PROCESSES (4) Richter
This course introduces students to basic concepts and creative processes in the video studio. Focus is on three interrelated areas: pre-production, including script writing, visualization and planning; production, including use of equipment and live multi-camera directing; and critique, including peer critique of completed assignments and critique of professionally produced videos with an eye to developing visualization and writing skills. Class meets four hours per week. Open to first-year students. No prerequisite. Not offered in 2017-18. (CRE)

COMM 227: INTRODUCTION TO MASS MEDIA (4) Bratic
The course is an introduction to a variety of mass media forms (newspapers, film, radio, television, the internet). Students will gain an understanding of media’s role in society and learn how to become critical media users and practitioners. Students will also learn how to produce their own media content and discuss historical development, economic structure, and social context of media technologies. Open to first-year students. No prerequisite. Not offered in 2017-18.

COMM 231: WRITING FOR THE PRINT MEDIA I (4) Department
This course offers special topics in writing for newspapers, magazines, and other print media formats. No prerequisite. Not offered in 2017-18.

COMM 232: WRITING FOR THE PRINT MEDIA II (4) Department
Advanced writing for the print media based on skill and knowledge developed in COMM 231. Prerequisite: COMM 231. Not offered in 2017-18.

COMM 234: ALTERNATIVE MEDIA (4) Richter
Students learn about and create a variety of alternative media. We first explore the limits of mainstream media and the potential of alternative media for political and personal expression, and the issue of DIY media aesthetics. Students will then craft their own alternative written, graphic and aural messages in a variety of media, e.g. ‘zines, low-tech and community access television, pod casts and blogs. Open to first-year students. No prerequisite. Offered term 2. (CRE)

COMM 236: WRITING FOR BROADCAST MEDIA (4) Department
Social media have revolutionized communication, but also underscore the continued need for precise, accurate information that’s readily grasped the first time it’s heard. This course, taught by an experienced broadcaster, focuses on news writing for television and radio. You will examine good and bad examples of broadcast writing to determine what makes them so, learn to convert raw information into readable copy, and also learn techniques of effective interviewing, copy editing and on-camera delivery. No prerequisite. Offered term 2.
COMM 238: ARGUMENTATION AND ADVOCACY (4) Presswood
Students learn and apply principles of reasoned discourse and techniques of argumentation in this course. Logic, appropriate use of evidence, and addressing alternative perspectives are among topics covered. Students prepare and present written and oral arguments on controversial issues. Prerequisite: sophomore standing or permission. Offered Term 1. (o, r)

COMM 244: SOCIAL MARKETING AND CAMPAIGNS (4) Bratic, Joseph
This class will explore the process of mass communication marketing and campaigns in contemporary society. We will examine the major theoretical concepts of social marketing and campaigning and investigate variety of public, commercial and social issues campaigns. When the class is taught in the year prior to the U.S. presidential election, presidential campaigns will be examined as case studies. Prerequisite: sophomore standing or permission. Not offered in 2017-18. (o, MOD)

COMM 260: BUSINESS COMMUNICATION (4) Joseph
This course covers writing, planning, and presentation skills needed in a variety of business settings. It addresses report and proposal writing, résumés, and cover letters as well as business meeting and special event planning. Additionally, students will learn presentational skills appropriate to different business contexts. Open to first-year students. Offered term 2. (o)

COMM 270: INTERCULTURAL COMMUNICATION (4) Bratic
This course examines the diverse cultural and sociocultural customs, rules, and communication styles in multicultural interaction. Topics examined are intercultural communication theory, communication styles across different cultures, the impact of cultural difference on human interaction in business, education, and interpersonal interaction, and strategies in cross-cultural training. Offered term 2. (o, DIV, MOD)

COMM 290: INDEPENDENT STUDY (2 or 4) Department
Independent study conducted below the advanced level. Application must be made with faculty prior to registration. Offered any term.

COMM 313: MEDIA CRITICISM (4) Bratic
A survey of critical approaches to the mass media and mass culture. The purpose of the course is to develop students’ critical viewing skills by increasing awareness of the pervasiveness of the mass media in everyday life, by studying various theories of media criticism, and by doing critical analysis of the media. Offered Term 2. (MOD)

COMM 315: PEACE, CONFLICT AND MEDIA (4) Bratic
This course will examine the role of media in violent conflicts. We begin by examining the exploitation of media in times of conflict as we learn about the major concepts in propaganda studies. We then focus on new and creative ways of using media channels and techniques to advance peaceful resolution of violent conflict. Social media, soap-operas, marketing campaigns and peace journalism are examples of peace oriented media to be covered in this course. Offered term 2. (w, x, MOD)

COMM 316: CONTEMPORARY PUBLIC COMMUNICATION (4) Richter
Students learn about philosophies and realities of communication in a democratic society. Topics covered include different ways a public realm of debate has been conceptualized historically, and the nature of participation and the role of mass media in political processes in modern society. Prerequisite: COMM 101 and junior standing or permission. Not offered in 2017-18.

COMM 322: PUBLIC RELATIONS PRINCIPLES (4) Joseph
This course familiarizes students with the principles and functions of public relations. Utilizing hands-on teaching, students will learn about and apply PR principles, persuasive theory, and PR planning through the development of a PR campaign. Also covered are PR history, ethics, and development of tactics, such as press releases, brochures, and special events. Prerequisite: COMM 101 and junior standing or permission. Offered term 1.

COMM 327: COMMUNICATION AND TECHNOLOGY (4) Richter
Social influences on the emergence of new communication technologies, and the way such technologies impact society, are studied in this course. The course begins with consideration of the history of technologies such as telegraph, telephone, and broadcasting. Insights from historical study are then applied in critical analysis of current and emergent communication technologies. Prerequisite: COMM 101 and junior standing or permission. Not offered in 2017-18.
COMM 340: COMMUNICATION THEORY (4)  
Joseph  
This course examines various theories that lead to a more thorough knowledge of communication perspectives and processes. It is designed to give students an understanding of the key concepts and themes that undergird communication research. Active participation from students in class discussions and presentations is emphasized. Not offered in 2017-18.

COMM 343: ORGANIZATIONAL COMMUNICATION (4)  
Joseph  
Students examine communicative approaches to organizing—including classical/scientific management, human relations, human resources, systems, cultural, and critical theories. Specific issues in organizations such as socialization, conflict, work, and emotion, and sexual harassment will be considered from a communicative perspective. Prerequisite: COMM 101 and junior standing or permission. Offered term 1. (MOD)

COMM 344: HEALTH COMMUNICATION (4)  
Joseph  
Health communication is an emerging specialty in the field of communication. This course is a survey of some of the concepts and theories in health communication and explores several areas, including the social construction of health and illness, patient-provider interaction, the development of health care promotion messages, and an overview of health care models and organizational structures in the U.S. Prerequisite: sophomore standing. Offered term 2.

COMM 348: POP CULTURE (4)  
Bratic  
This course examines the relationship of communication media and popular culture. The study of popular culture reveals how people make meaning in everyday communicative interaction. Topics covered include the role of popular culture in society, cultural studies analysis, and a case study of rock and roll as a cultural form. Prerequisites: COMM 101 or permission. Not offered in 2017-18. (DIV, MOD)

COMM 350: SPECIAL TOPICS: VISUAL CULTURE (4)  
Richter  
Some images and videos go viral. Others do not. Why? Can irony, fear, or power inequalities between groups be expressed without spoken or written language? If so, how? We address these and related questions in this course, which focuses on the symbolic use of images and things, especially in current day, western cultural contexts. Specifically, you will be introduced to explanatory theories of visual communication, learn to analyze/critique images and objects from a communication perspective, and even sharpen your own skills in producing persuasive visuals. Offered Term 2.

COMM 361: MEDIA LAW AND POLICY (4)  
Richter  
Students gain a basic understanding of philosophy and practice of government regulation of U.S. media. First Amendment issues, intellectual property, and differences between regulation of print and electronic media are covered. Students prepare in-depth research projects on issues such as regulation of children’s television. Prerequisites: COMM 101 and junior standing or permission. Not offered in 2017-18.

COMM 380: GLOBAL COMMUNICATION AND MEDIA (4)  
Bratic  
This course deals with the development of various international media systems and international communication. Topics include comparative analysis of U.S., British, Russian, Chinese, and other countries’ media systems and the role of commercial, intergovernmental, and non-governmental organizations in shaping of global communication and critical analysis of documentary films portraying international media issues. Also listed as INTL 380. Prerequisite: sophomore standing or permission. Offered Term 1. (o, GLO, MOD)

COMM 390: INDEPENDENT STUDY (2 or 4)  
Department  
Independent study conducted at the advanced level. Application must be made with faculty prior to registration. Offered any term.

COMM 399: INTERNSHIP (4)  
Department  
Application must be made with faculty prior to registration. May be proposed in any term.

COMM 470: SENIOR SEMINAR (4)  
Richter  
In this capstone course, students draw on the knowledge and skills developed in the program to write a major research paper in a particular area of communication studies. Prerequisite: COMM 205, COMM 208, or COMM 216 and senior standing. Offered Term 1.

COMM 490: SENIOR HONORS THESIS (4, 4)  
Department  
Capstone for honors candidates, by invitation of the department. A three-term project culminating in a thesis. Application must be made with faculty prior to registration. May meet with senior seminar Term 1.