

Communication (COMM)

Courses

COMM 001 Media and Society 4 Credits

This introduction to the roles of mass media in U.S. and global society explores a media-saturated society. Students learn how mass media operate in relationship to society, controversies surrounding their activities, social consequences of media behavior, and theories for examining mass media. Restricted to CAS students but other colleges and upperclassmen allowed by instructor's permission.

Attribute/Distribution: SS

COMM 040 (ENTP 040) Entrepreneurial Communication for Creative Industries 3 Credits

Explores the evolving culture of social media and related communication strategies and analysis. In depth discussion of tools, technique and tone; digital identity, content, voice and audience; and of managing social media blended with traditional platforms. Practical applications and best practices for multiple methods. Covers all the leading social media platforms, crowdsourcing, crowdfunding, guerilla marketing, as well as exploring new emerging platforms. Case discussions with external profit, nonprofit and government practitioners. Students design, execute and evaluate a communication campaign strategy.

Attribute/Distribution: SS

COMM 050 Intro to Political Communication 4 Credits

Whether we realize it or not, political communication is a big part of our daily lives. This course aims to introduce students to this interdisciplinary field that bridges communication and political science. It will provide an overview of how news and political messages are created and disseminated through mass and interpersonal communication, and how those influence our political perceptions, attitude, and behaviors. The implications of the changing media landscape for society and relevant theories will be also discussed. (SS).

Attribute/Distribution: SS

COMM 101 (JOUR 101) Media, Sports and Society 4 Credits

Analysis of social, political and economic implications of media sports coverage; emphasis placed on media coverage of events of international scope, such as the World Cup, World Series and the Olympics; special attention paid to the role of the sports press in coverage of issues such as AIDS, racism, sexism, drug use and terrorism.

Attribute/Distribution: SS

COMM 102 (DOC 102, FILM 102, JOUR 102) The Sports Documentary 4 Credits

The sports documentary has become an increasingly important form of media. Through the sports documentary, some of society's most significant concerns are portrayed and discussed, including issues of race, gender, terrorism, inequality and more. Too, the sports documentary has adapted to various media, from film to television to online, from the multi-volume work of Ken Burns to ESPN's "30 for 30." This course examines and critiques the social, cultural, political and economic implications of the sports documentary in contemporary culture.

Attribute/Distribution: HU

COMM 130 Public Speaking 4 Credits

Applying the principles of public speaking to making informative and persuasive presentations effectively. Emphasis on speech composition and effective oral communication skills.

Attribute/Distribution: HU

COMM 135 (JOUR 135, SOC 135) Human Communication 4 Credits

Processes and functions of human communication in relationships and groups.

Attribute/Distribution: SS

COMM 143 Persuasion and Influence 4 Credits

The social, symbolic, and rhetorical means of persuasion and how this persuasive influence is expressed in politics, advertising, and the mass media. Students will gain experience in evaluating and creating persuasive communication messages and campaigns.

Attribute/Distribution: SS

COMM 150 (HMS 150) Health Communication 4 Credits

Knowledge of health communication is an essential foundation for anyone working in the field. Yet communicating about health is often complex and multi-faceted. To better understand health communication, we will explore the role of media and persuasion. We'll examine media coverage of health information; communications on risks and epidemics; theories and research of health behavior; effects of communication technologies on health communication; communicating about health data and information; health campaigns; engaging with individuals and communities with health messages and more.

Attribute/Distribution: SS

COMM 160 Public Speaking (for IBE Students) 4 Credits

Applying the principles of public speaking to making informative and persuasive presentations effectively. Emphasis on speech composition and effective oral communication skills. This class is limited to students in the Integrated Business and Engineering Honors Program.

Attribute/Distribution: HU

COMM 165 Data Storytelling 4 Credits

The availability of large amounts of data offers new insights for many fields, such as computer science, marketing, health and journalism. Data storytelling -- the ability to gather, analyze, visualize and tell stories with data -- has become a sought-after skill. This course, designed for students with skills or prior experience in data analytics, statistics, math or programming, demonstrates the value of data storytelling for all fields and provides students with advanced tools to create meaningful, compelling data stories.

Attribute/Distribution: SS

COMM 220 Public Relations 4 Credits

Study of public relations principles and writing. Ethical, legal and public opinion environments for public relations; development of communication strategies for various audiences, including the mass media. Preparing publicity; planning and conducting news conferences; writing speeches, brochures, newsletters and reports.

Prerequisites: (JOUR 013 or JOUR 023) and (JOUR 014 or JOUR 024)

Attribute/Distribution: ND

COMM 248 (GS 248) Global Communication 4 Credits

This class uses historical and cultural perspectives to study how globalization shapes and is shaped by communication and media structures and processes, with emphasis on journalism, the media industries and popular culture. Topics include: global media industries and media flow, entertainment, media hybridity, development communication and alternative media.

Attribute/Distribution: SS

COMM 276 (AAS 276) Media and Race 4 Credits

Considers the role of print, broadcast and new media representations upon social reality. Focuses upon making the connections between information and entertainment media that perpetuate stereotypes and how such stereotypes create dominant, contemporary understandings of various groups. This course is writing intensive.

Attribute/Distribution: SS

COMM 277 (AAS 277) Race Representations & News Media 4 Credits

This course examines the representation of racial and ethnic minorities in American media and media outlets globally. It begins with a comparative analysis of majority/minority representations. It further analyzes the impact of such portrayals upon public opinion, public policy, and interpersonal life within the U.S. and abroad. Class discussions and assignments will address the role of print, broadcast and online media in shaping the contemporary dominant understandings of various racial groups in a globalized world and social constructions of reality.

Attribute/Distribution: SS

COMM 278 (AAS 278) Race, Sports, Media and Social Activism 4 Credits

This course investigates the role and use of media in key efforts of social resistance among American athletes of color. Our analysis will include a look at the lives of athletes who engage in these actions; key acts of resistance; media coverage; and the public response both for and against the protests. Students will learn about media literacy, the power of representation, public sphere protest among celebrities and the role of news media in protest.

Attribute/Distribution: SS

COMM 300 Apprentice Teaching 1-4 Credits

COMM 325 Special Topics In Communication 1-4 Credits

Attribute/Distribution: SS

COMM 327 Mass Communication and Society 4 Credits

A review of theories and research on the relationship of mass communication to social processes. Intensive analysis of selected media products (e.g., TV news, dramas, and sitcoms; films; print; music videos, etc.).

Prerequisites: SOC 001 or ANTH 001

Attribute/Distribution: SS

COMM 331 Business and Professional Speaking 4 Credits

The principals of oral communication as applied to business and professional situations. Professional presentations, small group interaction and interpersonal communication in the business setting.

Attribute/Distribution: ND

COMM 375 (AAS 375) Global Media and Culture 4 Credits

Cultural Studies investigates dominant understandings; issues of identity and experience; and society. A Cultural Studies approach to understanding representations of difference in global media. Focus will center upon the role of media in shaping the contemporary dominant understandings of various groups in a globalized world; introductions to philosophies and theories that function as fundamental texts on the relationship between media, social life and human behavior; and the ways in which media socially construct a new, globalized reality.

Attribute/Distribution: SS

COMM 376 (AAS 376, WGSS 376) New Media, Race and Gender 4 Credits

This class explores the relationship among race, gender and new media. It examines depictions of racial minorities and women online; how users access and use new media across race and gender (including a look at the digital divide); and differences in use of social media websites across race and gender. The goal is for students to understand how existing racial and gender categorizations are/are not transmitted to the online community and do/do not become extensions of present social hierarchy.

Attribute/Distribution: SS

COMM 385 Seminar in Communication Issues 3-4 Credits

A seminar focusing on contemporary issues and problems facing the mass media and communication. Topics vary. Taken by seniors for 4 credits and graduate students for 3 credits. Open to senior journalism or senior journalism/science writing majors or have consent of the instructor.

Attribute/Distribution: SS