

COMM - COMMUNICATION

COMM107 Oral Communication: Principles and Practices (3 Credits)

A study of and practice in oral communication, including principles of interviewing, group discussion, listening, informative briefings, and persuasive speeches.

Credit Only Granted for: COMM107, COMM200, ENES143, INAG110, JOUR130 or THET285.

COMM130 Professional Communication and Writing (1 Credit)

Designed to enhance the clarity and grace of students' writing. Students will acquire knowledge of writing based on principles of style and grammar as well as argument and organizational structure across a diversity of professional writing contexts. Students will also engage in peer review of one another's writing.

Restriction: Must be in the Communication major.

COMM170 Foundations of Listening (3 Credits)

Role, process, and levels of listening behavior and the development of listening skills.

COMM200 Critical Thinking and Speaking (3 Credits)

Theory and practice of persuasive discourse analysis and composition. Research techniques, logical and rhetorical conceptions of argument, and technical principles for persuading in public venues.

Credit Only Granted for: COMM107, COMM200, ENES143, INAG110, JOUR130, OR THET285.

COMM201 Introduction to Public Relations (3 Credits)

Basic concepts and principles of public relations. Roles in organizations and society; history; skills and practices of public relations; theories and models of effective and ethical public relations.

Prerequisite: Must have completed or be concurrently enrolled in COMM130.

Restriction: Must be in the Communication major.

COMM207 Oral Communication for Engineers (1 Credit)

An exploration of oral communication skills which prepares engineers to engage in interpersonal communication in professional and international settings, communicate effectively in group environments, and deliver listenable presentations.

Prerequisite: ENES100.

COMM230 Argumentation and Debate (3 Credits)

A study of the fundamental principles of reasoning, analysis, and evidence preparation of debate briefs and presentation of standard academic debate.

COMM250 Introduction to Communication Inquiry (3 Credits)

An introduction to the field of communication. Definitions, models, and contexts of communication; rhetorical theory and rhetorical criticism of discourse.

COMM269 Special Topics in Study Abroad II (1-6 Credits)

Special topics course taken as part of an approved study abroad program.

Repeatable to: 15 credits if content differs.

COMM288 Communication Internship (1-6 Credits)

An individual experience arranged by the student with the instructor. Does not satisfy communication major requirements. 45 hours of supervised internship per credit hour with communication professional. Not a substitute for COMM386.

Prerequisite: Permission of ARHU-Communication department.

Repeatable to: 6 credits if content differs.

COMM296 Deliberative Democracy (3 Credits)

How do we change our politics, save democracy, and move beyond the "us vs. them" culture that divides us? This course begins with the premise that how we talk to one another and debate controversial issues can promote the public good or erode it in irreparable ways. Students in each class session will put principles of public dialogue into practice as they learn deliberative theories and skills that can help save democracy. Class readings will turn to historical case studies to frame the most controversial political issues we face today.

Credit Only Granted for: HNUH238A, COMM398I (Fall 2022), or COMM296. **Formerly:** COMM398I.

COMM298 Selected Topics in Communication (3 Credits)

Special topical study of contemporary issues in communication.

Repeatable to: 6 credits if content differs.

COMM301 Rhetorical Theories (3 Credits)

Explores the idea of rhetoric, from antiquity to digitality. Rhetoric, as an art of moving bodies, is central to democratic self-governance: only through persuading each other can we develop a shared vision of a just and desirable future. This course tracks the genesis of rhetorical theory in the ancient world, 20th-century struggles against fascist rhetoric, and contemporary extensions of rhetoric in digital media ecologies.

Prerequisite: COMM130, COMM250; and one course from STAT100, BMGT230, EDMS451, CCJS200, PSYC200, or SOCY201; and one course from COMM107, COMM200, or COMM230; and must have completed or be concurrently enrolled in COMM304.

Restriction: Must be in the Communication major.

Credit Only Granted for: COMM301 or COMM401.

COMM302 Communication Science Theories (3 Credits)

This class introduces students to the principles of theory construction and offers a critical overview of how communication theories can be applied to solving problems in diverse social contexts, including interpersonal, intercultural, organizational, health, and/or political issues. The ultimate goal of this course is to put students in an intellectual position to understand theories more logically and critically and use them appropriately and effectively in conducting academic research and addressing social issues.

Prerequisite: COMM130, COMM250; and one of STAT100, BMGT230, EDMS451, CCJS200, PSYC200, or SOCY201; and one of COMM107, COMM200, or COMM230; and must have completed or be concurrently enrolled in COMM304.

Restriction: Must be in the Communication major.

Credit Only Granted for: COMM302 or COMM402.

COMM303 Media Theory (3 Credits)

Provides students with an introduction to media theory from multiple perspectives. We will begin by understanding how the history of mediated communication has been connected to ideology and lived experiences. Through readings, discussions, and activities, you will understand how technical, historical, economic social, and political forces have helped shape media content and the media themselves. You should also become familiar with the debate over how much influence the media have over their audiences, and what types of influences are present. The course will introduce issues relevant to consideration of media and historically underrepresented and marginalized groups, as well as individual and societal functions of the media.

Prerequisite: COMM130 and COMM250; and one of STAT100, BMGT230, EDMS451, CCJS200, PSYC200, or SOCY201; and one of COMM107, COMM200, or COMM230; and must have completed or be concurrently enrolled in COMM304.

Restriction: Must be in the Communication major.

COMM304 Communication Research Literacy (3 Credits)

Explores the different research traditions in the Communication discipline. This "literacy" course will develop students' ability to locate and fully comprehend Communication research and to understand how that research is conducted, reported, analyzed, and critiqued in Communication literature.

Prerequisite: Must have completed the Communication gateway requirements (COMM250; and one of STAT100, BMGT230, EDMS451, CCJS200, PSYC200, or SOCY201; and one of COMM107, COMM200 or COMM230). Must have completed or be concurrently enrolled in COMM130.

Restriction: Must be in the Communication program.

COMM305 Qualitative Communication Research Methods (3 Credits)

Introduces undergraduate students to the methods used in qualitative communication research. Topics covered in class include ethics, field research, reflexivity, data collection, and data analysis. Over the course of the semester, students will develop a research prospectus, engage in field research (interviews and observations), analyze qualitative data, and write/present their research.

Prerequisite: COMM130 and COMM304.

Restriction: Must be in the Communication major.

COMM306 Rhetorical Methods in Communication (3 Credits)

Equips students with skills for conducting research using rhetorical-critical methods. Such methods are crucial for scholars studying all kinds of public rhetoric: speeches, popular culture, photojournalism, digital media, public monuments, laws, and more. They are also instrumental for citizens engaging with elected officials, other citizens, and democratic institutions, as well as professionals who seek to create and understand persuasive discourse. This course will equip you with critical interpretive skills important to your work as a scholar, citizen, and professional.

Prerequisite: COMM130 and COMM304.

Restriction: Must be in the Communication major.

COMM307 Quantitative Methods in Communication (3 Credits)

Designed to introduce students to the basics of quantitative communication research methods. As such, it covers the basic principles of scientific inquiry, the process for generating research questions and hypotheses, the concept of variables, sampling methods, research designs, basics of data analyses, as well as ethics in scientific research. This course prepares students to become informed consumers of quantitative communication research.

Prerequisite: COMM130 and COMM304.

Restriction: Must be in the Communication major.

Credit Only Granted for: COMM400 or COMM307.

Formerly: COMM400.

COMM311 Peer Consulting in Oral Communication (3 Credits)

Provides training in the principles and practice of peer consulting in the context of the Oral Communication Center in the Department of Communication. Students will apply and integrate the knowledge and skills acquired in their fundamental studies oral communications course with new training to help their peers become outstanding listeners and speakers. Students will also engage in a group research project designed to extend knowledge in peer consulting best practices.

Restriction: Permission of Communication department.

Credit Only Granted for: COMM398C or COMM311.

Formerly: COMM398C.

Additional Information: There will be a pre-enrollment interview conducted before students are given permission to enroll in the course.

COMM324 Communication and Gender (3 Credits)

Explores how communication shapes constructions of gender, sex, sexuality and other identity markers. Topics include issues of oppression, identity, and power and social, political, and economic situations and examines how these issues impact our daily lives.

COMM330 Argumentation and Public Policy (3 Credits)

Contemporary theories of argumentation with special emphasis on methods of formulating and critiquing public policy argument.

COMM331 News Writing and Reporting for Public Relations (3 Credits)

Writing and researching news and information media for public relations; laboratory in news-gathering tools and writing techniques for public relations.

Prerequisite: COMM130 and COMM201.

Restriction: Must be in Communication program; and (sophomore standing; or junior standing).

Credit Only Granted for: JOUR201, COMM231, or COMM331.

Formerly: COMM231.

COMM340 Communicating the Narrative (3 Credits)

The role of narratives in communicating messages and development of strategies to effectively communicate the narrative form through storytelling, oral reading, and anecdotes.

COMM341 Environmental Communication (3 Credits)

Explores the theory and practice of talking about the environment. Students will explore how environmental discourses construct and challenge our identities and relationships with other beings as part of multiple complex and interconnected systems. Topics covered include historical and contemporary rhetorics of environmentalism, scholarly thought on discourses of nature and culture, and efforts to relocate the "center" of environmental communication by privileging the perspectives and strategies of marginalized knowledges, practices, and voices.

Credit Only Granted for: COMM3980 or COMM341.

Formerly: COMM3980.

COMM351 Public Relations Techniques (3 Credits)

The techniques of public relations, including news releases, publications and printed materials, audio-visual techniques, speeches and special events. Application of these techniques in laboratory and field projects.

Prerequisite: COMM331.

Restriction: Must be in Communication program.

COMM353 New Media Writing for Public Relations (3 Credits)

Students learn the uses and influence of new media on public relations practice and expand their ability to write using new and traditional media platforms and tools

Prerequisite: Minimum grade of C- in COMM351.

Restriction: Must be in Communication program.

Credit Only Granted for: COMM352 or COMM353.

Formerly: COMM352.

COMM354 Public Relations Programs (3 Credits)

Analysis of eight major programs typically carried out by public relations professionals: employee relations, media relations, financial relations, member relations, governmental relations, community relations, fundraising and dealing with activist public.

Prerequisite: COMM201.

COMM360 The Rhetoric of Black America (3 Credits)

An historical-critical survey of the rhetoric of Black Americans from the colonial period to the present.

COMM365 Social Media & Digital Culture (3 Credits)

An examination of the relationship between social media, communication, culture, economics, and politics. Emphasizes critical analysis of social media texts, platforms, and technologies. Engages contemporary theories of digital media alongside practical lessons on social media production.

COMM369 Special Topics in Study Abroad III (1-6 Credits)

Special topics course taken as part of an approved study abroad program.

Repeatable to: 15 credits if content differs.

COMM370 Mediated Communication (3 Credits)

Analysis and critique of structure, performance, content, effects, and future of mediated communication.

Prerequisite: COMM250.

Restriction: Junior standing or higher.

COMM371 Communication and Digital Media (3 Credits)

A basic introduction to communication in the digital age. Through class lectures, assignments and projects, students will learn to effectively use new media for the purpose of strategic message creation and management used in the field of communication. Students will apply the basics of visual layout skills and the principles of visual design to create messages using words and images.

Restriction: Must be in Communication program.

COMM372 Communication, Meaning, and Digital Media (3 Credits)

An exploration of visual communication and meaning creation. A theoretical and practical application of communication concepts and techniques in the production of visual content.

Restriction: Must be in Communication program.

COMM373 Communication and Digital Visual Narrative (3 Credits)

Examination of the traditional style of visual communication, its practices and theoretical underpinnings juxtaposed against contemporary digital media aesthetics and techniques. Utilizing a variety of communication skills and new media tools, students will plan, write, shoot, edit, and upload digital visual narratives.

Restriction: Must be in Communication program.

COMM374 Communicating Visually: Message Production and Digital Media (3 Credits)

Focus on the interplay between technology, images and sound in the creation of digital content. This is a communication process by which a digital visual message evolves from conception to completion, incorporating the creative, financial and marketing tools. Students will conceive, plan, recruit and supervise digital video projects, developing a familiarity with production management technique and execution.

Restriction: Restricted to Communication Majors at the Universities at Shady Grove.

COMM375 Documentary Theory and Practice (3 Credits)

A historical and theoretical introduction to documentary films and videos. Students will explore the power of documentaries to address socially significant issues.

Restriction: Must be in Communication program.

COMM376 Communication through Advocacy Short Film (3 Credits)

Explores the theory and practice of contemporary communication and advocacy short form video.

Restriction: Must be in Communication program.

COMM377 Digital Media in London (3 Credits)

Provides students with skills in production practice while also incorporating theory and cultural studies. Students are challenged to understand societal problems around economy, race, gender, identity and power and to extend that exploration by building projects that utilize high demand skills in the digital communication and documentary professions. Students will write, record voice over, interview people, and build projects with compelling narrative structure. The projects will be an important component of their portfolio when applying to graduate school or their first professional efforts post-graduation. Classroom discussions will contain balance between practical instruction and critical discussion built around racial, social, and economic structures and systems.

Credit Only Granted for: COMM369D or COMM377.

Formerly: COMM369D.

COMM382 Essentials of Intercultural Communication (3 Credits)

Introduction of major theories and concepts of intercultural communication; examination of processes that make up cultural differences; and use of intercultural communication competence skills.

Credit Only Granted for: COMM382 or COMM482.

COMM385 Influence (3 Credits)

Explores contemporary theories of influence and their implications for communication practice. Topics include power and influence, logical theory, rhetorical theory, persuasion theory, framing theory, social influence theory, and propagation of influence in mediated social networks.

Credit Only Granted for: COMM385 or COMM498I (Spring 2014).

Formerly: COMM498I (Spring 2014).

COMM386 Experiential Learning (3-6 Credits)

Supervised internship experience with communication professionals. Relation of academic training to professional experience.

Prerequisite: Permission of ARHU-Communication department.

Restriction: Junior standing or higher; and must be in Communication program.

COMM388 Communication Practicum (1-3 Credits)

Supervised professional-level practice in communication.

Prerequisite: Permission of ARHU-Communication department.

Repeatable to: 3 credits if content differs.

COMM390 Health Communication (3 Credits)

Designed to introduce students to the academic and practical fields of health communication. It blends theoretical concepts and practical concerns that impact upon health communication processes. To be specific, this course extensively covers influential theories and models of behavior change as well as cutting-edge research on health communication interventions or campaigns, exposing students to authoritative work done in both areas. Students in this class will also learn about the process of planning a comprehensive health communication campaign and have the opportunity to work in groups to develop their own campaign plans addressing an urgent health problem.

Credit Only Granted for: COMM390 or COMM398E.

Formerly: COMM398E.

COMM398 Selected Topics in Communication (3 Credits)

Topical study of contemporary issues in communication.

Repeatable to: 6 credits if content differs.

COMM399 Honors Thesis (3 Credits)

Prerequisite: Permission of ARHU-Communication department.

Restriction: Must be in Communication program.

Repeatable to: 6 credits if content differs.

COMM400 Research Methods in Communication (3 Credits)

Philosophy of scientific method; role of theory; research ethics; empirical research methods (measurement, sampling, design, analysis).

Prerequisite: COMM250; and must have an introductory course in statistics.

Restriction: Must be in Communication program.

Credit Only Granted for: COMM400 or COMM307.

COMM401 Interpreting Strategic Discourse (3 Credits)

Principles and approaches for practical analysis of discourse designed to shape audience opinion.

Prerequisite: COMM250.

Restriction: Must be in Communication program.

COMM402 Communication Theory and Process (3 Credits)

Philosophical and conceptual analysis of communication theories.

Prerequisite: COMM250.

Restriction: Must be in Communication program.

COMM419 Special Topics in Health Communication (3 Credits)

Covers a variety of topics of health communication. Blends theoretical concepts and practical concerns that impact upon health communication processes. This course covers a specific topic of health communication in greater depth and applies scholarly discoveries to real-world examples.

Prerequisite: COMM304.

Restriction: Must be in the Communication Major.

Repeatable to: 6 credits if content differs.

COMM420 Theories of Group Discussion (3 Credits)

Current theory, research and techniques regarding small group process, group dynamics, leadership and decision-making.

COMM421 Communicating Leadership (3 Credits)

Examines the nature of leadership, theories of leadership from a communication perspective, relationships between leadership, authority, power, and ethics. Explores leadership responsibilities, commitments, and actions.

COMM422 Communication Management (3 Credits)

Communication policies, plans, channels, and practices in the management of the communication function in organizations.

COMM423 Communication Processes in Conferences (3 Credits)

Group participation in conferences, methods of problem solving, semantic aspects of language, and the function of conferences in business, industry and government settings.

COMM424 Communication in Complex Organizations (3 Credits)

Structure and function of communication within organizations: organizational climate and culture, information flow, networks and role relationships.

COMM425 Negotiation and Conflict Management (3 Credits)

Role of communication in shaping negotiation and conflict processes and outcomes.

COMM426 Conflict Management (3 Credits)

Role of communication in managing conflict processes.

Recommended: COMM425 and COMM250.

COMM427 Crisis Communication (3 Credits)

Explores theories and research related to communication before, during, and after a crisis. Students examine the fundamentals of organizational communication, crisis management, and strategic and crisis communication planning before examining case studies of a number of real-life crises: organizational crises, natural disasters, accidents, terrorism incidents, health crises, and major crises of credibility.

COMM428 Special Topics Seminar in Dialogues and Deliberation (3 Credits)

A study in public dialogue and deliberation theory and practice. This course will integrate recorded lectures, readings, videos, Public Dialogues, teamwork, and historical research.

Prerequisite: COMM250; and must have completed or be concurrently enrolled in COMM306.

Restriction: Must be in the Communication Major.

Repeatable to: 6 credits if content differs.

COMM435 Theories of Interpersonal Communication (3 Credits)

Major theoretical approaches and research trends in the study of interpersonal communication.

COMM436 Interpersonal Arguing (3 Credits)

An examination of face to face arguing.

Prerequisite: COMM400 and COMM250.

Restriction: Must be in Communication program.

Credit Only Granted for: COMM436 or COMM498I.

Formerly: COMM498I.

COMM448 Special Topics in Public Relations (3 Credits)

Courses seek to examine historical and current communication management theories, literature and practices for the purposes of understanding the business environment in which public relations/communication management operates and applying the best of these theories and practices toward the management of the public relations/communications functions of an organization.

Prerequisite: COMM201.

Restriction: Must be in the Communication Major.

Repeatable to: 6 credits if content differs.

COMM449 Special Topics in Digital Communication (3 Credits)

Explores the topics that have arisen around computers, digital technologies, the internet, big data, surveillance capitalism, and network infrastructures.

Repeatable to: 12 credits if content differs.

COMM450 Ancient Worlds of Rhetoric (3 Credits)

A survey of rhetorical theory across different cultures in antiquity. Emphasizes cultural contexts in which rhetorical acts of advising, instructing, persuading, and arguing emerge. Draws connections between ancient theories and contemporary communication problems.

Prerequisite: COMM250.

Restriction: Must be in Communication program.

Credit Only Granted for: COMM450 or COMM650.

COMM452 Rhetoric, Technology, and Culture (3 Credits)

An investigation of the intersections between rhetoric, technology, and culture. Emphasizes critical and cultural approaches to communication technologies. Draws lessons from the history of rhetoric and media to inform contemporary understandings of communication in the context of digitality.

COMM454 Rhetoric of the 1960s (3 Credits)

Study of key rhetoric of the 1960s. Treats rhetoric of relevant Presidents and several protest movements including civil rights, anti-war, and women's liberation. Contrasts traditional modes of argument with alternative rhetorical forms.

Prerequisite: COMM301.

COMM455 Speechwriting (3 Credits)

The study of message strategies in order to research and develop effective speech texts appropriate to speakers and their audiences in various public contexts.

COMM456 Freedom of Speech & the First Amendment (3 Credits)

Examines the U.S. Supreme Court's rulings on freedom of speech cases as grounded in the First Amendment to the U.S. Constitution. It also considers the political and ideological role of "freedom of speech" as a rhetoric organizing and ordering U.S. political culture.

Credit Only Granted for: COMM498Y or COMM456.

Formerly: COMM498Y.

COMM458 Seminar in Political Communication (3 Credits)

The examination of special topics for and theories of political communication.

Prerequisite: COMM250.

Repeatable to: 6 credits if content differs.

COMM459 Special Topics in Science Communication (3 Credits)

This seminar course is designed to help students learn a variety of topics of science communication.

Repeatable to: 6 credits if content differs.

COMM460 Public Life in American Communities, 1634-1900 (3 Credits)

Ways that Americans have used their voice to create public life. Focus is on the diverse social communities that have characterized American life and the place and characteristics of oral discourse in each.

COMM461 Voices of Public Leadership in the Twentieth Century (3 Credits)

Study of the use of speaking in the power struggles of the twentieth century. Focus is on important speakers of the century, their social and policy influence, and the struggle to expand the diversity of voices with power in the public sphere.

COMM462 Visual Communication (3 Credits)

The study of visual communication should change the way one sees the world. Students will observe, analyze, and critique visual images. The ascendance of images in our contemporary world will be demonstrated, methods for critically comprehending how images do persuasive work will be identified, and students will develop a vocabulary for critiquing images, and assist students in creating compelling images.

Credit Only Granted for: COMM462 or COMM498V.

Formerly: COMM498V.

COMM468 Seminar in Mediated Communication (3 Credits)

The examination of special topics related to the study of mediated communication.

Restriction: Junior standing or higher.

Repeatable to: 6 credits if content differs.

COMM469 The Discourse of Social Movements (3 Credits)

Study of key social movements that have influenced American social and political life. In alternate years the Civil Rights Movement and the Rhetoric of Women's Suffrage and Abolitionism. Consideration of how groups excluded from or marginalized in American political life affect social change.

Recommended: COMM301.

Restriction: Junior standing or higher.

Repeatable to: 6 credits if content differs.

COMM470 Listening (3 Credits)

The principles of listening behavior.

COMM472 Nonverbal Communication (3 Credits)

Nonverbal communication in human interaction theory and research on proxemics, kinesics and paralanguage as expression of relationship, affect and orientation within and across cultures.

COMM475 Persuasion (3 Credits)

Bases of persuasion, with emphasis on recent experimental developments in persuasion.

COMM476 Language, Communication, and Action (3 Credits)

Communication as symbolic action through the study of communication ethics. Emerging ethical principles and decision-making in public discourse, interpersonal communication, organizational communication, public relations, health communication, and crisis communication.

Restriction: Must be in the Communication major.

COMM477 Discourse Analysis (3 Credits)

Concepts of textual and discourse analysis applied to speech situations.

COMM478 Communication Colloquium (1 Credit)

Current trends and issues in the field of communication, stressing recent research methods. Recommended for senior and graduate student majors and minors in communication.

Repeatable to: 4 credits if content differs.

COMM482 Intercultural Communication (3 Credits)

The major variables of communication in an intercultural context: cultural, racial and national differences; stereotypes; values; cultural assumptions; and verbal and nonverbal channels.

COMM483 Senior Seminar in Public Relations (3 Credits)

Integration of theory, techniques and research methods into the planning and execution of public relations campaigns for specific organizations.

Analysis of research on the case studies of public relations.

Prerequisite: COMM351; and 1 course from (COMM305, COMM306, COMM307, or COMM400).

Additional Information: Students who enrolled after Fall 2020 should not take COMM400 as a prerequisite.

COMM488 Communication Portfolio Project (1 Credit)

Preparation of the professional communication portfolio.

Restriction: Senior standing; and must be in Communication program.

Repeatable to: 3 credits if content differs.

COMM489 Topical Research (1-3 Credits)

Individualized research projects conducted with a faculty sponsor.

Prerequisite: Permission of ARHU-Communication department.

Repeatable to: 6 credits if content differs.

COMM498 Seminar (3 Credits)

Present-day communication research.

Restriction: Permission of instructor; and senior standing.