

COMM - COMMUNICATION

COMM100 Foundations of Oral Communication (3 Credits)

Prerequisite for advanced communication courses. A study of oral communication principles, including verbal and nonverbal language, listening, group dynamics, and public speaking. Emphasis in this course is upon the application of these principles to contemporary problems and upon the preparation of different types of oral discourse.

Restriction: Must not have completed COMM107.

Credit Only Granted for: COMM100 or COMM107.

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.

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.

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 COMM304; and one course from STAT100, BMGT230, EDMS451, CCJS200, PSYC200, or SOCY201; and one course from COMM107, COMM200, or COMM230.

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 COMM304; and one of STAT100, BMGT230, EDMS451, CCJS200, PSYC200, or SOCY201; and one of COMM107, COMM200, or COMM230.

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.

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 or be concurrently enrolled in COMM130; and COMM250; and one of STAT100, BMGT230, EDMS451, CCJS200, PSYC200, or SOCY201; and one of COMM107, COMM200 or COMM230.

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.

COMM324 Communication and Gender (3 Credits)

The creation of images of male and female, and masculine and feminine, through communication, the differences in male and female communication behaviors and styles, and the implications of those images and styles for male-female transactions.

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: COMM201; and must have completed or be concurrently enrolled in JOUR181.

Restriction: Must be in Communication program; and (sophomore standing; or junior standing). Or permission of ARHU-Communication department.

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

Formerly: COMM231.

COMM332 News Editing for Public Relations (3 Credits)

Copy editing, graphic principles and processes, news and information technologies for public relations.

Prerequisite: Minimum grade of C- in COMM331; or students who have taken courses with comparable content may contact the department. And permission of ARHU-Communication department.

Restriction: Must be in Communication program.

Credit Only Granted for: JOUR202, COMM232, or COMM332.

Formerly: COMM232.

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.

COMM350 Public Relations Theory (3 Credits)

The historical development and contemporary status of public relations in business, government, associations and other organizations. Application of communication theory and social science methods to the research, planning, communication and evaluation aspects of the public relations process.

Prerequisite: COMM231 or COMM250.

Restriction: Must be in Communication program.

Credit Only Granted for: COMM350 or COMM430.

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: COMM332.

Restriction: Must be in Communication program.

Credit Only Granted for: COMM351 or JOUR331.

Formerly: JOUR331.

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: COMM350.

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.

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.

Credit Only Granted for: COMM371 or COMM398V.

Formerly: COMM398V.

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.

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.

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.

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; and COMM402.

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.

Credit Only Granted for: COMM398C or COMM427.

Formerly: COMM398C.

COMM435 Theories of Interpersonal Communication (3 Credits)

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

Prerequisite: COMM400; or permission of ARHU-Communication department.

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.

COMM450 Ancient and Medieval Rhetorical Theory (3 Credits)

A survey of rhetorical theory in the ancient and medieval periods. Emphasis is placed on the theoretical problems that gave rise to its development within both periods. Authors include Isocrates, Plato, Aristotle, Cicero, Quintilian, Hermogenes, Martianus Capella, Aurelius Augustine, Alberic of Monte Cassino, Geoffrey of Vinsauf and Robert of Basevorn.

Prerequisite: COMM250.

Restriction: Must be in Communication program.

Credit Only Granted for: COMM450 or COMM650.

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: COMM401; or permission of ARHU-Communication department.

Restriction: Must not have completed COMM453 (Spring2003).

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.

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.

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.

COMM468 Seminar in Mediated Communication (3 Credits)

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

Prerequisite: COMM402, COMM450, COMM350, or JOUR350.

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: COMM401.

Restriction: Junior standing or higher.

Repeatable to: 6 credits if content differs.

COMM470 Listening (3 Credits)

The principles of listening behavior.

COMM471 Public Communication Campaigns (3 Credits)

Diffusion theory and its implications for public communication campaigns.

Prerequisite: COMM200; or permission of ARHU-Communication department.

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.

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 COMM400.

Credit Only Granted for: COMM483 or JOUR483.

Formerly: JOUR483.

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.