The Communication program offers a major in communication, as well as minors in liberal arts communication and secondary education speech communication. The goal of the program is to develop graduates who possess communication competence, in both theory and practice.

Communication Major
The communication major offers four emphases to prepare students for careers in journalism, public relations, advertising, teaching, management, human resources and for advanced education in graduate school. The curriculum follows a sequence for student development. As freshmen, students learn the principles of, and have experiences in, various contexts of communication. They also become familiar with the methods of communication research (100-level courses). As sophomores, students become acquainted with specialized subject matters and hone skills in research, writing and critical thinking (200-level courses). As juniors, students engage in deeper exploration of theoretical and ethical perspectives (300-level courses). As seniors, students participate in advanced research and work-oriented experiences.

Learning Outcomes for Communication
Upon successful completion of major requirements, students are expected to demonstrate:
1. An understanding of the theories and principles of human communication that will facilitate their professional and personal effectiveness.
2. Skill in responsible and sensitive communication with diverse others.
3. The ability to conduct systematic inquiry skillfully.
4. The ability to develop and convey oral and written messages effectively.

Core Courses
Communication 101, Principles of Communication
Communication 150, Research Methodology
Communication 207, Intercultural Communication
Communication 499, Senior Seminar

Journalism Emphasis
Bachelor of Science
Core Courses, plus
Communication 137, Introduction to News Writing and Reporting

100  2012-2013 CATALOG
Communication 237, Advanced News Writing and Reporting
Communication 250, Society and Mass Media
Communication 317, Communication Criticism or
    Communication 319, Communication Theory or
    Communication 370, Communication Technology and Society
Communication 350, Communication Law
Communication 380, Internship in Communication (4 credits) or
    Communication 396, Research in Communication (4 credits)
Two of the following:
    Communication 254 or Graphic Communication 230
    Communication 275
    Communication 278

**Required Support Courses** (Required for primary majors only)
Computer Science 107 or higher
Graphic Communication 106
Mathematics 112, or Mathematics 140 or higher
Politics 141

**Liberal Arts Emphasis**
Bachelor of Arts

**Core Courses, plus**
Three of the following:
    Communication 317, Communication Criticism
    Communication 319, Communication Theory
    Communication 350, Communication Law
    Communication 370, Communication Technology and Society
Three elective four-credit courses in communication

**Required Support Courses** (Required for primary majors only)
Option 1
    Completion of a Modern Language through 202 or
Option 2
    English 255
    History 103 or 104
    History 108 or Religious Studies 200

**Public Relations Emphasis**
Bachelor of Science

**Core Courses, plus**
Communication 137, Introduction to News Writing and Reporting
Communication 203, Advertising
Communication 208, Introduction to Public Relations
Communication 227, Technical Writing in Organizations
Communication 350, Communication Law
Communication 380, Internship in Communication (4 credits) or
    Communication 396, Research in Communication (4 credits)
One of the following:
- Communication 317, Communication Criticism
- Communication 319, Communication Theory
- Communication 370, Communication Technology and Society

**Required Support Courses** (Required for primary majors only)
- Computer Science 107 or higher
- Graphic Communication 106
- Mathematics 112, or Mathematics 140 or higher
One of the following: Art 107, Business 301, Politics 141, Psychology 228, or Sociology 217

### Relational Communication Emphasis

**Bachelor of Science**

**Core Courses, plus**
- Communication 200, Interpersonal Communication
- Communication 202, Small Group Communication
- Communication 227, Technical Writing in Organizations
- Communication 230, Organizational Communication
- Communication 250, Society and Mass Media
- Communication 290, Health Communication
Two of the following:
- Communication 317, Communication Criticism
- Communication 319, Communication Theory
- Communication 350, Communication Law
- Communication 380, Internship in Communication (4 credits) or Communication 396, Research in Communication (4 credits)
One of the following:
- Communication 241, 317, 319, 350 (if not taken above)

**Required Support Courses** (Required for primary majors only)
- 4 credits of Computer Science numbered 107 or above
- Mathematics 112

One of the following:
- Psychology 221
- Psychology 250H
- Sociology 213
- Sociology 217
- Sociology 305
- Sociology 318

### Liberal Arts Communication Minor

Communication 101, Principles of Communication
One of the following:
- Communication 317, 319, 350, 370
Three elective four-credit courses in Communication
## Secondary Education Speech Communication Minor

Communication 101, Principles of Communication  
Communication 111, Debate and Forensic Activities (one credit)  
Communication 200, Interpersonal Communication or Communication 202, Small Group Communication  
Communication 250, Society and Mass Media  
Communication 317, Communication Criticism  
Communication 319, Communication Theory  
One elective four-credit course in communication

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
<th>Description</th>
</tr>
</thead>
</table>
| COM 101     | Principles of Communication                       | S1      | 4 credits  
Introduction to human communication process. Application of principles in relational, public and mass media contexts. *(Fa, Sp)*                                                                                 |
| COM 111     | Debate and Forensic Activities                    |         | 1 credit  
*(Fa) Prerequisite: Consent of instructor.*                                                                                                                                                                    |
| COM 137     | Introduction to News Writing and Reporting         |         | 4 credits  
Basic writing and reporting for newspapers, magazines, the Internet, and other media. *(Fa, Sp)*                                                                                                              |
| COM 150     | Research Methodology                              |         | 4 credits  
Study of the principles of experimental, survey, textual and naturalistic methodologies. *(Fa, Sp)*                                                                                                        |
| COM 200     | Interpersonal Communication                       |         | 4 credits  
Study of dyadic relationships. Topics include intimacy, uncertainty, disclosure, identity, competence, transactional paradigms and goals. *(Fa)*                                                             |
| COM 202     | Small Group Communication                         |         | 4 credits  
Study of small group process, models and theories. Participation in casual, cathartic, therapeutic, learning and decision-making groups. *(Fa, even years)*                                              |
| COM 203     | Advertising                                       |         | 4 credits  
Examines the components of an advertising campaign. Includes units on persuasion, market research, target analysis, creative strategy and media planning. *(Fa)*                                                  |
| COM 207     | Intercultural Communication                       | S1, CCD | 4 credits  
Identifies parameters which affect communication across cultures. English 170 is recommended prior to enrollment. *(Fa, Sp)*                                                                                   |
| COM 208     | Introduction to Public Relations                   |         | 4 credits  
Examines theory, scope, techniques, and influence of public relations in society. Includes units on public opinion, message preparation, media selection, and ethics. *(Sp)*                                           |
| COM 227     | Technical Writing in Organizations                |         | 4 credits  
Provides understanding of principles related to audience adaptation, format, style, research, and writing in various organizational settings. *(Fa)*                                                           |
COM 230. Organizational Communication 4 credits
Examines theoretical history, structures, functions, systems, analysis and management of communication processes in complex organizations. *(Fa, odd years)*

COM 237. Advanced News Writing and Reporting 4 credits
Expands on existing skills, enabling students to research and write more specialized news stories for print and online media. The class will emphasize computer-assisted reporting, interviewing techniques, development of story ideas and self-editing. *(Sp)* Prerequisite: COM 137 or similar experience.

COM 241. Communication and Conflict 4 credits
Study of interpersonal conflict processes. Emphasis on application of theory; analysis of ongoing conflict and management. *(Sp)*

COM 246. Video Production 4 credits
Intensive experience in the process of television field production; focuses on single camera, field/remote production techniques. *(Fa, odd years)*

COM 250. Society and Mass Media 4 credits
Surveys the history and influence of print, radio, film and television in society. Examines the political theories that relate to government control over the media. *(Sp)*

COM 254. Photojournalism 4 credits
An introduction to digital photography with an emphasis on photography for print and online media. *(Fa, odd years)*

COM 275. Feature Writing 4 credits
Planning and writing feature stories for newspapers and magazines. *(Fa, even years)* Prerequisite: COM 137 or similar experience with the consent of instructor.

COM 278. Broadcast News Reporting 4 credits
Principles and techniques of broadcast news reporting, writing and editing. *(Sp, odd years)* Prerequisite: COM 137 or similar experience with the consent of instructor.

COM 290. Health Communication S1 4 credits
Explore concepts and theories of communication and health. Examine interpersonal issues including clinician-patient, family, and social support as well as topics of mass communication including health communication campaigns and how the news/entertainment media present and affect health information. *(Sp)*

COM 291/391. Topics in Communication 4 credits
Intensive investigation of special subject matter not covered in regular course offerings. Students may take more than one of these topics courses. Prerequisite (for 300-level): Junior standing or consent of instructor.

COM 296/396. Research in Communication 1-4 credits
Supervised research of significant problem area within communication field. Prerequisites: Senior standing, approval of the divisional dean and consent of instructor.
COM 298/398. Independent Study in Communication 1-4 credits
Prerequisite: Junior or senior standing, approval of the divisional dean and consent of instructor.

COM 317. Communication Criticism 4 credits
This course introduces students to the theory and practice of communication criticism. Students will apply a variety of methods to the analysis of rhetorical artifacts and develop proficiency in argumentative writing. (Sp, even year) Prerequisite: Junior standing or consent of instructor.

COM 319. Communication Theory 4 credits
Exploration of human communication theories including interpersonal, intercultural, group, persuasive, and mediated communication. Develops a working knowledge of communication theories and considers relationships between various theoretical positions. (Fa) Prerequisite: Junior standing or consent of instructor.

COM 350. Communication Law 4 credits
Examines First Amendment communication freedoms. Considers dissent, association, academic freedom, obscenity, defamation, privacy, copyright, news gathering, electronic media regulation and other topics. Uses moot-court format. (Fa) Prerequisite: Junior standing or consent of instructor.

COM 370. Communication Technology and Society 4 credits
Considers personal, ethical, legal, social and other impacts of communicating in an information-technical based society. (Sp) Prerequisite: Junior standing or consent of instructor.

COM 380/480. Internship in Communication 1-4 credits
Student intern experience. Prerequisite: Junior or senior standing; communication major and approval of adviser required prior to registration. S/U graded.

COM 383/483. Prior Work Experience in Communication 1-4 credits
Professional work experience can substitute for required internship. S/U graded.

COM 499. Senior Seminar 4 credits
Participation in advanced research and work-oriented experiences. (Fa) Prerequisite: Senior standing and a grade of C or better in COM 150 or consent of instructor.