

COLLEGE OF HUMANITIES AND SOCIAL SCIENCES  
DEPARTMENT OF COMMUNICATION AND SOCIOLOGY

# COMMUNICATION

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The Communication Program offers a major in communication, as well as minors in liberal arts communication and secondary education speech communication.

## 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 primarily through lecture/discussion classes (200-level courses). As juniors, students engage in critical thinking and improve writing skills (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, News Writing and Reporting  
Communication 237, Advanced News Writing and Reporting  
Communication 250, Society and Mass Media

Communication 328, Communication Ethics  
Communication 350, Communication Law  
Communication 380, Internship in Communication or  
Communication 396, Research in Communication

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 328, Communication Ethics  
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, 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 or  
Communication 396, Research in Communication

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One of the following:

- Communication 317, Communication Criticism
- Communication 319, Communication Theory
- Communication 328, Communication Ethics
- 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

Communication 319, Communication Theory or

Communication 317, Communication Criticism

Communication 328, Communication Ethics or

Communication 350, Communication Law

Communication 380, Internship in Communication or

Communication 396, Research in Communication

One of the following:

Communication 241, 317, 319, 328, 350

**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, 328, 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

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|---|----------------|------------------|
| <b>101. Principles of Communication</b>   | <b>S1</b>      | <b>4 credits</b> |
| Introduction to human communication process. Application of principles in relational, public and mass media contexts. <i>(Fa, Sp)</i>                                 |                |                  |
| <b>111. Debate and Forensic Activities</b>  |                | <b>1 credit</b>  |
| <i>(Fa)</i> Prerequisite: Consent of instructor.  |                |                  |
| <b>137. News Writing and Reporting</b>  |                | <b>4 credits</b> |
| Basic writing and reporting for newspapers, magazines, the Internet, and other media. <i>(Fa, Sp)</i>   |                |                  |
| <b>150. Research Methodology</b>  |                | <b>4 credits</b> |
| Study of the principles of experimental, survey, textual and naturalistic methodologies. <i>(Fa, Sp)</i>  |                |                  |
| <b>200. Interpersonal Communication</b>   |                | <b>4 credits</b> |
| Study of dyadic relationships. Topics include intimacy, uncertainty, disclosure, identity, competence, transactional paradigms and goals. <i>(Fa)</i>                 |                |                  |
| <b>202. Small Group Communication</b>   |                | <b>4 credits</b> |
| Study of small group process, models and theories. Participation in casual, cathartic, therapeutic, learning and decision-making groups. <i>(Fa, even years)</i>      |                |                  |
| <b>203. Advertising</b>   |                | <b>4 credits</b> |
| Examines the components of an advertising campaign. Includes units on persuasion, market research, target analysis, creative strategy and media planning. <i>(Fa)</i> |                |                  |
| <b>207. Intercultural Communication</b>   | <b>S1, CCD</b> | <b>4 credits</b> |
| Identifies parameters which affect communication across cultures. English 170 is recommended prior to enrollment. <i>(Fa, Sp)</i>                                     |                |                  |

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- 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*)
- 227. Technical Writing in Organizations** 4 credits  
Provides understanding of principles related to audience adaptation, format, style, research, and writing in various organizational settings. Includes extensive writing experience. (*Fa*)
- 230. Organizational Communication** 4 credits  
Examines theoretical history, structures, functions, systems, analysis and management of communication processes in complex organizations. (*Fa, odd years*)
- 237. Advanced News Writing and Reporting** 4 credits  
This course 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.
- 241. Communication and Conflict** 4 credits  
Study of interpersonal conflict processes. Emphasis on application of theory; analysis of ongoing conflict and management. (*Sp*)
- 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*)
- 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*)
- 254. Photojournalism** 4 credits  
An introduction to digital photography with an emphasis on photography for print and online media. (*Fa, odd years*)
- 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.
- 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.
- 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, odd years*)

**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.

**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.

**298/398. Independent Study in Communication** **1-4 credits**  
Prerequisite: Junior or senior standing, approval of the divisional dean and consent of instructor.

**317. Communication Criticism** **4 credits**  
Studies various approaches to criticism. Provides experience in criticism of diverse messages. (*Sp, even year*) Prerequisite: Junior standing or consent of instructor.

**319. Communication Theory** **4 credits**  
Consideration of theoretical ideas about the psychology of communication, language, manipulation, information, communication effects and other subjects. (*Fa*) Prerequisite: Junior standing or consent of instructor.

**328. Communication Ethics** **4 credits**  
Considers a variety of frameworks for the evaluation of communication ethics. Students examine controversial issues and cases. (*Sp*) Prerequisite: Junior standing or consent of instructor.

**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.

**370. Communication Technology and Society** **4 credits**  
Considers personal, ethical, legal, social and other impacts of communicating in an information-technical based society. Involves an intensive research project culminating in a reviewed presentation. (*Sp*) Prerequisite: Junior standing or consent of instructor.

**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.

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

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### 499. Senior Seminar

4 credits

Participation in advanced research and work-oriented experiences. (*Fa*) Prerequisite: COM 150 and senior standing.