

Communication (COMM)

Head of the Department: Professor Welford
Professors: Parrill, J. Wellman
Associate Professors: Mirando
Assistant Professors: Burns, Elliott, Fontenot, Halcomb,
Schepker, L. Wellman
Instructors: Applin, Files, Miller-Drufner

COMMUNICATION (COMM)

113. Debate. Credit 3 hours. A study of the theory of argumentation and debate; much class debating on vital local and national questions.

*121 [JOUR 121]. Photojournalism/Basic Photography. Credit 3 hours. Also offered as Visual Arts 121. The course includes basic picture-taking techniques, the beginnings of photographic composition, basic camera-handling, processing black and white film, beginning black and white printing, basic lighting, graphic production and copying techniques associated with the 35MM single lens reflex camera. Students may take a parallel track which emphasizes the expressive art form rather than the photo documentation and reporter-editor relationship. Credit cannot be given for both Communication 121 and Visual Arts 121. Six hours of lecture/laboratory per week. *The course is a Mass Communication and Journalism elective.

151 [JOUR 111]. Writing for the Mass Media. Credit 3 hours. Prerequisite: Eligibility for English 101. A study of basic information gathering and writing techniques for publication and broadcast under deadline conditions.

159 [JOUR 101]. Survey of Mass Communication and Society. Credit 3 hours. A survey of the influences of the mass media on our society and culture. This course examines the content of the news media and the entertainment industry and its effects on such areas as politics, social mores, public opinion and economics. The implications of present day rapid communication technology are also examined.

211. Introduction to Public Speaking. Credit 3 hours. Training in the organization of materials and the oral and physical aspects of delivery in various speaking situations. Intended to give the beginning student an understanding of and practice in communicative speaking. (Fall, Spring, Summer1).

215 [111]. Introduction to Interpersonal Communication. Credit 3 hours. An introduction to the communication process. Survey and application of intra and interpersonal communication with special emphasis given to communication models, the message, the sender, and resulting behavior.

220. Voice and Articulation. Credit 3 hours. Training in basic vocal skills. Emphasis on the mastery of speech sounds to improve articulation and to smooth out excessive regional dialects. Study of International Phonetic Alphabet.

*221 [JOUR 222]. Intermediate Photojournalism. Credit 3 hours. Prerequisite: Communication 121. Advanced techniques in printing, composition, lighting, and camera handling for print media presentation. Credit cannot be given for both Communication 221 and Visual Arts 221. Six hours of studio/laboratory per week. *The course is a Mass Communication and Journalism elective.

*256 [254]. Introduction to Radio Production. Credit 3 hours. Prerequisites: Communication 151 and 159. A study of the techniques of radio production. Actual hands-on experience in studio program production procedures used in radio broadcasting. Studies will engage in practical work in all areas of production as well as several program formats. Six hours of lecture/laboratory per week. Academic support fee: \$10.00.

291. Introduction to Communication Theory and Research. Credit 3 hours. Application of theories to communication examples and examination of research tools used in the study of communication. Recommended to be taken during the sophomore year.

311. Advanced Public Speaking. Credit 3 hours. Prerequisite: Communication 211. A consideration of the major types of public addresses with practice in their composition and delivery.

312. Small Group Communication. Credit 3 hours. An investigation of the philosophy of the various forms of discussion with emphasis upon the practical uses of discussion. Training in group leadership and participation.

*321 [JOUR 321]. Magazine Writing and Editing. Credit 3 hours. Prerequisite: Communication 151. An intensive study of non-fiction magazine writing and editorial methods. This course includes study of traditional magazines as well as developing electronic forms. *The course is a Mass Communication and Journalism elective.

*340 [JOUR 340]. Public Affairs and Depth News Reporting. Credit 3 hours. Prerequisite: Communication 151. Practice in precision journalism methods and in gathering and writing news stories on government, industry, education, and society. *The course is a Mass Communication and Journalism elective.

*341 [JOUR 341]. News Editing, Design and Typography. Credit 3 hours. Prerequisite: Communication 151. A study of copy editing, headline and cutline writing, page design, and printing methods. *The course is a Mass Communication and Journalism elective.

342. The Oral Interpretation of Literature. Credit 3 hours. Prerequisite: Three semester hours of

literature. Training in oral interpretation of various types of literature, especially of selections in the field of the student's own interest. (Spring).

*343 [JOUR 343]. Editorial Writing and Its Function in the Media. Prerequisite: Communication 151. Practice in writing editorials and news analyses, review of opinion/editorial policies, editorial pages, broadcast editorials, and advertorials. *The course is a Mass Communication and Journalism elective.

*344 [JOUR 342]. Feature Writing. Credit 3 hours. Prerequisite: Communication 151. Developing and writing human interest and in-depth articles. *The course is a Mass Communication and Journalism elective.

*353 [JOUR 311, COMM 252]. History of Mass Communication. Credit 3 hours. Prerequisite: Communication 159. A lecture course emphasizing the development of print and broadcast media in America. *The course is a Mass Communication and Journalism elective.

*354. Broadcast Copywriting, Sales, and Promotion. Credit 3 hours. Prerequisite: Communication 151 and 159. Writing of commercial and public service spot announcements; design of broadcast sales and promotion campaigns. Course will include designing a broadcast campaign for a local merchant. *The course is a Mass Communication and Journalism elective.

*357 [355]. Television Production. Credit 3 hours. Prerequisites: Communication 151, 159 and 256. A study of the techniques used in basic studio operations. The course will concentrate on the use of equipment, using actual hands-on experience in television studio production. Students will study in all areas of production skills dealing with the major formats in programming. Six hours of lecture/laboratory per week. Academic support fee: \$15.00.

*359. Broadcast Journalism. Credit 3 hours. Prerequisite: Communication 151 and 159. The study and practice of news gathering and writing for radio and television. Academic support fee: \$15.00. *The course is a Mass Communication and Journalism elective.

*360. Film History. Credit 3 hours. A study of the history of film as commerce and as art from the beginning to the present. Laboratory Fee: \$15.00. *The course is a Mass Communication and Journalism elective.

371. Nonverbal Communication. Credit 3 hours. Prerequisite: Junior standing or permission of the Department Head. A course designed to explore the various theories of and approaches to nonverbal communication.

*373. Film Criticism. Credit 3 hours. Prerequisite: English 102 or 122H. A study of the basic elements of film appreciation with detailed analysis of specific films. This course is cross-listed as English 373 and may be taken only once for credit. Laboratory Fee: \$15.00. *The course is a Mass Communication and Journalism elective.

375. Health Communication. Credit 3 hours. Prerequisite: Junior standing or permission of instructor. Health Communication is an emerging specialty in the field of communication. The study is concerned with human interaction in the health care process. It is the way we seek, process, and share health information.

378. Family Communication. Credit 3 hours. Prerequisite: Communication 111. Examines the role of communication within marriage and other family relationships.

400 [JOUR 315]. Special Topics in Communication. Credit 3 hours. Prerequisite: Junior standing or permission of Department Head. A variable content course which treats subjects of special interest. The content will change from semester to semester and will be advertised in advance. May be taken by both majors and non-majors. May be repeated once for a total of 6 hours.

*401/501 [JOUR 401/501]. Scholastic Journalism. Credit 3 hours. Prerequisite: Junior standing or permission of the Department Head. A study of theories and practice in the teaching of mass media principles and/or advising of student newspapers, magazines, yearbooks, on-line operations and broadcast programming on the secondary school level. Variable content. May be repeated for a total of six hours. *The course is a Mass Communication and Journalism elective.

403-404/503-504[JOUR 350]. Independent Study in Communication. Credit 3 hours. Prerequisite: Junior standing and permission of the Department Head and written permission of instructor. Readings, conferences, reports, and/or special projects in one of the subject areas of the fields of Communication, including Radio-TV and print journalism. (Fall, Spring, Summer).

407 [JOUR 211]. Communication Practicum. Credit 1 hour (can be repeated for a total of 3 hours). Prerequisite: Junior standing, major and permission of instructor. To offer the student practical experience in the communication profession. Projects will serve the university and the community and may be chosen from areas of interest such as research, communication education, media production, news reporting, etc.

410/510. Intercultural Communication. Credit 3 hours. Prerequisite: Junior standing or permission of Department Head. A course designed to explore the various studies, theories, problems, and opportunities related to cross-cultural communication. Application of findings intended to enhance the student's knowledge of cross-cultural communication and to facilitate the student's communication abilities.

411/511. Persuasion. Credit 3 hours. Prerequisite: Junior standing or permission of Department Head. A contemporary study of persuasion offering a comprehensive examination of the nature of persuasion, persuasion theory, and its social influences with additional emphasis on suasive techniques and strategies in persuasive communication.

413/513. Business and Professional Speaking. Credit 3 hours. Prerequisite: Junior standing or permission of the Department Head. Advanced training in expository speaking, group dynamics, conference leadership, and parliamentary procedure.

414/514. Communicology. Credit 3 hours. Prerequisite: Junior standing or permission of the Department Head. A study of the art and science of communication. Semantic, social, psychological, and nonverbal factors involved in communication will be considered. Research findings from various disciplines related to intra and interpersonal communication will be presented.

*449/549 [452/552]. Advanced Video. Credit 3 hours. Prerequisites: Communication 151,159, 256, and 357. Advanced video production theory and practice, treating the psychological, sociological and philosophical dimensions of video production. Emphasis on pre-production planning and design. Six hours of lecture/laboratory per week. Academic support fee: \$15.00.

*451/551 [JOUR 376]. Media Management and Economics. Credit 3 hours. Prerequisite: Communication 159 and Junior standing or permission of Department Head. A study of legal regulations, audience analysis, marketing, administrative policies and financial conditions affecting the operation of print and broadcast media. *The course is a Mass Communication and Journalism elective.

*453 [JOUR 378]. Communication Law and Policy. Credit 3 hours. Prerequisite: Communication 159. This course will study the relationship between media and government. In its discussions the course will study issues such as First Amendment Rights and those court cases which have shaped the present constitutional and legal environment of information gathering and writing for the mass media in America. *The course is a Mass Communication and Journalism elective.

*456/556 [JOUR 377]. Social and Ethical Issues in Mass Communication. Credit 3 hours. Prerequisite: Junior standing and Communication 159 or permission of Department Head. Mass media from a sociological and ethical viewpoint. Includes the theory of mass communication, media functions, and the process and effects of mass communication. *The course is a Mass Communication and Journalism elective.

*458/558. International Communication and Media. Credit 3 hours. Prerequisite: Communication 159 or permission of instructor. A study of the history and development of current practices in international communication. Emphasis placed on objectives, policies, and problems of international communication. *The course is a Mass Communication and Journalism elective.

*459. Communication Internship. Credit 3 hours. Prerequisite: Junior standing and approval by Communication Internship Committee. Provides training and experience in a working environment with a newsroom, station or other approved setting. Periodic reports and meetings with faculty supervisor are required.

*460/560 [457/557]. Advanced Audio Production. Credit 3 hours. Prerequisites: Communication 151,

159, and 256. To extend the student's mastery of the production techniques taught in the introductory course. Assignments are of greater length and difficulty , working toward professional broadcast quality productions through supervision, guidance, and critiquing. Topics may include: multi-track recording, advanced editing techniques, remote and studio productions, recording aesthetics, music technological advances, audio for film/TV. Six hours of lecture/laboratory per week. Academic support fee: \$10.00.

*461. Media Criticism. Credit 3 hours. Prerequisite: Communication 159 and Junior standing or permission of Department Head. An investigation of the critical process as it applies to the news media and entertainment industry in America. *The course is a Mass Communication and Journalism elective.

*462 [454]. Advanced Electronic Media Writing. Credit 3 hours. Prerequisites: Communication 151, 159, and 354 or 359. Writing of radio, television, and film scripts for educational, governmental and business organizations. Emphasis placed on conceptualization, audience analysis, dialogue and visualization. Six hours of lecture/laboratory per week.

471/571. Organizational Communication. Credit 3 hours. Prerequisite: Junior standing or permission of the Department Head. A course designed to explore the various theories, approaches, and opportunities relating to oral and nonverbal communication in organizations.

475. Gender Communication. Credit 3 hours. Explores the various approaches, methodologies, issues, theories, and controversies related to gender communication.

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