

COMMUNICATION (COMM)

COMM 101 - PUBLIC SPEAKING

Principles and practices of composition and delivery of speeches for effective communication to diverse audiences.

Credits: 3

Attributes: Humanities

COMM 110 - COMMUNICATION IN THE INFO AGE

Prerequisite course for Journalism, Media Studies and Integrated Marketing Communications majors. Overview of print and broadcast journalism, public relations, advertising and media studies; emphasis on the role and effects of media in society, particularly the transformation of mass communication resulting from current technology.

Credits: 3

Attributes: Social Science

COMM 150 - MEDIA TODAY

Considering the effects of society on media and media on society. This course will focus each semester on a different topic exploring and exposing the possibilities and issues of the ongoing relationship between media and society.

Credits: 3

Attributes: Social Science

Course Notes: Open to freshman. Journalism, Media Studies, and Integrated Marketing Communications students cannot use 100-level courses as electives in their majors.

COMM 153 - INTRODUCTION TO CREATIVE WRITING

Through work in three genres—fiction, poetry, and either creative nonfiction or playwriting—students develop personal voice and effective use of concrete and metaphoric detail. The craft unique to each genre explored through critique of student writing and close reading of work by notable authors, both contemporary and historic.

Credits: 3

Attributes: Humanities

Prerequisites: ENG 101

COMM 160 - THE ART OF PERSUASION

Intensive study and practice rhetorical strategies for writing on a variety of topics and addressed to diverse audiences.

Credits: 3

Prerequisites: ENG 102

COMM 207 - INTRODUCTION TO PHOTOGRAPHY

This course introduces digital darkroom approaches and techniques, focusing on the use of a digital SLR camera, Adobe Lightroom, Adobe Camera Raw, and Adobe Photoshop. Students explore the technical and practical aspects of using a digital SLR camera, photographic composition, and digital workflow using the Adobe Camera RAW dialog in Bridge and Photoshop. Emphasis is placed on the creative process and the aesthetics of photography publication, exhibition, and commercial use.

Credits: 3

Course Notes: Lab/Course Fee \$60.00

COMM 210 - WHAT IS TRUTH/FAKE NEWS?

There's no quick fix for the challenges of "fake news" and "alternative facts." Course focuses on development of critical thinking skills needed to explore the boundaries, using newspapers, magazines, videos and internet resources, of our socially constructed, digital reality. This course looks at varied concepts of truth throughout history and across cultural contexts, with particular attention to similarities and differences with the modern, science-based concept of "fact."

Credits: 3

Attributes: Social Science

Prerequisites: ENG 101

COMM 215 - CAUSE-RELATED MARKETING

To save even small parts of the world, one needs to raise funds, create engagement, attract activists, build consensus, understand why people dedicate themselves to particular social issues, and comprehend the social and cultural limitations with which society attempts to thwart or re-direct world-improvers. Classics on this topic in psychology, sociology and cultural anthropology will frame the discussion. Heavy emphasis on the nuts and bolts of how it's done.

Credits: 3

Prerequisites: ENG 101

COMM 219 - INTRODUCTION TO MULTIMEDIA PRODUCTION

Students apply technical knowledge and skills to multimedia production situations, sampling a variety of production work through active individual and team participation. Course may look at current topics such as media issues, professional multimedia production techniques, changing media technology, job market information.

Credits: 3

Course Notes: Lab/Course Fee \$60.00

COMM 220 - MEDIA WRITING

Introduction to writing for content creation in digital and multimedia production. This course will develop foundational skills in writing and interviewing with a focus on clear, concise storytelling across digital platforms. Lab sessions emphasize revision, organization, and style while integrating industry tools and techniques for compelling digital content.

Credits: 3

Prerequisites: ENG 101

Course Notes: Lab/Course Fee \$60.00

COMM 230 - TELLING SOC JUST STORIES 2.0

Black Lives Matter, Me Too, LGBTQ & You: Telling the stories of social justice in the 21st century. Combining age-old reporting and new-age digital technology, students will learn to capture the faces, voices and narratives of today's most visible social movements. Students will study the role of the media in advancing social movements. Course culminates in a final multimedia project. Learn how to tell professional quality stories that matter.

Credits: 3

Attributes: Social Science

Prerequisites: ENG 102

COMM 240 - DEMOCRACY, PRESIDENTS & MEDIA

This course focuses on: the role of historic and current media in a liberal democracy; the influence of various media on public perceptions of electoral processes and of elected persons; and the mutually-dependent relationship between media and political figures, especially presidents, and the various officials and offices of their administrations. The influence of each "estate" on public perception, attitude and behavior will be examined. For context, this course will provide historic examples of media coverage and media relationships with a range of presidential administrations, as well as track current political events.

Credits: 3

Attributes: Social Science

Prerequisites: ENG 101 or ENG 102

COMM 299 - CAREER PREPARATION SEMINAR

This course for majors includes resume writing, cover letters, job interview techniques, and strategies for networking, personal branding, and workplace professionalism. Students will explore career trajectory planning, goal setting, and industry expectations to develop a personalized roadmap for long-term success. Practical exercises, mock interviews, and real-world case studies will prepare students to confidently navigate the job market and professional environments.

Credits: 1

Course Notes: Restricted to majors in Digital Multimedia Communication.

COMM 305 - VIDEO PRODUCTION

This course will introduce students to the technology and techniques necessary to bring news reports to life in video for use on news websites or an array of other news media outlets. Students will learn how to collect, edit, and present broadcast-quality videos to complement news reports across a variety of subjects.

Credits: 3

Prerequisites: COMM 219 or COMM 220

Course Notes: Lab/Course Fee \$60.00

COMM 308 - VIDEO FOR GRAPHIC DESIGNERS

Course provides students with hands-on training in digital video and sound editing, with emphasis on creating video content for the internet, and mobile and wireless delivery. Students will develop video production and editing skills, and be introduced to motion graphics. Professional acquisition, post-production, and media content creation tools will be used for students to gain real world knowledge of best practices in the field.

Credits: 3

Prerequisites: COMM 160 or COMM 153 or COMM 220

Course Notes: Lab/Course Fee \$60.00

COMM 338 - DIGITAL STORYTELLING

To unpack the storytelling possibilities offered by digital technologies, students will analyze a variety of audio and visual texts composed digitally, focusing closely on the purpose, intended audience, and structure of these texts. Students will explore digital storytelling possibilities by studying a range of digital media, including audio documentaries, video essays, interactive webtexts, and video games. After analyzing these works, students will produce their own audio and video narratives.

Credits: 3

Attributes: Humanities

Prerequisites: ENG 102

Course Notes: Lab/Course Fee \$60.00

COMM 345 - CROSS-CULTURAL COMMUNICATION

Communication styles and characteristics of various cultural groups. Understanding and recognizing barriers (semantics, nonverbal behavior, stereotypes, and assumed similarities) that affect communication among cultures. Fulfills the non-Western requirement.

Credits: 3

Attributes: Humanities, International Studies, Non-western Culture

Prerequisites: ENG 102

COMM 399 - MEDIA INTERNSHIP

In-service training with a professional media operation in digital or multimedia communications. In addition to completing a single internship totaling at least 200 on-the-job hours, students will complete academic reflections, evaluations, and a career portfolio. Students should consult with their advisor about appropriate internships at least one semester before enrolling.

Credits: 3

Prerequisites: COMM 338 (may be taken concurrently) or COMM 305

(may be taken concurrently) or COMM 308 (may be taken concurrently)

Course Notes: Lab/Course Fee \$60.00