COMM - Communication

Courses numbered 500 to 799 = undergraduate/graduate. (Individual courses may be limited to undergraduate students only.) Courses numbered 800 to 999 = graduate.

COMM 500. Advanced News and Feature Writing (3). 1 Classroom hour; 4 Lab hours. Focuses on journalistic techniques for reporting and writing the more complex and important types of news and feature stories. Students work in various forms of traditional and emerging journalism. Emphasizes creating comprehensive content by integrating print, broadcast, web, social media and other delivery methods. Prerequisites: junior standing, COMM 301 with a C or better, and COMM 401.

COMM 502. Public Information Writing (3). Uses basic journalistic skills of clear, precise writing to communicate effectively with various audiences. Students write press releases, speeches and popularizations of complex documents. Techniques learned are valuable in writing grant proposals, committee reports, pamphlets and journal articles. Prerequisite: COMM 301 with a C- or better, or departmental consent.

COMM 506. Sound for Picture (3). Focuses on the use of sound as a part of the storytelling process of film and video production. Examines the concepts and technology necessary for production. Prerequisite: COMM 406.

COMM 510. Editing For Print (3). Selection, evaluation and preparation of copy and pictures for publication. Covers copy editing, rewriting, headline and caption writing. Prerequisites: junior standing and COMM 301 with a C or better.

COMM 511. Strategic Communication in Organizations (3). Emphasizes the importance of effective communication in building meaningful relationships, grooming civic leadership and producing marketable employees. Human communication skills taught include: how to give effective presentations, facilitate small group discussions, handle conflict, manage diverse constituencies at various levels: organizational, interpersonal, small group and public; and contemporary topics and issues. Prerequisite: COMM 130 or 190, or instructor's consent.

COMM 512. Principles of Video Production (3). Examines the concepts and technology necessary for effective production of video communication. Topics include camera operation, video editing and the role of light, sound and sequencing in video production. Prerequisite: COMM 306.

COMM 525. Advertising Copywriting (3). Detailed practice at writing various kinds of advertising copy, including print and broadcast forms. Emphasizes terse, precise writing that evokes response sought by advertiser. Prerequisites: COMM 301, 324 with a C or better or departmental consent.

COMM 535. Communication Analysis and Criticism (3). General education humanities and fine arts advanced further study course. Introduces the methods used for the analysis and critique of various linguistic, pictorial and aural elements of communication to become more discerning consumers of the various forms of public and mass-mediated messages. Analysis includes print advertisements, radio and television messages, newspaper features and public speeches. Prerequisites: junior standing and COMM 301 with a C- or better or instructor's consent.

COMM 550. Opinion Writing (3). Studies editorial judgment, including practice in writing print, broadcast and electronic opinion pieces, and examining traditional and new technology research materials available to opinion writers. Prerequisites: COMM 301 with a C or better, junior standing.

COMM 555. News and Information Design (3). Examines contemporary theories of publication layout and the visual presentation of quantitative information. Students investigate methods for combining type, graphics and photographs to convey information and tell stories. Prerequisites: COMM 301, 305.

COMM 570. Magazine Product (3). Magazine production, including the choosing of subjects, approaches and illustrations; the shooting and editing of photographic stories; layout; the handling of production and management concerns. Prerequisites: COMM 301 and 510, or departmental consent.

COMM 581. Communication Practicum (1-3). Application of theory, principles and practices to professional settings where students work under instructor supervision to continue their professional preparation in various areas of media and communication. Prerequisites: COMM 301 and instructor's consent.

COMM 604. Video Storytelling (3). Application of video equipment and techniques for field productions. Execution of visual and audio expression in relation to effective video productions in a field setting. Prerequisite: COMM 512.

COMM 609. Interactive Media Production (3). Investigation and application of production techniques for educational and instructional broadcasting, emphasizing television. Prerequisite: COMM 304.

COMM 612. Scholastic Journalism Instructional Strategies (3). Assists those who are preparing to advise and teachers who currently supervise a student newspaper or yearbook. Emphasizes techniques for teaching various forms of writing and design, duties relating to production and finance of school publications, and methods to help students become better communicators. Prerequisite: COMM 301 with a C or better, or instructor's consent.

COMM 622. Studio B: Live Television News (3). Reporting and writing about events in the university and community. Story assignment and preparation under the instructor's guidance; story broadcast over WSU Cable Channel 13. Repeatable for credit with advisor's consent. Prerequisite: COMM 422 or instructor's consent.

COMM 626. Integrated Marketing Communications Campaigns (3). Instruction and practice in planning and developing integrated advertising and public relations campaigns. Teaches students to perform a situation analysis, identify objectives, develop strategies and tactics, and write a plans book, as well as produce advertising and public relations campaign materials. Prerequisite: COMM 502 or 525, or instructor's consent.

COMM 630. Communication Law and Responsibility (3). Emphasizes both oral and written aspects of communication law and responsibility. Addresses general functions of the law including the right to communicate, broadcast law and law of the press. Includes discussion of First Amendment rights, libel, privacy, copyright, advertising, obscenity, pornography and corporate communication concerns. Prerequisite: COMM 301 with a C- or better or instructor's consent.

COMM 631. Historical and Theoretical Issues in Communication (3). General education humanities and fine arts advanced further study course. Examines the development of various issues in communication in historical context. Emphasizes different humanistic and scientific theories of communication and the historical development of mediated communication. Uses selected theories to generate critiques of specific
COMM 633. Senior Honors Project (3).
For undergraduates seeking departmental honors in communication. An individual written and oral project, including a review of literature, methodology and critical analysis on a communication topic approved by the instructor. Prerequisites: senior standing; minimum GPA of 3.500; COMM 430, 535, 630, 631; departmental consent.

COMM 636. Advanced Public Speaking (3).
General education humanities and fine arts advanced further study course. Skills development in a variety of advanced presentational methods, including speaking from a TelePrompter, using PowerPoint technology, spokesperson/press conference speaking, conducting a training session, formal manuscript speaking, after dinner speaking and writing a speech for another person. Prerequisite: COMM 325.

COMM 640. Issues in Corporate Communication (3).
Examines how corporations craft messages that are persuasive to their various publics. Special attention to how companies use communication strategies to cope with situations that threaten their reputations.

COMM 650. Communication Training and Development (3).
Examines communication concepts, processes, technologies and strategies related to training and development. Includes the application of these elements to formal instruction across disciplines and at various educational levels as well as in most professional training settings.

COMM 660. Seminar in Communication (1-3).
Special seminars dealing with current problems, issues or interests in various areas of communication. Repeatable for credit in different topics only.

COMM 660AL. Advertising Copy Writing for Professionals (3).
This advanced, online copy writing class is an exploration course designed for returning professionals, traditional graduate students and undergraduate seniors interested in copy writing. Focuses on developing creativity as a strategic approach to ad copy writing, as well as honing existing writing skills.

COMM 660AL. Real News, Fake News: Literacy for the Information Age (3).
Cross-listed as COMM 860AL. In today's media-saturated world, in an era many refer to as “post-truth,” much of what we see, hear and read is FAKE news. This advanced-level course probes the background of this development and provides students with methods and tools to understand and critique this phenomenon.

COMM 660AM. Autoethnography (3).
Cross-listed as COMM 860AM. Comprehensive study and application of autoethnography as a qualitative research method. Autoethnography explores through various media the dynamic relationships among method, theory and personal narratives.

COMM 660AN. Race, Rhetoric and Media (3).
Cross-listed as COMM 860AN. Examines the role of rhetoric and media in the public life of race and racism. Explores how race is constituted through symbolic practices, how race is negotiated through the use of media technologies, and how rhetoric and media have been used to both perpetuate and challenge racism.

COMM 660AO. Communication Case Studies Methods (3).
Cross-listed as COMM 860AO. Examines the creation of communication strategies and application of communication techniques in industry and society through case studies. Students learn how to analyze and create case studies as a qualitative research method.

COMM 660AP. Storytelling (3).
Cross-listed as COMM 860AP. Practice in developing a plot starting with a strong main character acting on a wish and confronting obstacles. Practice, too, in organizing that character’s conflicts into escalating action, and in knocking out the habit of “telling,” and doing more “showing” instead.

COMM 660AQ. Student Media Production (3).
Cross-listed as COMM 860AQ. Students learn the roles and responsibilities of producing independent student media.

COMM 660AR. Live Sports Production (3).
Cross-listed as COMM 860AR. Students learn the roles, responsibilities and techniques of producing live sporting events. Topics also include equipment, graphics, replay and technical direction.

COMM 660AS. Persuasion (3).
Cross-listed as COMM 860AS. Surveys advanced theory and experimental studies in persuasion.

COMM 660AT. Advanced Law of Communication (3).
Cross-listed as COMM 860AT. Graduate level survey focusing on media law and regulations to better understand communication freedoms and limitations.

COMM 660AU. Business of Media (3).
Cross-listed as COMM 860AU. Students gain a broader understanding of the business side of news media, from historical and contemporary perspectives. There is no news production without revenue. The major undertaking for the term is a proposed media entrepreneur project created by the student.

COMM 660AV. Multicultural Marketing Communication (3).
Cross-listed as COMM 860AV. Explores consumer behavior similarities and differences among Hispanic, Asian, African-American and Non-Hispanic White cultural market segments in the United States. Addresses the principles for international marketing communications planning.

COMM 660AW. Positive Media Psychology (3).
Cross-listed as COMM 860AW. Analyzes current developments in media psychology, including positive emotions, meaningful media content, and how they affect viewers' behavior in various domains such as information processing, evaluation, judgment and decision making. Helps students apply relevant theories and constructs to developing effective interventions and integrated marketing communication campaigns.

COMM 660AX. Advanced Public Relations (3).
Cross-listed as COMM 860AX. Builds on basic public relations tactics such as press releases, pitches, fact sheets, communication plans and press conferences. Students learn and implement advanced public relations and strategic communications skills including targeted media pitches, audience research, measurement, issues management, reputation management, media training and change communication techniques. Prerequisite: COMM 301 with a grade of C-.

COMM 660AY. Film and Journalism (3).
Cross-listed as COMM 860AY. Critically analyzes films as teaching tools of best practices — or not — of journalism and journalists as depicted by Hollywood. Students analyze films from a Formalist perspective, a theory that focuses on “elements” of film, hopefully inspiring journalists to improve their powers of observation.

COMM 660AZ. Journalism History and Theory (3).
Cross-listed as COMM 860AZ. Examines the historical development of the institution and technology of journalism and news writing/production in context through the lenses of various humanistic and scientific theories of communication. Both trends and specific events are explored through lectures, readings, discussions and other
assignments. Classic and more contemporary writings and approaches are included.

COMM 660CA. Photographing Contemporary Social Issues (3). Cross-listed as COMM 860CA. Overview of the history, theory, technology and practice of modern point-of-view photojournalism. Includes a personal documentary photo essay project and other experiential assignments. Basic digital photography experience is recommended.

COMM 660CB. Applied Video Production (3). Students learn to apply principles of video production to create projects for corporate clients, including feature stories, training videos, promotional videos and other multimedia content as needed. Students work closely with clients in Shocker Ad Lab and IMC Campaigns. COMM 512 is strongly encouraged. Prerequisite: COMM 306.

COMM 661. Directing Forensics Program (3). Studies the methods and procedures in coaching and directing the high school and collegiate forensic programs (debate and individual events). The future teacher is made aware of the literature and professional organizations in the field.

COMM 662. Seminar in Communication (1-3). Special seminars dealing with current problems, issues or interests in various areas of communication. Repeatable for credit in different topics only.

COMM 662T. IMC Practicum (3). Applied skills-based course that functions as a student-run advertising and public relations agency. Students design, write, edit, photograph, video record and produce client work across all platforms, giving them a solid working knowledge of the platforms and processes as well as pieces for their professional portfolios.

COMM 662V. Communication Entrepreneur (3). Special seminar dealing with current problems, issues or interests in various areas of communication. Students read and discuss how to effectively communicate while starting a company. Students meet with entrepreneurs who have been both successful and unsuccessful communicators in their careers. Repeatable for credit in different topics only.

COMM 675. Directed Study (1-4). Cross-listed as THEA 675. Individual study or projects. Repeatable for credit with departmental consent. Prerequisite: departmental consent.

COMM 690. Communication Internship (1-2). Credit for professional experience that integrates theory with a planned and supervised professional experience designed to complement and enhance an academic program. Individualized programs must be formulated in consultation with, and approved by, appropriate faculty sponsors. Repeatable for credit, but limited to a total of 4 credit hours in COMM 481 and COMM 690. Prerequisite: departmental consent.

COMM 750. Workshops in Communication (1-4). Workshops on a variety of communication topics. Different topics are indicated by a letter following the course number.

COMM 750C. Oral Comm Methods (1-3). Introduces students to philosophies, strategies and practices pertaining to instructing undergraduates. Demonstrates how to teach public speaking in entry-level skills courses at the collegiate level. Designed as a practicum that covers lecture skills, speech preparation skills, grading/speech evaluation, student-instructor interaction, classroom exercises, university policies, etc.

COMM 760. Seminar in Communication (1-3). Special seminars dealing with current problems, issues or interests in various areas of communication. Repeatable for credit in different topics only.

COMM 801. Introduction to Communication Research (3). Integrative approach to understanding the nature and scope of communication research. Provides an overview of current research in the discipline. Instruction in the basic steps of research; availability of library and other sources; bibliographic search; computer accessing of source materials; organization, style and format of a research report and citation of sources in accordance with standard style guides.

COMM 802. Qualitative Methodologies in Applied Communication Research (3). Explores methodologies, including observational research, focus groups and key information interviews, which are commonly used in applied communication projects. Prerequisite: COMM 801.

COMM 803. Empirical/Quantitative Research Methodology in Communication (3). Introduces empirical research methods in communication. Emphasizes both experimental and nonexperimental research, particularly those forms of research common to communication studies. Studies research design, methods and reporting techniques. Prerequisite: COMM 801.

COMM 812. Contemporary Theories of Communication (3). Studies selected conceptual models useful in the academic study of human communication, including theories involving such contexts as interpersonal communication, public communication and mass communication.

COMM 820. Investigation & Conference (1-3). Cross-listed as THEA 820. Directed research and experimentation for graduate students in some phase of (1) public address, (2) theatre history and production, (3) radio-television, or (4) the teaching of speech. Repeatable for a total of 6 credit hours.

COMM 832. Methods in Communication History (3). Introduces the historical methodologies used by communication historians. Emphasizes major works of past and current communication historians and the methodological and analytical tools used in such scholarship. Prerequisite: COMM 801.

COMM 850. Effectively Instructing and Managing the Basic Communication Course (1). Instruction on effective oral communication teaching methods and on effectively managing the basic communication course. *Course includes diversity content.* Repeatable for a total of 4 credit hours. Prerequisite: departmental consent.

COMM 860. Seminar In Communication (1-3). Special seminars dealing with current problems, issues or interests in various areas of communication. Repeatable for credit in different topics only.

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**COMM 865. Organizational Communication (3).**
Cross-listed as MGMT 865. Analyzes communication models emphasizing their applications to communication problems in organizations. Explores social psychological processes underlying persuasion in interpersonal relations and through mass media. Critically analyzes communication systems and techniques within formal organizations.

**COMM 870. Directed Study (1-3).**
Individual study or projects. Repeatable for credit with departmental consent. Prerequisite: departmental consent.

**COMM 875. Thesis (1-3).**
Prerequisite: departmental consent.

**COMM 876. Thesis (1-3).**
Prerequisite: departmental consent.