

## COMM - Communication

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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 Reporting (3).**

Focuses on journalistic techniques for reporting and writing more complex and important types of news and feature stories. Students work with various forms of traditional and emerging news gathering tools. Students also learn about the solutions journalism approach to storytelling. Prerequisite(s): 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(s): COMM 301 with a C- or better, or departmental consent.

### **COMM 504. Corporate and Commercial Video Production (3).**

Allows students to discover and create a variety of real-world video projects that regularly occur in the corporate and commercial communication industry. Projects include TV commercials, promotional videos, informational training videos, customer testimonials, screencast tutorials, music videos and social stories. Prerequisite(s): COMM 412.

### **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(s): COMM 406.

### **COMM 510. Editing For Print and Web (3).**

Selection, evaluation and preparation of copy for publication. Covers copy editing, rewriting, headline and caption writing, social media writing and media ethics. Prerequisite(s): COMM 301 with a C- or better, COMM 410.

### **COMM 522. Advanced Television News (3).**

Advances television reporting and producing techniques from COMM 422. Students create and deliver news content and build a portfolio in preparation for the job-market. Prerequisite(s): COMM 422.

### **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. Prerequisite(s): COMM 301 with a C- or better and either COMM 324 or COMM 450.

### **COMM 530. Media Analytics and Audience Behavior (3).**

Analysis of audience behaviors based on media analytics. Students explore psychological and methodological approaches to better understand audiences based on data derived from media analytics.

### **COMM 535. Communication Analysis and Criticism (3).**

*General education humanities 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. Prerequisite(s): 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. Prerequisite(s): COMM 301 with a C or better, junior standing.

### **COMM 555. Media Design (3).**

Course focuses on designing engaging visual content across platforms. Students use industry-standard software and interactive software applications to create infographics, marketing material and layouts for print, web and social media. Prerequisite(s): COMM 205.

### **COMM 562. Shocker Ad Lab (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. Prerequisite(s): COMM 301 with a C- or better, and COMM 205 or COMM 206.

### **COMM 570. Magazine Production (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. Prerequisite(s): COMM 301 and 510, or departmental consent.

### **COMM 571. Feature Writing (3).**

Course emphasizes storytelling in the journalism tradition of feature writing. Feature stories can be long-form journalism or shorter articles that are informative for both print and online readers. The class explores the use of narrative, immersion, profile or biography, plots, back stories and voice. Attention is paid to studying successful feature writers. Prerequisite(s): COMM 301 with a C- or better.

### **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. Prerequisite(s): COMM 301 and instructor's consent.

### **COMM 604. Video Storytelling (3).**

An advanced video course focusing on documentary and other current styles of video production, paying particular attention to composition, sequencing, lighting and audio gathering skills that cross multiple visual platforms. Students advance skills in recording and editing to create portfolio-ready material. Prerequisite(s): COMM 412.

### **COMM 609. Advanced Video Editing (3).**

Course builds from a foundational knowledge of nonlinear editing. Students learn to manage complex media workflows and edit video more efficiently. This course also introduces video compositing and effects as well as motion graphics production. Prerequisite(s): COMM 412.

### **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(s): 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(s): COMM 422 or instructor's consent.

### **COMM 625. Advanced Copy Writing (3).**

Focuses on developing creativity as an approach to ad copy writing, as well as honing existing writing skills. It includes practice at writing for various platforms. Students learn techniques for pushing their writing beyond typical solutions. Students practice writing copy to promote

products, services or causes for corporate, nonprofit, government or political campaigns. Prerequisite(s): COMM 425 or COMM 525, 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(s): 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(s): COMM 301 with a C- or better or instructor's consent.

**COMM 631. Historical and Theoretical Issues in Communication (3).**

*General education humanities 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 communication events. Prerequisite(s): junior standing and COMM 130 or 190, or instructor's consent.

**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. Prerequisite(s): senior standing; minimum GPA of 3.500; COMM 430, 535, 630, 631; departmental consent.

**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 655. Capstone Media Project (3).**

Serves as a hands-on application of the cumulative skills and expertise learned in the journalism and media production emphasis area. Students work in teams to create cross-platform stories centered on a specific topic using audio, video, text, graphics, photography, social media and more. Students should be seniors before enrolling in this course. Capstone course. Prerequisite(s): COMM 301 with a grade of C- or better, COMM 410, COMM 412 and senior standing.

**COMM 660. Seminar in Communication (1-3).**

An umbrella course created to explore a variety of subtopics differentiated by letter (e.g., 660A, 660B). Not all subtopics are offered each semester – see the course schedule for availability. Students enroll in the lettered courses with specific topics in the titles rather than in this root course.

**COMM 660A. Political Communication (3).**

Examines the theory and practice of the communicative aspects of American governing processes with a focus on the strategies of crafting messages to persuade constituent groups and the public at large. Topics include the study of news coverage of political events, political campaigns, political advertising and political debates.

**COMM 660AA. Popular Culture and Communication (3).**

Introduces the study of popular culture in communication contexts. This course teaches several frameworks that can be used to study popular culture and applies those frameworks in various aspects of popular culture including music, television, movies, social media and more.

**COMM 660AN. Race, Rhetoric, Media and Technology (3).**

An introduction to the theoretical foundations of rhetoric and cultural studies. The class explores how these concepts interact with race in the domains of media and technology. Students examine the changing nature of race, racism and racial inequalities throughout our media and technological landscapes. *Course includes diversity content.*

**COMM 660AS. Persuasion (3).**

Cross-listed as COMM 860AS. Surveys advanced theory and experimental studies in persuasion.

**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(s): COMM 301 with a grade of C-.

**COMM 660BC. Communication and Persuasion in the Courtroom (3).**

Cross-listed as COMM 860BC. Studies the theory and techniques of courtroom persuasion. Examines the role of communication in the practice of law. Topics include witness preparation, theme development, opening and closing statements, and the use of pretrial mock jury research.

**COMM 660BF. Advanced Web Design and Analytics (3).**

Teaches students advanced concepts in design of websites and social media pages. Students learn to optimize their sites and channels using search engine optimization (SEO). Students also learn to read and assess data and analytics to make informed content decisions. Prerequisite(s): COMM 255 or graduate standing.

**COMM 660CA. Photographing Contemporary Social Issues (3).**

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 412 is strongly encouraged. Prerequisite(s): COMM 206.

**COMM 662. Seminar in Communication (1-3).**

An umbrella course created to explore a variety of subtopics differentiated by letter (e.g., 662A, 662B). Not all subtopics are offered each semester – see the course schedule for availability. Students enroll in the lettered courses with specific topics in the titles rather than in this root course.

**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).**

Arranged individual directed study in specialized content areas under the supervision of a faculty member. Repeatable for credit. Prerequisite(s): departmental consent.

**COMM 690. Communication Internship (1-3).**

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(s): departmental consent.

**COMM 750. Workshops in Communication (1-4).**

An umbrella course created to explore a variety of subtopics differentiated by letter (e.g., 750A, 750B). Not all subtopics are offered each semester – see the course schedule for availability. Students enroll in the lettered courses with specific topics in the titles rather than in this root course.

**COMM 750C. Oral Communication 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).**

An umbrella course created to explore a variety of subtopics differentiated by letter (e.g., 760A, 760B). Not all subtopics are offered each semester – see the course schedule for availability. Students enroll in the lettered courses with specific topics in the titles rather than in this root course.

**COMM 760B. Drone Videography Seminar in Communication (3).**

Introduces drone technology through the lens of videography. Students learn the technical components of drone piloting and apply that knowledge along with creative composition techniques and visual storytelling theory to a variety of real-world projects. Prerequisite(s): COMM 206 or instructor's consent.

**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(s): 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(s): 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 and 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(s): COMM 801.

**COMM 860. Seminar In Communication (1-3).**

An umbrella course created to explore a variety of subtopics differentiated by letter (e.g., 860A, 860B). Not all subtopics are offered each semester – see the course schedule for availability. Students enroll in the lettered courses with specific topics in the titles rather than in this root course.

**COMM 860AI. Advanced Copy Writing for Professionals (3).**

This graduate-level, 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 860AO. Communication Case Studies Methods (3).**

Cross-listed as COMM 660AO. 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 860AS. Persuasion (3).**

Cross-listed as COMM 660AS. Surveys advanced theory and experimental studies in persuasion.

**COMM 860BC. Communication and Persuasion in the Courtroom (3).**

Cross-listed as COMM 660BC. Studies the theory and techniques of courtroom persuasion. Examines the role of communication in the practice of law. Topics include witness preparation, theme development, opening and closing statements, and the use of pretrial mock jury research.

**COMM 860BE. Social Media and Society (3).**

Examines the practical and theoretical impacts of social media on individuals, organizations and societies. Students learn how to create effective strategic social media content and critically evaluate social media messages.

**COMM 862. Seminar in Communication (1-3).**

An umbrella course created to explore a variety of subtopics differentiated by letter (e.g., 862A, 862B). Not all subtopics are offered each semester – see the course schedule for availability. Students enroll in the lettered courses with specific topics in the titles rather than in this root course.

**COMM 870. Directed Study (1-3).**

Individual study or projects. Repeatable for credit with departmental consent. Prerequisite(s): departmental consent.

**COMM 874. Professional Capstone (3).**

Credit for professional experience that integrates theory with a planned and supervised professional experience designed to complement and enhance the academic program. Individualized programs must be formulated in consultation with, and approved by, appropriate faculty sponsors. Capstone course. Prerequisite(s): departmental consent.

**COMM 875. Thesis (1-3).**

Student-driven research experience to address a specific research question. Potential topics should be formulated by the student and discussed with their advisor. Repeatable for credit. Prerequisite(s): departmental consent.

**COMM 876. Thesis (1-3).**

Student-driven research experience to address a specific research question. Potential topics should be formulated by the student and discussed with their advisor. Repeatable for credit. Prerequisite(s): departmental consent.