

## COMM - Communication

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Courses numbered 100 to 299 = *lower-division*; 300 to 499 = *upper-division*; 500 to 799 = *undergraduate/graduate*.

### COMM 111. Public Speaking (3).

*General education foundation course.* Studies basic concepts of speech communication as applied to public speaking and critical analysis. For students wishing to enhance leadership potential by improvement in traditional public speaking situations.

### COMM 111H. Public Speaking Honors (3).

*General education foundation course.* Studies basic concepts of speech communication as applied to public speaking and critical analysis. For students wishing to enhance leadership potential by improvement in traditional public speaking situations.

### COMM 130. Communication and Society (3).

*General education social and behavioral sciences course.* Introduces the functions, processes and effects of individual and mass communication in American society. Explores economic, social and governmental impacts of such communication. Includes a survey of the media and communication industry.

### COMM 190. Introduction to Human Communication (3).

*General education humanities course.* Explores several alternative frameworks by which humans cope with and control the communication environment. Uses observational and experiential opportunities to discover the variety of patterns used by humans to symbolically interact with themselves, each other and entire cultures. Uses multimedia instructional procedures. *Course includes diversity content.*

### COMM 202. Debate and Forensics (3).

Research and preparation for debate and individual speaking events, participation in intercollegiate debate and/or forensics competition, and debate and forensics squad meetings. Repeatable for a total of 6 credit hours. May not be counted toward a major. Prerequisite(s): departmental consent.

### COMM 221. Oral Interpretation (3).

*General education humanities course.* Cross-listed as THEA 221. Designed to enhance speaking skills through the performance of original stories and excerpts from literature. Focuses on aiding the student to become a compelling storyteller. Class works on developing an expressive voice and also developing performance skills such as learning to gesture and express oneself through facial expression. These verbal skills aid the student in being a better communicator.

### COMM 222. Improving Voice and Diction (3).

Cross-listed as THEA 222. For students wishing to improve their speaking voices and gain greater control over their pronunciation of spoken English. Course is performance oriented, however, the anatomy of the vocal mechanism and the International Phonetic Alphabet are studied for practical application in the improvement of voice and diction.

### COMM 301. Writing for the Mass Audience (3).

Hands-on introduction to writing for the mass audience, including print and broadcast journalism, advertising and public relations. In this survey-style course, students become acquainted with various news and promotional writing techniques and formats, develop reporting and interviewing skills, and learn to apply media judgment and ethics. Course is a prerequisite to many specialized Elliott School courses. Prerequisite(s): grade of C or better in ENGL 101, 102, COMM 130 or 190; and pass the department's Grammar, Spelling and Punctuation (GSP) exam.

### COMM 302. Interpersonal Communication (3).

*General education humanities course.* Develops an awareness of the elements of interpersonal communication and aids the student in establishing more meaningful and effective interpersonal relationships, both personally and professionally.

### COMM 304. Studio Video Production (3).

2 Classroom hours; 2 Lab hours. Basic principles, procedures and techniques of video production, including operation of studio equipment and direction of television programs and other video productions. Prerequisite(s): COMM 306 or instructor's consent.

### COMM 305. Visual Technologies (3).

Examines the importance and meaning of visual symbols in modern society. Explores the methods by which visual images inform, educate and persuade readers.

### COMM 306. Introduction to Multimedia (3).

Examines appropriate multimedia formats for telling stories and presenting information. Focuses on understanding effective publication of communication via audio, video and web.

### COMM 310. Introduction to Photojournalism (3).

Basic photographic theory and technique emphasizing telling stories about people and events. Students explore and use digital camera gear and learn shooting techniques; study masters of the genre, historical changes, photo editing, legal and ethical issues, and dealing with controversy.

### COMM 312. Nonverbal Communication (3).

*General education humanities course.* Studies theory and research in nonverbal communication. Students explore different aspects of nonverbal communication and engage in original research and study in the field of nonverbal communication. Emphasizes the application of nonverbal communication to the total human communication process. Prerequisite(s): COMM 111.

### COMM 313. Argumentation and Advocacy (3).

*General education humanities course.* Studies the principles of effective rational discourse, oral and written, dealing with controversial issues in public deliberative, forensic and educational areas. Includes valid and fallacious reasoning as well as tests of evidence.

### COMM 321. Introduction to Film Studies (3).

*General education humanities course.* Emphasizes the nature and function of film as a mode of communication with attention to film theory and technical criticism. Selected films are shown in class.

### COMM 324. Integrated Marketing Communication (3).

Introduces the theory and practice of the integrated fields of advertising and public relations viewed from the perspective of integrated marketing communication. Includes audience research, the creation of specialized messages and message delivery systems. Prerequisite(s): COMM 130 or 190, or departmental consent.

### COMM 325. Speaking in Business and the Professions (3).

Studies the basic concepts of public speaking and discussions as they apply to the business and professional person. Emphasizes public presentations, group leadership and interpersonal communication as appropriate to business and professional oral communication. Prerequisite(s): COMM 111 with a grade of C or better.

### COMM 328. Teamwork, Leadership and Group Communication (3).

Studies the nature and functions of groups and the development of skills for identifying and evaluating communication behavior in small group situations emphasizing the dynamics of teamwork and group leadership.

**COMM 335. International and Intercultural Communication (3).**  
*General education humanities course.* Introduces basic concepts and principles regarding communication between people from different racial, ethnic and cultural backgrounds. Also includes the influence of the media in intercultural communication. *Course includes diversity content.*

**COMM 401. Reporting the News (3).**  
Principles of reporting, interviewing and multimedia writing, emphasizing both print and broadcast storytelling techniques. Prerequisite(s): COMM 301 with a C- or better, COMM 305 or 306.

**COMM 402. Debate and Forensics (3).**  
Research and preparation for debate and individual speaking events, participation in intercollegiate debate and/or forensics competition, and debate and forensics squad meetings. Repeatable for a total of 6 credit hours. Three (3) credit hours may be counted toward the major. Prerequisite(s): departmental consent.

**COMM 406. Audio Production (3).**  
Production and direction of audio programs. Hands-on use of all standard audio production equipment to learn techniques of sound blending and reproduction. Prerequisite(s): COMM 306.

**COMM 422. Broadcast News (3).**  
Theory and techniques of preparing news for the electronic media, including preparation of news reports for radio and television. Prerequisite(s): COMM 301 with a C or better.

**COMM 430. Communication Research and Inquiry (3).**  
*General education humanities course.* Introduces the process of research and inquiry across the discipline of communication. Helps students in communication become more intelligent consumers of research and investigative inquiry, and to become more adept at designing their own research projects. Includes information gathering, structuring inquiry with qualitative and quantitative research designs, and processing and reporting information. Prerequisite(s): junior standing and COMM 130 or 190, or instructor's consent.

**COMM 450. Integrated Marketing Communication Strategy (3).**  
Builds on theories and practices of integrated marketing communication, including audience, market research, brand management and media selection. Uses case studies of local and national brands to explore strategic concepts unique to integrated marketing communication.

**COMM 472. Senior Portfolio Seminar (1).**  
Students prepare a resume and portfolio of their best work to be evaluated by faculty members and communication professionals in their areas of emphasis. Ideally completed in a student's final semester before graduation. Prerequisite(s): senior standing, completion of 18 credit hours of communication coursework and departmental consent.

**COMM 481. Cooperative Education (1-2).**  
Credit for cooperative field placement that integrates theory with a planned and supervised professional experience designed to complement and enhance the student's 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 481N. Internship (1-2).**  
Complements and enhances the student's academic program by providing an opportunity to apply and acquire knowledge in a workplace environment as an intern. Prerequisite(s): departmental consent.

**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. Prerequisite(s): 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(s): 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(s): 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. Prerequisite(s): 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(s): 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(s): 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. Prerequisite(s): COMM 301, 324 with a C or better or departmental consent.

**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. 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. Prerequisite(s): COMM 301, 305.

**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 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).**

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(s): COMM 512.

**COMM 609. Interactive Media Production (3).**

Investigation and application of production techniques for educational and instructional broadcasting, emphasizing television. Prerequisite(s): 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(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 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 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 660AI. 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 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 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 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 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 660BB. Media Analytics and Audience Behavior (3).**  
Cross-listed as COMM 860BB. 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 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 660BD. Future of Journalism (3).**  
Cross-listed as COMM 860BD. Explores the future of journalism, from new business models and changing newsrooms to collaborative and solutions-based journalism. Examines current efforts to restructure news organizations, including interviews with practitioners of these efforts.

**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 512 is strongly encouraged. Prerequisite(s): COMM 306.

**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. 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.

**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(s): 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(s): 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 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).**  
Special seminars dealing with current problems, issues or interests in various areas of communication. Repeatable for credit in different topics only.