University Curriculum Committee  
11 March 2004 Meeting Minutes

Members present:

Guest present:
D. Coltraine

Members excused:
J. Toppen

 Approval without dissent the minutes of the 26 February 2004 meeting.

1)  Professor Rebecca Dumalo of the School of Communications spoke in favor of her unit’s package, including these the following eight new courses as well as revisions to their degrees as a result of these changes.

- COMM 3151: Family Communication
- COMM 3242: Advanced Studio Production
- COMM 3322: Computer Assisted Reporting
- COMM 3380: Computer Mediated Communication
- COMM 3520: Sports Media Survey
- COMM 3660: History of the Moving Image
- COMM 4042: First Amendment Law
- COMM 4045: Media Literacy for Communication Professionals

After discussion, Estes moved for approval, followed by a second from J. Smith. Motion passed without dissent.

3) The committee discussed revising the course submission form and procedures for next year. Members will review the form and consider the forms at the next meeting.

4) Meeting adjourned at 3:00 pm

Minutes submitted by T. D. Hudson

University Curriculum Committee
School of Communications,

Changes to pp. 200 – 205 of 2003 – 2004 catalog:

SCHOOL OF COMMUNICATION

Linner Griffin Dennis Cali, Interim Director, Joyner East

BA in Communication

The BA in communication prepares students to work in public relations and journalism in business, government, and community agencies. The program offers traditional courses in mass communication along with courses reflecting the dynamic interpersonal and technological communication changes of today’s society. In order to declare a major in the BA in communication, a student must have a minimum cumulative 2.0 GPA, and must demonstrate a minimum 2.5 GPA in COMM 1001, 1002. A minimum grade of C is required in all COMM courses that count toward the major. Minimum degree requirement is 126 s.h. of credit as follows:

1. General education (See Section 6, Undergraduate Studies, Requirements for Baccalaureate Degree Programs.) ................................................................. 42 s.h.

2. Foreign language through level 1004 ......................................................12 s.h.

3. Core .................15 s.h.

COMM 1001. Introduction to Communication (3) (F,S) (GE:SO)
COMM 1002. Media Writing (3) (WI) (F,S,SS) (P: ENGL 1100)

COMM 2030. Communication Research (3) (F,S) (P: COMM major or minor or consent of instructor)

COMM 2410. Public Speaking (3) (F,S,SS) (GE:FA) or COMM 2420. Business and Professional Communication (3)
(F,S,SS) (GE:FA)

COMM 4080. Senior Seminar (3) (F,S,SS) (P: COMM major or minor or consent of instructor; Completion of 24 s.h.
in COMM before registering for course)

4. Concentration area (Choose one.)
........................................................................................................................................ 21 s.h.

Communication Studies (21 s.h.):

Choose 6 s.h. from:

COMM 3110. Persuasion Theories (3) (P: COMM major or minor or consent of instructor)

COMM 3142. Small Group Communication (3) (P: COMM major or minor or consent of instructor)

COMM 3151. Family Communication (3) (P: COMM major or minor or consent of instructor.)

COMM 3152. Interpersonal Communication Theory (3) (F) (GE:SO) (P: COMM major or minor or consent of instructor)

COMM 4130. Conflict and Communication (3) (P: COMM major or minor or consent of instructor; COMM 3142 or 3152 or 3160)

COMM 4135. Gender and Communication (3) (F) (P: COMM major or minor or consent of instructor. P: For Women’s Studies Major or Minor: COMM 1001, 1002; or WOST 2000 or 2400)

Choose 3 s.h. from:

COMM 2250. Classic Documentaries: 1900-2000 (3) (P: COMM major or minor or consent of instructor)

COMM 4045. Media Literacy for Communication Professionals. (3) (P: COMM major or minor or consent of instructor.)

COMM 3172. Media Effects (3) (GE:SO) (P: COMM major or minor or consent of instructor)

COMM 4040. Media, Culture, and Society (3) (F,S) (P: COMM major or minor or consent of instructor; 15 s.h. COMM)

Choose 3 s.h. from:

COMM 3110. Persuasion Theories (3) (P: COMM major or minor or consent of instructor)
COMM 3400. Argumentation (3) (P: COMM major or minor or consent of instructor; ENGL 1200)

COMM 3410. Advanced Public Speaking (3) (P: COMM major or minor or consent of instructor; COMM 2410 or 2420)

COMM 4032. Mass Media Law (3) (F,S) (P: COMM major or minor or consent of instructor; 18 s.h. COMM) OR COMM 4042. First Amendment Law (3) (P: COMM major or minor or consent of instructor; 18 s.h. COMM)

Choose 3 s.h. from:

COMM 3400. Argumentation (3) (P: COMM major or minor or consent of instructor; ENGL 1200)

COMM 4075. Media Criticism (3) (WI) (P: COMM major or minor or consent of instructor)

COMM 4400. Rhetorical Theory and Criticism (3) (P: COMM major or minor or consent of instructor; ENGL 1200)

COMM 4905. Media Ethics (3) (WI) (F,S) (P: COMM major or minor or consent of instructor; 18 s.h. COMM)

Choose 3 s.h. from:

COMM 3160. Organizational Communication Theory (3) (P: COMM major or minor or consent of instructor)

COMM 3180. Intercultural Communication (3) (P: COMM major or minor or consent of instructor)

COMM 4040. Media, Culture, and Society (3) (F,S) (P: COMM major or minor or consent of instructor; 15 s.h. COMM)

Choose 3 s.h. COMM electives

Public Relations (21 s.h.):

COMM 2320. Basic Reporting (3) (F,S,SS) (WI) (P: COMM major or minor or consent of instructor)

COMM 3120. Public Relations Theory (3) (F,S) (P: COMM major or minor or consent of instructor)

COMM 4180. Public Relations Strategies (3) (WI) (F,S) (P: COMM major or minor or consent of instructor; COMM 3120)

Choose 3 s.h. from:

COMM 3110. Persuasion Theories (3) (P: COMM major or minor or consent of instructor)
COMM 3142. Small Group Communication (3) (P: COMM major or minor or consent of instructor)

**COMM 3151. Family Communication (3) (P: COMM major or minor or consent of instructor)**

COMM 3152. Interpersonal Communication Theory (3) (F) (GE:SO) (P: COMM major or minor or consent of instructor)

COMM 3400. Argumentation (3) (P: COMM major or minor or consent of instructor; ENGL 1200)

COMM 4130. Conflict and Communication (3) (P: COMM major or minor or consent of instructor; COMM 3142 or 3152 or 3160)

COMM 4135. Gender and Communication (3) (F) (P: COMM major or minor or consent of instructor; P: For Women’s Studies Major or Minor: COMM 1001, 1002; or WOST 2000 or 2400)

COMM 4400. Rhetorical Theory and Criticism (3) (P: COMM major or minor or consent of instructor; ENGL 1200)

Choose 3 s.h. from:

COMM 2104. Public Relations and Corporate Writing (3) (WI) (P: COMM major or minor or consent of instructor)

COMM 3310. Copy Editing and Design (3) (F,S,SS) (P: COMM major or minor or consent of instructor; COMM 2320)

COMM 3340. Desktop Publishing (3) (P: COMM major or minor or consent of instructor; ENGL 1200; COMM 2320)

COMM 3362. Visual Editing (3) (P: COMM major or minor or consent of instructor; COMM 2320)

COMM 3500. Web Design for Communication Professionals (3) (P: COMM major or minor or consent of instructor)

Choose 3 s.h. from:

COMM 3172. Media Effects (3) (GE:SO) (P: COMM major or minor or consent of instructor)

COMM 4032. Mass Media Law (3) (F,S) (P: COMM major or minor or consent of instructor; 18 s.h. COMM) **OR COMM 4042. First Amendment Law (3) (P: COMM major or minor or consent of instructor; 18 s.h. COMM)**
COMM 4040. Media, Culture, and Society (3) (F,S) (P: COMM major or minor or consent of instructor; 15 s.h. COMM)

**COMM 4045. Media Literacy for Communication Professionals. (3) (P: COMM major or minor or consent of instructor.)**

COMM 4905. Media Ethics (3) (F,S) (WI) (P: COMM major or minor or consent of instructor; 18 s.h. COMM)

Choose 3 s.h. from:

COMM 3160. Organizational Communication Theory (3) (P: COMM major or minor or consent of instructor)

COMM 3180. Intercultural Communication (3) (P: COMM major or minor or consent of instructor)

COMM 3390. International News Communication (3) (S) (GE:SO) (P: COMM major or minor or consent of instructor)

COMM 4091. Internship-Seminar (3) (F,S,SS) (P: COMM major or minor or consent of instructor; 18 s.h. COMM)

COMM 4185. International Public Relations (3) (P: COMM major or minor or consent of instructor; COMM 3120)

**Print Journalism (21 s.h.):**

COMM 2320. Basic Reporting (3) (F,S,SS) (WI) (P: COMM major or minor or consent of instructor)

COMM 3320. Advanced Reporting (3) (WI) (F,S) (P: COMM major or minor or consent of instructor;)

COMM 2320) **OR COMM 3322. Computer Assisted Reporting (3) (WI) (F,S) (P: COMM major or minor or consent of instructor: COMM 2320.)**

COMM 4032. Mass Media Law (3) (F,S) (P: COMM major or minor or consent of instructor; 18 s.h. COMM) **OR COMM 4042. First Amendment Law (3) (P: COMM major or minor or consent of instructor: 18 s.h. COMM).**

Choose 3 s.h. from:

COMM 3310. Copy Editing and Design (3) (F,S,SS) (P: COMM major or minor or consent of instructor; COMM 2320)

COMM 3340. Desktop Publishing (3) (P: COMM major or minor or consent of instructor; ENGL 1200; COMM 2320)

COMM 3362. Visual Editing (3) (P: COMM major or minor or consent of instructor; COMM 2320)
COMM 3500. Web Design for Communication Professionals (3) (P: COMM major or minor or consent of instructor)

Choose 3 s.h. from:
COMM 3110. Persuasion Theories (3) (P: COMM major or minor or consent of instructor)
COMM 3142. Small Group Communication (3) (P: COMM major or minor or consent of instructor)
COMM 3152. Interpersonal Communication Theory (3) (F) (GE:SO) (P: COMM major or minor or consent of instructor)
COMM 3180. Intercultural Communication (3) (P: COMM major or minor or consent of instructor)
COMM 3390. International News Communication (3) (S) (GE:SO) (P: COMM major or minor or consent of instructor)

Choose 3 s.h. from:
COMM 2250. Classic Documentaries: 1900-2000 (3) (P: COMM major or minor or consent of instructor)
COMM 3172. Media Effects (3) (GE:SO) (P: COMM major or minor or consent of instructor)
COMM 4040. Media, Culture, and Society (3) (F,S) (P: COMM major or minor or consent of instructor; 15 s.h. COMM)
COMM 4075. Media Criticism (3) (WI) (P: COMM major or minor or consent of instructor)
COMM 4905. Media Ethics (3) (F,S) (WI) (P: COMM major or minor or consent of instructor; 18 s.h. COMM)

Choose 3 s.h. COMM electives.

5. Minor and general electives to complete requirements for graduation.
Students who major in communication can not minor in communication.

BS in Communication
The BS in communication, a professional degree program, prepares students to be news writers and broadcast journalists,

audio and video specialists and performers, directors, and/or managers. The program is centered on applied mass media

studies supported by a theoretical foundation. In order to declare a major in the BS in communication, the student must

have a minimum cumulative 2.0 GPA and a minimum 2.5 GPA in COMM 1001, 1002. A minimum grade of C is required in all COMM courses that count toward the major.
Minimum degree requirement is 126 s.h. of credit as follows:

1. **General education requirements (See Section 6, Undergraduate Studies, Requirements for Baccalaureate Degree Programs.)**

.................................................................................................................. 42 s.h.

2. **Foreign language through level 1002**

.................................................................................................................. 6 s.h.

3. **Core .................................................................................................................. 24 s.h.**

    COMM 1001. Introduction to Communication (3) (F,S) (GE:SO)
    COMM 1002. Media Writing (3) (WI) (F,S,SS) (P: ENGL 1100)
    COMM 2410. Public Speaking (3) (F,S,SS) or COMM 2420. Business and Professional Communication (3) (F,S,SS)
    COMM 4032. Mass Media Law (3) (S) (P: COMM major or minor or consent of instructor; 18 s.h. in COMM) **OR COMM 4042. First Amendment Law (3) (P: COMM major or minor or consent of instructor: 18 s.h. COMM).**
    COMM 4080. Senior Seminar (3) (F,S,SS) (P: COMM major or minor or consent of instructor; Completion of 24 s.h."
    COMM before registering for course)
    COMM 4905. Media Ethics (3) (F,S) (WI) (P: COMM major or minor or consent of instructor; 18 s.h. COMM)

Choose 3 s.h. from:

    COMM 3110. Persuasion Theories (3) (P: COMM major or minor or consent of instructor)
    COMM 3142. Small Group Communication (3) (P: COMM major or minor or consent of instructor)
    COMM 3152. Interpersonal Communication Theory (3) (F) (GE:SO) (P: COMM major or minor or consent of instructor)
    COMM 3180. Intercultural Communication (3) (P: COMM major or minor or consent of instructor)
    COMM 3390. International News Communication (3) (S) (GE:SO) (P: COMM major or minor or consent of instructor)

Choose 3 s.h. from:
COMM 2250. Classic Documentaries: 1900-2000 (3) (P: COMM major or minor or consent of instructor)

**COMM 3660. History of the Moving Image (3) (P:COMM major or minor or consent of instructor.)**

COMM 3172. Media Effects (3) (GE:SO) (P: COMM major or minor or consent of instructor)

COMM 4040. Media, Culture, and Society (3) (F,S) (P: COMM major or minor or consent of instructor; 15 s.h. COMM)

COMM 4075. Media Criticism (3) (WI) (P: COMM major or minor or consent of instructor)

4. Concentration area (Choose one.)

........................................................................................................ 21-24 s.h.

**Broadcast Journalism (21 s.h.):**

COMM 2210. Writing for the Electronic Mass Media (3) (WI) (F,S,SS) (P: COMM major or minor or consent of instructor)

COMM 2215. Audio Production (3) (P: COMM major or minor or consent of instructor; COMM 2210)

COMM 2220. Video Production (3) (F,S,SS) (P: COMM major or minor or consent of instructor; COMM 2210)

COMM 2230. Announcing (3) (F,S,SS) (P: COMM major or minor or consent of instructor)

COMM 2320. Basic Reporting (3) (F,S,SS) (WI) (P: COMM major or minor or consent of instructor)

COMM 3220. Video Field Production (3) (F,S,SS) (P: COMM major or minor or consent of instructor; COMM 2220)

COMM 3320. Advanced Reporting (3) (WI) (F,S) (P: COMM major or minor or consent of instructor; COMM 2320) **OR COMM 3322. Computer Assisted Reporting (3) (WI) (F,S) (P: COMM major or minor or consent of instructor: COMM 2320.)**

**Media Production (24 s.h.):**

Choose 3 s.h. from:

COMM 2320. Basic Reporting (3) (F,S,SS) (WI) (P: COMM major or minor or consent of instructor)

COMM 3212. Non-News Media Features (3) (P: COMM major or minor or consent of instructor; COMM 2320)

COMM 3235. Advanced Writing for Television Formats (3) (P: COMM major or minor or consent of instructor; COMM 2210, 2320, 3020) Must be taken in sequence:
COMM 2210. Writing for the Electronic Mass Media (3) (WI) (F,S,SS) (P: COMM major or minor or consent of instructor)

COMM 2215. Audio Production (3) (P: COMM major or minor or consent of instructor; COMM 2210)

COMM 2220. Video Production (3) (F,S,SS) (P: COMM major or minor or consent of instructor; COMM 2210)

COMM 3220. Video Field Production (3) (F,S) (P: COMM major or minor or consent of instructor; COMM 2220)

COMM 3250. Video Post Production Techniques (3) (P: COMM major or minor or consent of instructor; COMM 3220) **OR COMM 3242. Advanced Studio Production (3) (P: COMM major or minor or consent of instructor; COMM 2220).**

COMM 3275. Advanced Video Production (3) (F,S,SS) (P: COMM major or minor or consent of instructor;

COMM 3212 or 3235; 3250)

COMM 4210. Video Direction (3) (F,S) (P: COMM major or minor or consent of instructor; COMM 3275)

**Media Studies (24 s.h.):**

COMM 2030. Communication Research (3) (F,S) (P: COMM major or minor or consent of instructor)

Choose 2 of the following areas:

**Public Relations (9 s.h.):**

COMM 2104. Public Relations and Corporate Writing (3) (WI) (P: COMM major or minor or consent of instructor)

COMM 3120. Public Relations Theory (3) (F,S) (P: COMM major or minor or consent of instructor)

COMM 4180. Public Relations Strategies (3) (WI) (F,S) (P: COMM major or minor or consent of instructor; COMM 3120) Journalism (9 s.h.):

COMM 2320. Basic Reporting (3) (F,S,SS) (WI) (P: COMM major or minor or consent of instructor)

COMM 3320. Advanced Reporting (3) (WI) (F,S) (P: COMM major or minor or consent of instructor; COMM 2320) **OR COMM 3322. Computer Assisted Reporting (3) (WI) (F,S) (P: COMM major or minor or consent of instructor; COMM 2320).**

COMM 4240. International Electronic Mass Media Systems (3) (P: COMM major or minor or consent of instructor) Media Production (9 s.h.)

COMM 2210. Writing for the Electronic Mass Media (3) (WI) (F,S,SS) (P: COMM major or minor or consent of instructor)
COMM 2215. Audio Production (3) (P: COMM major or minor or consent of instructor; COMM 2210)

COMM 2220. Video Production (3) (P: COMM major or minor or consent of instructor; COMM 2210)

Media Performance (9 s.h.)

COMM 2230. Announcing (3) (F,S,SS) (P: COMM major or minor or consent of instructor)

COMM 2400. Oral Communication (3) (P: COMM major or minor or consent of instructor)

COMM 4220. Video Performance (3) (P: COMM major or minor or consent of instructor; COMM 2230)

Choose 3 s.h. from:

COMM 3160. Organizational Communication Theory (3) (P: COMM major or minor or consent of instructor)

COMM 4040. Media, Culture, and Society (3) (F,S) (P: COMM major or minor of consent of instructor; 15 s.h. COMM)

**COMM 4045. Media Literacy for Communication Professionals. (3) (P: COMM major or minor or consent of instructor.)**

COMM 4091. Internship-Seminar (3) (F,S,SS) (P: COMM major or minor or consent of instructor; 18 s.h. COMM)

COMM 4185. International Public Relations (3) (P: COMM major or minor or consent of instructor; COMM 3120)

**5. Minor or structured electives to complete requirements for graduation.**

Students who major in communication cannot minor in communication.

**Communication: Communication Studies Minor**

The minimum requirement for the communication minor is **24 s.h.** of credit as follows:

**1. Core .................. 6 s.h.**

COMM 1001. Introduction to Communication (3) (F,S) (GE:SO)

COMM 1002. Media Writing (3) (WI) (F,S,SS) (P: ENGL 1100)

**2. Choose from the following**

........................................................................................................ 18 s.h.

COMM 2030. Communication Research (3) (F,S) (P: COMM major or minor or consent of instructor)
COMM 2104. Public Relations and Corporate Writing (3) (WI) (P: COMM major or minor or consent of instructor)

COMM 3110. Persuasion Theories (3) (P: COMM major or minor or consent of instructor)

COMM 3120. Public Relations Theory (3) (F,S) (P: COMM major or minor or consent of instructor)

COMM 3142. Small Group Communication (3) (P: COMM major or minor or consent of instructor)

COMM 3152. Interpersonal Communication Theory (3) (F) (GE:SO) (P: COMM major or minor or consent of instructor)

COMM 3160. Organizational Communication Theory (3) (P: COMM major or minor or consent of instructor)

COMM 3172. Media Effects (3) (GE:SO) (P: COMM major or minor or consent of instructor)

COMM 3180. Intercultural Communication (3) (P: COMM major or minor or consent of instructor)

COMM 3390. International News Communication (3) (S) (GE:SO) (P: COMM major or minor or consent of instructor)

COMM 4032. Mass Media Law (3) (F,S) (P: COMM major or minor or consent of instructor; 18 s.h. COMM)

COMM 4040. Media, Culture, and Society (3) (F,S) (P: COMM major or minor or consent of instructor;
15 s.h. COMM)

COMM 4130. Conflict and Communication (3) (P: COMM major or minor or consent of instructor; COMM 3142 or 3152 or 3160)

COMM 4135. Gender and Communication (3) (P: COMM major or minor or consent of instructor. P: For Women’s Studies Major or Minor: COMM 1001, 1002; or WOST 2000 or 2400)

COMM 4180. Public Relations Strategies (3) (WI) (F,S) (P: COMM major or minor or consent of instructor; COMM 3120)

COMM 4185. International Public Relations (3) (F) (P: COMM major or minor or consent of instructor; COMM 3120)

COMM 4190. International Communication and the Foreign Media (3) (P: COMM major or minor or consent of instructor; COMM 3390)

Communication: Media Studies Minor

The minimum requirement for the minor in electronic mass media studies is 24 s.h. of credit as follows:
1. Core ................................................................................................................................. 6 s.h.

COMM 1001. Introduction to Communication (3) (F,S) (GE:SO)

COMM 1002. Media Writing (3) (WI) (F,S,SS) (P: ENGL 1100)

2. Choose from the following .............................................................................................. 18 s.h.

COMM 2030. Communication Research (3) (F,S) (P: COMM major or minor or consent of instructor)

COMM 2210. Writing for the Electronic Mass Media (3) (WI) (F,S,SS) (P: COMM major or minor or consent of instructor)

COMM 2250. Classic Documentaries: 1900-2000 (3) (P: COMM major or minor or consent of instructor)

COMM 2320. Basic Reporting (3) (WI) (F,S) (P: COMM major or minor or consent of instructor)

COMM 3020. Producing Electronic Mass Media Messages (3) (P: COMM major or minor or consent of instructor)

COMM 3212. Non-News Media Features (3) (P: COMM major or minor or consent of instructor; COMM 2320)

COMM 3235. Advanced Writing for Television Formats (3) (P: COMM major or minor or consent of instructor;

COMM 2210, 2320, 3020)

COMM 3311. Business and Economic Reporting (3) (P: COMM major or minor or consent of instructor; COMM 3320;

ECON 2113)

COMM 3320. Advanced Reporting (3) (WI) (F,S) (P: COMM major or minor or consent of instructor; COMM 2320)

COMM 3321. Investigative Reporting (3) (WI) (P: COMM major or minor or consent of instructor; COMM 3320)

COMM 3325. Reporting for Visual Media (3) (P: COMM major or minor or consent of instructor; COMM 2320)

COMM 3330. Feature Writing (3) (P: COMM major or minor or consent of instructor; COMM 3320)

COMM 3390. International News Communication (3) (S) (GE:SO) (P: COMM major or minor or consent of instructor)

COMM 4032. Mass Media Law (3) (F,S) (P: COMM major or minor or consent of instructor; 18 s.h. COMM)

COMM 4040. Media, Culture, and Society (3) (F,S) (P: COMM major or minor or consent of instructor;
15 s.h. COMM)

COMM 4050. Media Management (3) (P: COMM major or minor or consent of instructor)

COMM 4062. Media Sales and Promotions (3) (P: COMM major or minor or consent of instructor)

COMM 4075. Media Criticism (3) (WI) (P: COMM major or minor or consent of instructor)

COMM 4240. International Electronic Mass Media Systems (3) (P: COMM major or minor or consent of instructor)

COMM 4250. Programming for the Electronic Media (3) (P: COMM major or minor or consent of instructor)

Communication Honors Program

The School of Communication Honors Program provides an opportunity for outstanding communication majors to do

intensive research in areas of special interest. Participation is limited to seniors who have obtained a minimum university and

major 3.5 GPA. Students participating in the honors program enroll in COMM 4196 and 4199 in consecutive semesters of

the senior year. Students, after consultation with their adviser, are strongly advised to begin exploration and preliminary

research of their honors topic during the second semester of their junior year in order to have sufficient time to complete

the work. After extensive reading on a topic of the student’s choice, appropriate consultation with a faculty adviser, and

approval of a research proposal, the student submits an honors thesis on a topic related to the readings and completes an

oral examination covering both the reading assignments and the completed thesis. Students must receive a grade of B or

better in COMM 4196 to continue with COMM 4199.

Changes to pp. 313 – 318 of 2003 – 2004 catalog:

COMM: COMMUNICATION

1001. Introduction to Communication (3) (F,S) (GE:SO) Formerly COMM 2001;
EMST 1010 Theory and processes affecting human communication, including
interpersonal, small group, and organizational communication as well as theory processes, and history of mass media communication.

1002. Media Writing (3) (WI) (F,S,SS) Formerly COMM 2002 May not count toward general education social sciences requirement. P: ENGL 1100. Writing techniques for print, electronic mass media, public relations, and advertising.

2030. Communication Research (3) (F,S) Formerly COMM 3030; EMST 2030 2 classroom and 1 lab hours per week. May not count toward general education social sciences requirement. P: COMM major or minor or consent of instructor. Research methods used to measure content, process, and effects of communication on attitudes, knowledge, and behavior. Research design, data analysis, evaluation, and results presented in quantitative and qualitative research methodologies.

2103. Multimedia Messages for Communication Professionals (3) Formerly COMM 2003 2 lecture and 1 lab hours per week. May not count toward general education social sciences requirement. P: COMM major or minor or consent of instructor. Multimedia techniques in professional communication settings. Incorporation of text, sound, and video messages through computer technology. Emphasis on integrated message production used by communication professionals in journalism and public relations.

2104. Public Relations and Corporate Writing (3) (WI) May not count toward general education social sciences requirement. P: COMM major or minor or consent of instructor. Writing used by print, broadcast, on-line media. In-depth practice writing and editing corporate documents to include memos, reports, brochures, newsletter articles, backrounders, news releases, and media kits.

2210. Writing for the Electronic Mass Media (3) (WI) (F,S,SS) Formerly EMST 2110 P: COMM major or minor or consent of instructor. Key components of written electronic mass media. Variety of written assignments and development of comprehensive final project.

2215. Audio Production (3) (F,S,SS) Formerly EMST 2210 P: COMM major or minor or consent of instructor; COMM 2210. Fundamental principles and techniques of writing copy for electronic news, advertising, and promotional mass media.

2220. Video Production (3) (F,S,SS) Formerly EMST 3310 Lecture and lab. P: COMM major or minor or consent of instructor; COMM 2210. Basic video production techniques and equipment.

2230. Announcing (3) (F,S,SS) Formerly EMST 2610 P: COMM major or minor or consent of instructor. Development of applied speaking skills necessary for professional announcing employment.

2250. Classic Documentaries, 1900-2000 (3) May not count toward general education social sciences requirement. P: COMM major or minor or consent of instructor. Content, style, structure, production, purpose, and sociological impact of twentieth century long-format visual documentary in film and video from historical, theoretical, and artistic perspectives.

2320. Basic Reporting (3) (WI) (F,S) Formerly COMM 2200; EMST 2510 May not count toward general education social sciences requirement. P: COMM major or minor or consent of instructor. Journalistic news style. Gathering, writing, and editing of news
stories for print and electronic media. Emphasis on broadcast and print styles and ethical considerations.

2400. Oral Communication (3) May not count toward general education social sciences requirement. P: COMM major or minor or consent of instructor. Improvement of articulation and pronunciation through drills and the delivery of simple speeches. Special attention paid to development of standard American speech patterns.

2410. Public Speaking (3) (F,S,SS) (GE:FA) Formerly SPCH 2510 Emphasis on organizing and delivering speeches for all occasions, including informative, persuasive, and ceremonial.

2420. Business and Professional Communication (3) (F,S,SS) (GE:FA) Formerly SPCH 2520 Emphasis on developing excellent communication skills in everyday speaking, interviews, group presentations, and public speaking. Student organizes and delivers informative, persuasive, and group presentations.

3020. Producing Electronic Mass Media Messages (3) (F,S,SS) Formerly EMST 2020 P: COMM major or minor or consent of instructor. Major descriptive elements that characterize significant electronic mass media messages. Newspapers, radio, recorded music, film, television, and Internet.

3061, 3062, 3063, 3064. Special Topics (1,2,3,4) Formerly EMST 3901, 3902, 3903, 3904 Maximum of 6 s.h. of special topics in COMM may count toward COMM major. P: COMM major or minor or consent of instructor. Selected topics in electronic media studies.

3070. Multimedia Production Laboratory (3) Formerly COMM 3271 1 lecture and 6 lab hours per week. May not count toward general education social sciences requirement. P: COMM 2103; consent of instructor. Independent practical work in multimedia production with faculty supervision.

3110. Persuasion Theories (3) (S) Formerly COMM 3010 May not count toward general education social sciences requirement. P: COMM major or minor or consent of instructor. Persuasion as communication process. Differing aspects of source, channel(s), and receiver(s). Emphasis on contributions from behavioral theorists.

3120. Public Relations Theory (3) (F,S) Formerly COMM 3440 May not count toward general education social sciences requirement. P: COMM major or minor or consent of instructor. Survey of theoretical, social, behavioral, and communicative aspects of public relations from which practice is built.

3142. Small Group Communication (3) Formerly COMM 3570 May not count toward general education social sciences requirement. P: COMM major or minor or consent of instructor. Communication variables which influence quality of group communication. Group processes used for information exchange, problem solving, and decision making.

3151, Family Communication. (3) May not count toward general education social science credit. P: COMM major or minor or consent of instructor. Family members co-construct meanings about their world in the unique communication environment of the family. In this setting, interpersonal and mass mediated communication converge about topics that impact the daily life of family members.
3152. Interpersonal Communication Theory (3) (F) (GE:SO) Formerly COMM 3050 P: COMM major or minor or consent of instructor. Theories and concepts which explain communication in ongoing interpersonal relationships. Focus on relationship development and maintenance.

3160. Organizational Communication Theory (3) Formerly COMM 3360 May not count toward general education social sciences requirement. P: COMM major or minor or consent of instructor. Meanings and functions of communication in organizational settings. Communication in role relationships, internal and external information system flows, and role of communication in organizational culture development and maintenance.

3172. Media Effects (3) (F,S) (GE:SO) Formerly COMM 3615 P: COMM major or minor or consent of instructor. Effects of mass media on individuals, societies, and cultures.

3180. Intercultural Communication (3) Formerly COMM 3080 May not count toward general education social sciences requirement. P: COMM major or minor or consent of instructor. Communication theory and practice in multicultural contexts. Impact of cultural differences on interpersonal, organizational, and international communication.

3212. Non-News Media Features (3) Formerly EMST 3010 P: COMM major or minor or consent of instructor; COMM 2320. Basic approaches and techniques used to design and write documentaries, investigative reports, and other media features.

3215. Advanced Audio Production (3) (F,S) Formerly EMST 3210 P: COMM 2215. Advanced recording, production, and editing techniques for radio and recording studio applications.

3220. Video Field Production (3) (F,S,SS) Formerly EMST 2310 P: COMM major or minor or consent of instructor; COMM 2220. Basic video field production techniques and actual practical work in planning, shooting, and editing simple video.

3235. Advanced Writing for Television Formats (3) May not count toward general education social sciences requirement. P: COMM major or minor or consent of instructor; COMM 2210, 2320, 3020. Staple formats of TV writing: TV movie, one-hour drama, thirty-minute situation comedy, documentary /biography, interview/talk show, and reality show. Examines each format’s content, style, structure, and organization from historical models. Final project is to write 30-minute sitcom.

3242. Advanced Studio Production (3) May not count toward general education social science requirement. P: COMM major or minor or consent of instructor. Creative and technical skills and the theoretical framework needed in a studio production environment.

3250. Video Post Production Techniques (3) May not count toward general education social sciences requirement. P: COMM major or minor or consent of instructor; COMM 3220. Advanced post production non-linear editing techniques for analog and digital video, including A/B roll editing, digital video effects, and electronic graphics.

3275. Advanced Video Production (3) (F,S,SS) Formerly EMST 3320 P: COMM major or minor or consent of instructor; COMM 3212 or 3235; 3250. Advanced elements of video production.
SECTION 8: COURSES

3280. Video Magazine Practicum (3) Formerly COMM 3270 1 lecture and 6 lab hours (to be arranged) per week. May not count toward general education social sciences requirement. P: COMM 2103; consent of instructor. Lab for students working on university’s video yearbook, the Treasure Chest, or other team-oriented video production projects used in public relations and journalism.

3291, 3292, 3293. Production Practicum (1,2,3) (F,S,SS) Formerly EMST 3591, 3592, 3593 Minimum of 6 hours of practical work per week for each hour of credit. Maximum of 3 s.h. may count toward COMM major. P: COMM major or minor or consent of instructor. Faculty guidance in some area of communication.

3310. Copy Editing and Design (3) (F,S,SS) Formerly COMM 3200 May not count toward general education social sciences requirement. P: COMM major or minor or consent of instructor; COMM 2320. Basic course in editing and layout of a variety of publications.

3311. Business and Economic Reporting (3) Formerly COMM 3211 May not count toward general education social sciences requirement. P: COMM major or minor or consent of instructor; COMM 3320; ECON 2113. Communication students write about business and economic events.

3320. Advanced Reporting (3) (WI) (F,S) Formerly COMM 3210; EMST 3510 May not count toward general education social sciences requirement. P: COMM major or minor or consent of instructor; COMM 2320. Principles and techniques of in-depth newsgathering. Topics include research of individuals, business and government, computer-assisted reporting, open meetings/records laws, and media research ethics.

3321. Investigative Reporting (3) (WI) Formerly COMM 3221 May not count toward general education social sciences requirement. P: COMM major or minor or consent of instructor; COMM 3320. Advanced news gathering techniques for journalists. On-line database searching and off-campus trips that encourage in-depth reporting.

3325. Reporting for Visual Media (3) Formerly COMM 3225 2 lecture and 1 lab hours per week. May not count toward general education social sciences requirement. P: COMM major or minor or consent of instructor; COMM 2320. News gathering and reporting techniques for presentation through visual media. Examination and critical analysis of investigative reports, special events coverage, and documentary.

3330. Feature Writing (3) Formerly COMM 3230 May not count toward general education social sciences requirement. P: COMM major or minor or consent of instructor; COMM 3320. Study and practice in feature writing for newspapers, magazines, and special publications.

3322. Computer Assisted Reporting (3) (WI) (F, S) May not count toward general education social science credit. P: COMM major or minor or consent of instructor; COMM 2320. Principles and techniques of precision journalism. Topics include use of data analysis tools (e.g., Excel, Access, SPSS, Arc View), FOI/ Open Records laws, practical data analysis, and statistical methods for journalism research.

3340. Desktop Publishing (3) May not count toward general education social sciences requirement. P: COMM major or minor or consent of instructor; COMM 2320; ENGL 1200.
Desktop publishing techniques for print media, public relations, and advertising.

3362. Visual Editing (3) Formerly COMM 3260 May not count toward general education social sciences requirement. P: COMM major or minor or consent of instructor; COMM 2320; consent of instructor. Use of informational graphics in newspaper and public relations design and layout.

3380. Computer Mediated Communication. (3) May not count toward general education social science requirement. P: Comm major or minor or consent of instructor. Explores liner and interactive CMC forms as they relate to human behavior and motivation. Involves communication issues related to identity construction, competency/ proficiency, rules and conversions for specific mediated forms, on-line communities, relational development, ethics and deception, freedom of speech, and influences on culture and access.

3390. International News Communication (3) (S) (GE:SO) Formerly COMM 3290 P: COMM major or minor or consent of instructor. Study of world news communication systems. International news flow, news gathering agencies, foreign correspondents, theories, debates, and role of communication in global coexistence at socioeconomic and political levels.


3410. Advanced Public Speaking (3) May not count toward general education social sciences or fine arts requirements. P: COMM major or minor or consent of instructor; COMM 2410 or 2420. Enhances skills learned in COMM 2410 or 2420 and cements skills necessary for excellent business presentations, sales presentations, presentations to a board of directors, and after dinner presentations. Student refines ability to plan, develop, and deliver professional presentations.

3500. Web Design for Communication Professionals (3) May not count toward general education social sciences requirement. P: COMM major or minor or consent of instructor. Essential design and building techniques to create web pages for the World Wide Web.

3520. Sports Media Survey (3) May not count toward general education social science requirement. P: COMM major or minor or consent of instructor. Basic survey of the historical development of sports communication and reporting including the influence of mass media on the development of sports reporting. Covers basic principles of writing for the sports community using the AP Press Sports Writing Guide.

3660. History of the Moving Image (3) May not count toward general education social science requirement. P: COMM major or minor or consent of instructor. Examines the development of the media that utilize the moving visual image. Covers history of cinema from 1890s to present and the history of television from early 20th century to present.

4032. Mass Media Law (3) (F,S) Formerly COMM 4610; EMST 4810 May not count toward general education social sciences requirement. P: COMM major or minor or consent of instructor; 18 s.h. COMM. Provides working knowledge of legal system as it
relates to communication professionals. Emphasis on libel, privacy, copyright, First Amendment, and federal regulation of telecommunication industry.

4040. Media, Culture, and Society (3) (F,S) Formerly COMM 4600; EMST 3530 May not count toward general education social sciences requirement. P: COMM major or minor or consent of instructor; 15 hours COMM courses or consent of instructor. Critical perspectives on interaction among the media, culture, and society.

4042. First Amendment Law (3) May not count towards general education social science requirement. P: COMM major or minor or consent of instructor; 18 s.h. COMM. Course examines historical and contemporary controversies arising under the 1st Amendment to the constitution.

4045. Media Literacy for Communication Professionals (3) (F, S) May not count toward general education social science credit. P: COMM major or minor or consent of instructor. Media literacy concepts and practices related to producing, understanding and using messages distributed by the mass media.

4050. Media Management (3) (S) Formerly EMST 4510 P: COMM major or minor or consent of instructor. Operation and management of broadcast stations and cable operations.

4060. Special Problems in Communication (3) (F,S,SS) May not count toward general education social sciences requirement. P: COMM major or minor or consent of instructor. Special projects, research, and independent reading for students capable of individual work under guidance of faculty adviser. Designed to fit special needs and interests of students.

4062. Media Sales and Promotion (3) (F) Formerly EMST 4520 P: COMM major or minor or consent of instructor.

Role of sales and promotion in public and commercial broadcasting, cable, and related settings. Emphasis on sales, promotion, and fund raising.

4075. Media Criticism (3) (WI) Formerly COMM 4655; EMST 4530 May not count toward general education social sciences requirement. P: COMM major or minor or consent of instructor. Interpretive analysis of communication principles and techniques in mediated texts, such as television programs, documentaries, or print advertisements.

4080. Senior Seminar (3) (F,S,SS) May not count toward general education social sciences requirement. P: COMM major or minor or consent of instructor; completion of 24 s.h. in COMM before registering for course. Advanced study in communication.

Emphasis on contemporary issues.

4081, 4082, 4083. Directed Independent Study (1,2,3) (F,S,SS) Formerly EMST 4981, 4982, 4983 Intermediate or advanced student. May be repeated for maximum of 6 s.h. credit. P: COMM major or minor or consent of instructor. Topic not otherwise offered in curriculum or beyond or in greater depth than is possible within context of regular course.

4091, 4092. Internship–Seminar (3,3) (F,S,SS) Formerly EMST 4991, 4992 1 lecture and 10 lab hours per week. 140 hours of observation and practical experience. P:
COMM major or minor or consent of instructor; 18 s.h. COMM. Placement in professional setting appropriate to student’s area of concentration.

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3151. Family Communication. (3) May not count toward general education social science credit. P: COMM major or minor or consent of instructor. Family members co-construct meanings about their world in the unique communication environment of the family. In this setting, interpersonal and mass mediated communication converge about topics that impact the daily life of family members.

3242. Advanced Studio Production (3) Advanced Studio Production (3) May not count toward general education social science requirement. P: COMM major or minor or consent of instructor. Creative and technical skills and the theoretical framework needed in a studio production environment.

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3322. Computer Assisted Reporting (3) (WI) (F,S) May not count toward general education social science credit. P: COMM major or minor or consent of instructor; COMM 2320. Principles and techniques of precision journalism. Topics include use of data analysis tools (e.g. Excel, Access, SPSS, Arc View), FOI/ Open Records laws, practical data analysis, and statistical methods for journalism research.

3380. Computer Mediated Communication (3) May not count toward general education social science requirement. P: Comm major or minor or consent of instructor. Explores liner and interactive CMC forms as they relate to human behavior and motivation. Involves communication issues related to identity construction, competency/ proficiency, rules and conversions for specific mediated forms, on-line communities, relational development, ethics and deception, freedom of speech, and influences on culture and access.

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