

COMMUNICATION

COMMRC 0005 INTERVIEWING AND INFORMATION GATHERING 3 cr.

Students are introduced to the fundamental principles of interviewing, including the interpersonal communication process, the structure of an interview, interview preparation, techniques for giving and receiving information, and methods of translating the data they collect during an interview. Common types of interviews (informational, employment, performance, counseling, and persuasive) will be covered to prepare students for a lifetime as interviewers and interviewees.

Prerequisite: None.

COMMRC 0300 COMMUNICATION PROCESS 3 cr.

Introduction to basic theories, models, and concepts in interpersonal, small group, organizational, and intercultural communication.

Prerequisite: None.

COMMRC 0310 RHETORICAL PROCESS 3 cr.

Designed as an introduction to the field of rhetoric understood as a mode of analysis rather than a manipulative technique. Rhetoric's roots in classical antiquity are stressed. Primarily lecture and discussion about paradigmatic rhetorical situations.

Prerequisite: COMMRC major or Instructor Consent Required.

COMMRC 0320 MASS COMMUNICATION PROCESS 3 cr.

Designed to introduce students to the basic concepts of mass communication research and to the history and development of various media (tv, radio, newspapers, magazines, etc.).

Prerequisite: None.

COMMRC 0330 CULTURAL STUDIES AND COMMUNICATION 3 cr.

This course provides an introduction to the interdisciplinary and disciplinary theories that inform a great deal of scholarship in communication. Specifically, we will study the roles that social, institutional, and cultural forces play in shaping the ways we live and interact.

Prerequisite: None.

COMMRC 1109 NONVERBAL COMMUNICATION 3 cr.

Nonverbal messages involving body movement, spatial arrangements and territoriality, personal possessions, vocalics, time, smell, and touch will be addressed. Lectures, class exercises, and observations for analysis are included.

Prerequisite: COMMRC 0300.

COMMRC 1110 THEORIES OF INTERPERSONAL COMMUNICATION 3 cr.

Examines one-to-one communication as a contextual occurrence, verbal and nonverbal cues, perception of and openness to others, negotiation of selves, self-disclosure, responsive listening, clarity in communication, and interpersonal conflict.

Prerequisite: COMMRC 0300.

COMMRC 1111 THEORIES OF PERSUASION 3 cr.

Persuasive address includes classical theories on changing attitudes, values, and beliefs, as well as contemporary theories in learning, conditioning, and marketing strategies. The focus ranges from personal influence to social, political, and religious movements.

Prerequisite: COMMRC 0310 or COMMRC 1124.

COMMRC 1114 FREEDOM OF SPEECH AND PRESS 3 cr.

Examines legal, journalistic, and political implications of the First Amendment and the way in which the law is interpreted by the press, the government, and the reading/speaking public. Students will complete various position papers on issues and a major research paper on a First Amendment issue.

Prerequisite: COMMRC 0320.

COMMRC 1127 IMAGE RESTORATION IN THE MEDIA 3 cr.

Central focus of this course is that human beings often participate in communicative behavior designed to reduce, redress, or avoid damage to their reputation from perceived wrongdoing. Designed to analyze theory and research on image restoration discourse. It will include analysis of persuasive attack and defense strategies used in the media, such as those seen in television and print advertising, political campaigns, and various other mediated communication events.

Prerequisites: COMMRC 0310.

COMMRC 1129 ENVIRONMENTAL RHETORIC 3 cr.

Designed to analyze discourse on the environment, from advertising campaigns and political viewpoints to corporate policies and environmental/social movements. It will analyze theory and research in environmental rhetoric, with an emphasis on environmental communication studies found in academic journals in the field. Students will examine current environmental issues of importance found in television/print/electronic media and analyze the discourse from a rhetorical perspective.

Prerequisite: COMMRC 0310.

COMMRC 1146 INTERCULTURAL COMMUNICATION 3 cr.

Explores the constitutive role that rhetoric plays in the formation of culture. Cultural texts and events will be examined both as reflecting and signifying practices. Focuses on rhetoric's relation to ideology, power, and desire, as well as to class formations and sexual divisions. Selecting two of the above perspectives, students will examine how cultural practices constitute and are constituted by rhetoric.

Prerequisite: COMMRC 0300.

COMMRC 1152 DIGITAL AND PROFESSIONAL COMMUNICATION 3 cr.

In this course, formerly known as organizational communication, we will study organizational culture, written professional communication, and digital professional communication. Communication is essential to business, nonprofit, and government sectors. We will examine strategies for communication within each sector while honing the practical marketplace skills necessary to securing employment and maintaining/advancing your career.

Prerequisite: COMMRC 0320.

COMMRC 1155 THE HISTORY OF RHETORIC IN AMERICAN ADVERTISING 3 cr.

Examines the history of strategic persuasion in American advertisements of the 20th century. By studying the evolution of visual and rhetorical methods used in ads, students will gain theoretical and historical understanding of both the industry and the cultural contexts in which campaigns ran. We will review the many iconic and enduring ad slogans, images, logos, and jingles of 20th century America, evaluating their purpose, their intended audience, and their rhetorical style.

Prerequisites: COMMRC 0310 and COMMRC 0320.

COMMRC 1210 MEDIA RELATIONS 3 cr.

Provides a theoretical framework for understanding media relations and then use the framework to explore practical applications.

Prerequisite: COMMRC 0520 and ENGCOMP 0010.

COMMRC 1220 PUBLIC RELATIONS STRATEGY AND PRACTICE 3 cr.

Course will examine and critically analyze real-world public relations problems, cases and programs. It will concentrate on the four audiences of public relations (employees, communities, consumers and investors) and the four components (media relations, public issues, crisis management and ethics). The course will focus on the four- step process used in implementing public relations programs that include research, planning, implementation and evaluation.

Prerequisite: COMMRC 1210.

COMMRC 1310 ADVERTISING STRATEGY AND PRACTICE 3 cr.

In recent years, new technology has created a world where the consumer is continually bombarded with advertising messages. This course will examine the issues that advertising practitioners face and look at ways to break through today's advertising clutter and help make a product or service stand out from the competition. The course will focus on ways to create strategic advertising plans that are implemented with sound creative concepts and efficient media buys; and then evaluated for their effectiveness.

Prerequisite: COMMRC 0320 or COMMRC 1210.

COMMRC 1410 FILM AND PROPAGANDA 3 cr.

Students will gain knowledge of film history and theory, as well as, the rhetoric and philosophy of propaganda to provide a background for analysis. Analyze a variety of films from various film genres through essays, examinations, and critical/creative projects that will address how film functions as a major form of propaganda and social influence upon public opinion in past and contemporary society and debate.

Prerequisite: Completion of at least one 1000 level COMMRC course.

COMMRC 1520 ADVANCED PUBLIC SPEAKING 3 cr.

Teaches students advanced skills needed in the preparation, delivery, and evaluation of formal public address. Extends what was learned in the introductory public speaking course by examining more advanced theories and strategies of public address, critically evaluating public discourse in a variety of settings and sharpening the extemporaneous delivery skills of the student.

Prerequisite: COMMRC 0520.

COMMRC 1731 SPECIAL TOPICS IN RHETORICAL STUDIES 3 cr.

Covers a specialized topic in rhetoric. Topics vary every semester.

Prerequisites: COMMRC 0310 and ENGCOMP 0020.

