

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 0310 RHETORICAL PROCESS 3 cr.

An introductory course designed to give students a sense of the role rhetoric plays in the construction of our social, political, and cultural worlds, and to introduce students to traditional and contemporary approaches to the analysis of rhetorical discourse. Students will prepare a series of short performances for presentation in the recitation sections.

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.

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 0500 ARGUMENT 3 cr.

Designed to acquaint students with fundamental principles of argumentation through the use of elementary debating techniques and strategies. Students will participate in several in-class debates on a question of policy.

Prerequisite: None.

COMMRC 0520 PUBLIC SPEAKING 3 cr.

Designed to help students develop increased skill in public speaking by means of theory and practice. This course covers research, organization, style, delivery, and criticism of informative, deliberative, and ceremonial speeches.

Prerequisite: None.

COMMRC 0540 DISCUSSION 3 cr.

Designed to increase skills in critical thinking, decision making, and small group discussion. Students are introduced to theories of group process and practice step-by-step group problem solving related to contemporary issues.

Prerequisite: None.

COMMRC 0570 INDEPENDENT FILM 3 cr.

Examines the origins of film (before there were studios, when everyone was an indie filmmaker), early independent producers such as united artists, and later avant-garde directors working outside the mainstream studio system. We will focus on directors, films, and movements while examining key indie films from the US and abroad. As part of their course work, students will produce either a significant research project on a film or filmmaker, or create, with a production team, a short independent film of their own.

Prerequisites: COMMRC 0320, ENGCMP 0020, or Instructor Consent Required.

COMMRC 1012 DIGITAL STORYTELLING 1 3 cr.

Introduces students to the history and transformative power of digital technologies and to how these technologies influence the ways we create and share stories today. We will explore the ways technology helps us tell stories through new and emerging narrative forms, including blogs, podcasts, photo/sensory essays, and other combinations of audio and video forms. We will study methods digital storytellers use to connect with audiences in unique and intimate ways, and students will create their own stories with specific audiences in mind. Students will practice storytelling using a variety of digital mediums and will construct their own digital storytelling portfolios to showcase their work.

Prerequisites: ENGCMP 0020; (ENGWRT 0550 or COMMRC 0320) or Instructor Consent Required.

COMMRC 1020 DIGITAL MEDIA STUDIES 3 cr.

In an increasingly technologized world, it can be tempting to view technologies as the driving forces of social, political, and cultural change. Media theorist, Marshall McLuhan even said famously that “the medium is the message,” meaning that how we receive communication messages inform our interpretations of those messages deeply. Such “technological determinism” sees history as related closely with invention. In digital media studies we will examine the historical and technological developments that have altered communication in contemporary time. But we will also consider the many ways that technological artifacts reflect beliefs, values, assumptions, and conflicts of the societies in which they are created and used. In doing

so we aim to achieve both analytic and appreciative understanding of the digital media that propagate modern communication. We will look historically at technologies as forces of influence, opportunity, division, and constraint. We will study digital media with critical and constructive lenses. We will produce digital artifacts of our own by using existing web-based tools with a goal of becoming creators in addition to consumers of digital media.

Prerequisite: COMMRC 0320.

COMMRC 1021 THE STUDIO: VIDEO PRODUCTOIONS 3 cr.

Students will gain knowledge, skills, and experience in creating media for a variety of formats and projects. Students will learn how to use HD cameras and advanced HD production techniques. Students will review and organize camera footage, interpret and write scripts, create storyboards, and mix audio and video with professional non-linear editing software. Students will work individually and in groups to complete a variety of video production projects for on-campus departments and groups and for community partners. Students will gain experience in all phases, from pre-production meetings with clients and developing projects, to planning and shooting on locations, to editing footage using professional nonlinear video editing software, and through the post-production process to complete media productions for a range of offline and online uses and formats. These completed projects will then be utilized by our clients and will provide students with a range of video productions for their professional portfolios. Course to be offered fall and spring semesters.

Prerequisite: COMMRC 1012 or Instructor Consent Required.

COMMRC 1022 DIGITAL STORYTELLING 2 3 cr.

The advanced-level, follow-up course to Digital Storytelling 1. In this course, students will refine and advance the skills they acquired in DS 1 and use those skills to produce an in-depth personal digital narrative or immersion project.

Prerequisite: COMMRC 1012.

COMMRC 1030 RESEARCH METHODS IN COMMUNICATION STUDIES 3 cr.

A survey of methods used in contemporary communication research, spanning qualitative, quantitative, and critical approaches. Through the study and practice of the research process, students will learn to evaluate data, hypotheses, and conclusions produced by others in addition to gaining firsthand research experience.

Prerequisites: ENGCOMP 0020 and (COMMRC 0310 or COMMRC 0320).

COMMRC 1114 FREEDOM OF SPEECH AND PRESS 3 cr.

Provides students with a critical understanding of the historical themes and contemporary issues involved in the debate over free speech. This course examines philosophies of expression from Plato through the most recent Supreme Court decisions. Study focuses on cases, major doctrines, and competing interpretations of the first amendment to explore the freedoms and limits of individual expression and regulation of communication industries.

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.

Prerequisite: 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: None.

COMMRC 1152 DIGITAL AND PROFESSIONAL COMMUNICATION 3 cr.

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 1153 RHETORIC AND PUBLIC POLICY 3 cr.

Policy planners, decision-makers, and policy analysts often do their work in public, deliberative discourse, which rhetoricians have been modeling and analyzing at least since Ancient Greece. In this course, students will develop a rhetorical perspective to analyze the features of the policy process, including problem selection, organizational identity, administrative strategy, public access and participation, and public relations. Participation in discussions, short in-class writings, and longer papers will help students to understand the rhetorical construction of policies, the role of expertise and authority (ethos) in the policy process, and the decision-making process.

Prerequisites: ENGCOMP 0020, COMMRC 0310 or 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 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.

Prerequisites: COMMRC 0320; ENGCOMP 0020; or Instructor Consent.

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.

