

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.

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 0500 ARGUMENT 3 cr.

Emphasis is on skills in argumentation, refutation, and strategic planning for case development. Students study the theories of argument and apply them in classroom presentations.

Prerequisite: None.

COMMRC 0520 PUBLIC SPEAKING 3 cr.

Includes theory and performance. Students research, organize, and deliver formal speeches that are critiqued by the instructor and class members. Theories of communication transactions, speech anxiety, audience analysis, and speaker competence are included.

Prerequisite: None.

COMMRC 0540 DISCUSSION 3 cr.

Students will perform as group members, observers, and critics. Communication behavior, membership roles, leadership types, goal setting, group characteristics, and disruptive or facilitative behavior in groups will be investigated.

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.

This course will introduce 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 PRODUCTIONS****3 cr.**

In this course 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.**

Digital Storytelling 2 is 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.

The sources of evidence are examined for strengths and weaknesses. The branches of 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: ENGCMP 0020 and (COMMRC 0310 or COMMRC 0320).

COMMRC 1035 VISUAL RHETORIC 3 cr.

The purpose of this course is to encourage students to explore the rhetorical nature of images and the increasing visualization of communication and of contemporary culture. Students will acquire knowledge of leading methodologies used to analyze a variety of visual texts including photography, advertising, television, film, and digital and online video sources. Students will conduct research and develop their creative and critical abilities through analyses and development of original projects that engage the rhetorical nature of images as carriers of diverse messages.

Prerequisite: ENGCMP 0020.

COMMRC 1040 COMMUNICATING GENDER IN FILM 3 cr.

This course examines representations of gender in cinema. Students will consider the continuum of gendered identities; masculine and feminine, and the history of gendered roles and expectations as they have shifted over time in conjunction with popular culture. We will explore gendered representations as potential sites of influence that attempt to reflect and reiterate gender norms within the broader scope of social mores and attitudes. Two central aims of this course are to foster critical reading and thinking about gender identities as they function within increasingly mediated venues for communication. Of equal value, we will investigate the ways in which individuals have resisted institutional or social norms, striving to push for progression and change.

Prerequisite: COMMRC 0320.

COMMRC 1101 EVIDENCE 3 cr.

The sources of evidence are examined for strengths and weaknesses. The branches of government, the press, pressure groups, and scholars are reviewed for credibility. Students complete a research project that applies the theory from the course.

Prerequisite: COMMRC 0310.

COMMRC 1105 TELEVISION AND SOCIETY 3 cr.

Explores the relationship between television and society. Familiarizes students with the history of the broadcasting industry along with related legal, political, and economic issues.

Prerequisite: COMMRC 0320.

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.

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.

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 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: ENGCMP 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; ENGCMP 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.

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.

COMMRC 1900 COMMUNICATION INTERNSHIP 3 cr.

Internships provide practical work experience related to the student's course of study.

Note: Department Consent Required.

COMMRC 1901 INDEPENDENT STUDY 1-3 cr.

Student undertakes independent study in the field of classical civilization in consultation with a member of the faculty.

Note: Department Consent Required.

COMMRC 1950

COMMUNICATION CAPSTONE

3 cr.

Focuses on research in communication. After a brief introduction of basic concepts, selected methodologies will be examined. Students will engage in individual research projects, using one of these methodologies. Students will submit a written report as well as give a public oral presentation of their original research.

Prerequisite: Senior. Note: Instructor Consent Required.