

School of Communication Course Descriptions

CMM 110 Introduction to Communication [3]

An introduction to the field of communication as an academic and professional discipline. The primary goal is to introduce the student to theory and research in the major divisions of the field. The course also introduces the student to communication issues and problem solving in a variety of contexts, including the workplace, the community, the family, the media, journalism, advertising, and public relations.

CMM 111 Business and Professional Communication [3]

An analysis of preparing written and oral presentations in a variety of business and professional contexts. Emphasis on a practical and theoretical understanding of organizational, interpersonal, public, and group communication skills in the workplace. Students participate in a discovery learning activity emphasizing presentational and conflict management skills, communication networks, audience analysis, and the utility of multimedia technology. Prerequisites: Professional and technical writing majors and minors: RPW 110 and 111. Other majors: no prerequisite.

CMM 115 Improving Communication Skills [3]

Designed to help students develop skill and confidence in two speaking contexts: dyadic and public speaking. Course emphasizes self-assessment, adaptation to listeners and situations, organization and support ideas, and effective delivery. (Does not fulfill requirements for the communication major.)

CMM 150/CIN 150 Introduction to Film [3]

Study of cinema as an art form. Emphasis on techniques (editing, color, sound, composition) and styles (realism, expressionism, impressionism, abstraction). Film fee.

CMM 210 Media Literacy [3]

This course introduces students to critical engagement with media. Students learn how to analyze and critique major themes in news and entertainment media, and how to evaluate and participate in media activism. Issues in media economics are examined, and students gain expertise in constructing a World Wide Web presence. Pre-requisite: CMM 110.

CMM 212 Persuasion [3]

Course is designed to heighten students' understanding of the ways in which people influence one another with speech and symbolic gestures. Course provides an analysis of social aspects of persuasion, cultural basis of belief, and theories of attitude change. Reasoning and rhetoric in a variety of contexts, including advertising, political campaigns, and social movements, are examined. Prerequisite: CMM 110 or permission of instructor.

CMM 222 Small-Group Communication [3]

Introductory examination of the processes affecting small-group communication. Students will study leadership, member roles, and group development. In addition, factors affecting the maintenance function of groups and the outcomes of group experiences will be emphasized. Prerequisite: CMM 110.

CMM 225W Interpersonal Communication [3]

Introduces students to major variables affecting the process of communication, including self-awareness, self-concept, perception, language, self-disclosure, nonverbal communication, empathic listening, and defensiveness. Major theories of interpersonal communication will be discussed. Prerequisite: CMM 110. (Writing-intensive course)

CMM 230 Organizational Communication [3]

An introductory course that focuses on the pivotal role of communication in linking organizational environments to organizational structure and processes. Also examines how theories of organizations shed light on organizational communication practices and introduces new management perspectives on communication networks and technologies. Prerequisite: CMM 110.

CMM 240 Introduction to Media [3]

Survey of the development, uses, economics, and content of communication media. Traditional mass media (broadcast, film, cable television, print), as well as the more interactive and micro media (Internet and digital media), are explored.

CMM 242 Introduction to Radio [3]

The historical, social, and programming facets of radio with a consideration of the roles of government, networks, stations, agencies, and general public response in the development of broadcasting. Laboratory fee.

CMM 244 Television Studio Production [3]

Introduction to television studio production, including basic principles, equipment, and techniques for creating programs in studio environments. Emphasis on performing as a production team member. Laboratory fee.

CMM 246 Broadcast News and Public Affairs [3]

Issues, ethics, and problems in broadcast journalism. Criticism and evaluation of broadcast news content. Study of business and legal constraints on broadcast news. Prerequisite: CMM 240.

CMM 250W Fundamentals of Journalism [3]

Introduction to the principles and techniques of news selection and journalistic writing, with an emphasis on the form and style of basic news stories. (Writing-intensive course) Laboratory fee.

CMM 251 Nonverbal Communication [3]

Survey of the theoretical and empirical literature dealing with selected areas of nonverbal communication, e.g., space and territory relationships, physical characteristics, and vocal cues. Takes a developmental perspective, examining the communicative aspects of nonverbal behavior from infancy to adulthood. Prerequisites: CMM 110 and CMM 225W.

CMM 253W Writing for the Media [3]

Introduction to the techniques and principles of writing for three major areas of the media: print and broadcast news, advertising, and public relations. Prerequisites: RPW 110 and 111. (Writing-intensive course) Laboratory fee.

CMM 260 Communication and Advertising [3]

Study of the theories and practices of advertising with special emphasis on message creation and selection of appropriate media. Historical, economic, social, and psychological aspects of advertising. Practice in applying principles in final term project. Prerequisite: CMM 240.

CMM 271 Introduction to Public Relations [3]

This course introduces the major components of public relations, including strategies for problem resolution, media to execute strategies, and evaluation to assess program effectiveness.

CMM 281 Introduction to Multimedia [3]

Introduces the students to the basic principles of computer-mediated communication, multimedia theory, and production for the creation of effective communication projects. Students produce communication projects for presentation and the World Wide Web. Prerequisite: CS 110. Laboratory fee.

CMM 290, 291, 292 Special Topics in Communication [1–4]

Topics vary from semester to semester in accordance with timeliness, the needs of the Communication curriculum, and the opportunities to explore areas of communication. Prerequisites vary by topic.

CMM 306, 307 Internship Program [3, 6]

The internship program is intended to provide students an opportunity to augment their studies with a 12- to 15-week work experience in an organization engaged in communication-related activities (marketing, public relations, advertising, journalism, broadcasting, etc.). No more than 6 credits from internships or co-ops may be applied to the communication major. Typically, students work from 7 to 15 hours each week. Additional details about the program are available on request from the director of internships. Prerequisite: Permission of internship director.

CMM 310/POL 310 Political Communication [3]

Analysis of the contemporary political campaign as an epiphenomenon of modern mass media. Exploration of methods of public opinion measurement, techniques employed to mobilize or modify attitudes and the links between attitude and the act of voting. Democratic theory assumes informed consent, freely given. This course examines the engineering of consent. Prerequisite: CMM 110 for CMM majors; POL 105 or POL 106, or permission of instructor for POL majors.

CMM 311 Research Methods in Communication [3]

An introduction to modes of quantitative and qualitative research in communication. Topics include research design and problem formulation, sampling, analytical and observational techniques, and data interpretation applicable to the study of communication. Prerequisites: CMM 110 and junior standing.

CMM 315 Sports Journalism [3]

A course designed to teach the “sports beat” as simply one more setting demanding highly professional skills as a reporter, as well as to explore the unique features of reporting about sports, e.g., the “game story,” sports terminology, box scores, play-by-play sheets, and standings. Prerequisite: CMM 250W or CMM 253W, or permission of instructor.

CMM 317W/ENG 317W Creative Nonfiction [3]

This advanced prose-writing course explores the development of a personal narrative voice through the blending of journalistic and fictional techniques. Prerequisites: RPW 110 and 111, or permission of instructor. CMM 250W recommended. (Writing-intensive course)

CMM 318/GS 318 Women and the Media [3]

This course examines the role women have played as well as how they have been portrayed in the media, including newspapers, magazines, radio and television, from colonial to present times. Prerequisite: Junior or senior standing is required, or permission of the instructor.

CMM 325 Family Communication [3]

An investigation of the role of communication in the family. Consideration of couples communication, parent-child interaction, alternative families, distressed families, and divorce. Prerequisite: CMM 110 or permission of instructor.

CMM 330/GS 330 Gender and Sex in Pop Culture [3]

The portrayal of gender and sexuality in popular culture is analyzed. Media, including television, film, magazines, and the Internet, represent and help construct ideas about what it means to be male and female in this society, as well as convey assumptions about sexual orientation. These portrayals take on a particular form for racial and ethnic minorities that often reinforces prevalent stereotypes. Popular culture also depicts sexuality in a manner that presents certain sexual behavior as natural and acceptable, and other kinds as deviant and unusual. The representation of sexuality in a range of media is explored, including mainstream media, advertising, and pornography.

The portrayal of gender and sexuality in the culture is examined through a survey of theoretical perspectives on these topics, as well as a direct examination of content that represents these aspects of humanity. Prerequisites: GS 100 or CMM 110, and junior or senior standing; or permission of instructor.

CMM 335 Ethnic and Intercultural Communication [3]

This course will examine current theoretical and applied issues in intercultural communication with particular emphasis on ethnic identity, African American communication, and racism. One goal will be to articulate how various groups define themselves and how they perceive interethnic communication. The course will conceptualize communication as a problem that participants must solve during interaction by assigning meanings and establishing identities. We will apply theories of language, communication, and culture to the context of ethnic communication.

Prerequisite: CMM 110 or permission of instructor.

CMM 340 Conflict and Communication [3]

This course is designed to study the theories and empirical research regarding conflict communication in relationships (e.g., families and work teams) and international and intercultural settings. It examines theories of conflict interaction, power and conflict, conflict styles, conflict management strategies and tactics, language and episodes, and the relevant empirical research on conflict communication.

CMM 343 Communication in Contemporary Organizations [3]

An advanced course providing in-depth study of communication issues in contemporary organizations. Examines how critical theory, postmodern approaches, and new management theories—and their preferred research tools—contribute to the analysis of issues, such as conflict, cooperation, performance, identity politics, and change in contemporary organizations. Focuses on the theoretical, research, and practical importance of new information and communication technology, especially “groupware.”

Prerequisites: CMM 230 and CMM 311.

CMM 345 Video Field Production [3]

This course is an introduction to the tools of television production beyond the studio, focusing on equipment and techniques for full field production. Technical and aesthetic aspects of the medium are introduced as students work individually or in groups on specific video projects. Prerequisite: CMM 244. Laboratory fee.

CMM 346 Media Industries: Ethics, Politics, Economics [3]

The economic development, organizational structure and strategies of major media are explored. This survey examines media as a whole, particular media sectors such as print and electronic media, and individual companies. The course considers the economic and political forces that shape and influence news and entertainment media, and assesses to what extent these media serve the public interest, democracy, and the consumer. This analysis examines trends such as media concentration, deregulation, fragmentation and globalization, and the challenges and opportunities faced by commercial, public, mainstream, and independent media. Prerequisite: EC 101.

CMM 350W News Reporting [3]

Introduction to reporting techniques—including traditional sources of news, interviewing, public documents and data bases—and their application in writing various forms of advanced news stories. Prerequisite: CMM 250W or permission of instructor. (Writing-intensive course) Laboratory fee.

CMM 353 Broadcast and Electronic Journalism [3]

An overview of journalism as it is produced for, and presented by, broadcast and cable television, radio, and the Internet; includes an examination of rules and regulations affecting the broadcast journalist. Practice in writing news for television, radio, and the Internet. Prerequisite: CMM 250W. Laboratory fee.

CMM 354W The Editorial and the Feature Story [3]

A study of two dominant forms of journalism that provides students the practical experience of writing in these forms. Prerequisite: CMM 250W or permission of instructor. (Writing-intensive course). Laboratory fee.

CMM 355 Perspectives on Journalism [3]

An examination of the ways in which journalists define their role as journalists (for example, precision journalism, press criticism, literary journalism), as well as the examination of the many different factors affecting the journalism profession and industry (for example, women and the media, the ethnic media, etc.). Focus changes from semester to semester.

CMM 356W Magazine Journalism [3]

Magazine Journalism provides students with experience in the growing field of magazine publication. Conducted as a workshop, the course is aimed at exposing students to the variety of subjects and forms magazine writing can take. Prerequisite: CMM 250W or permission of instructor. (Writing-intensive course) Laboratory fee.

CMM 360 Advertising Copywriting and Layout [3]

Rigorous study and practice in planning and preparing advertising messages. Emphasis on writing. Artistic and social scientific aspects of advertising creativity. Writing and visualization for print, broadcast, and peripheral media. Lecture and laboratory. Prerequisite: CMM 260.

CMM 362 History of American Journalism [3]

An overview of major issues in American journalism from the colonial period to the present. Emphasis on the evolution of First Amendment issues, the changing relationship of journalism to political institutions, and the changing role of journalism in U.S. culture. Prerequisite: CMM 110.

CMM 366 Computer-Mediated Communication [3]

This course examines individuals' use of computers to communicate in their interpersonal relationships and professional lives. Topics include the structure and content of communication in cyberspace and its impact on face-to-face communication, online relationship formation and development, virtual communities, e-mail as a mechanism of communication in organizations and small groups. Prerequisite: CMM 110 or permission of instructor.

CMM 371 Public Relations Cases [3]

The course focuses on intensive analysis of public relations case studies in order to explore the theories and research that support public relations management and practice. Prerequisite: CMM 271.

CMM 391, 392 Special Topics in Communication [1–4, 1–4]

Topics vary from semester to semester in accordance with timeliness, the needs of the communication curriculum, and the opportunities to explore areas of communication. Prerequisites vary by topic.

CMM 393/SOC 343 Statistical Analysis of Social Data [4]

An introductory course in statistics for students in the social and behavioral sciences and the humanities. The course will deal primarily with descriptive and associational statistics. Probability and statistical inference will be presented but not pursued in depth. This is not a mathematics course but is designed to prepare the student to deal with basic statistical concepts and procedures in relation to social data. Prerequisites: A course in algebra and SOC 242, or permission of instructor.

CMM 394 Independent Study [1–6]

Advanced independent research and learning in areas not covered by established CMM offerings. May not be used in lieu of a conventional course. Usually taken after having completed successfully a substantial number of courses in the department. Requires submission of an articulate proposal for the study and prior arrangement with the prospective advisor. Prerequisite: Permission of instructor.

CMM 406, 407 Internship Program [3–6]

The internship program is intended to provide students an opportunity to augment their studies with a 12- to 15-week work experience in an organization engaged in communication-related activities (marketing, public relations, advertising, broadcasting, etc.). Typically, students work from 7 to 15 hours each week. Depending upon a School of Communication major's chosen emphasis, either 3 or 6 hours of internship credit is the maximum allowable toward completion of the major. Additional details about the program are available on request from the director of internships. Prerequisite: Permission of internship director.

CMM 411 Communication Theory [3]

An examination of the major theories in communication and the assumptions influencing the different perspectives in communication research. Prerequisites: CMM 110 and at least junior standing.

CMM 412 Communication and Organizational Problem Solving [3]

Course will explore communication problems in organizations and approaches to solving them. Topics include problem identification, approaches to problem solving, consulting basics, communication training, and the communication of organizational change. Students will participate in activities involving problem solving in local organizations. Prerequisite: CMM 230 or permission of instructor.

CMM 415 Issues in New Media Technology [3]

This course considers the proliferation of new communication technologies especially chat rooms, instant-messaging systems, e-mail, genomics, Voice-Over Internet Protocol (VOIP), WWW and the Internet, and their collective effect on our daily functioning. The proliferation of digital transaction technologies, GPS systems and sophisticated relational databases are also examined in that they facilitate the collection, storage, access, tracking, and retrieval of highly personal data. Prerequisite: CMM 240 or CMM 281, or permission of instructor.

CMM 422 Interpersonal Communication: Research and Theory [3]

An examination in depth of variables affecting interpersonal communication. The course will focus on current research from various theoretical approaches, such as constructivism, rules theory, pragmatics of human communication. Prerequisite: CMM 225W.

CMM 425/SOC 425 Popular Culture [3]

The course is designed to introduce students to the diverse elements of popular culture as a valuable source of data about the social norms, values, and conflicts of mass societies. Craze, fads, fashions, and trends are examined in terms of collective behavior and the processes of mass communication to understand their origins, development, and impact on society. Specific case studies of contemporary issues, such as pornography, television and violence, trends in popular music, and sport and leisure, are discussed. Prerequisites: SOC 110, and CMM 110 or CMM 240.

CMM 428 Language and Communication [3]

Analysis of the role of language in interpersonal communication. Consideration of linguistic and extra-linguistic systems of meaning, as well as the evaluation of new linguistic approaches to the understanding of communication. The class is oriented to the study of the message as the fundamental tool of interpersonal communication. Prerequisite: CMM 110.

CMM 430 Communication Law in America [3]

After exploring competing views of the place of free expression in a Western democracy, students are exposed to major case law in such areas as libel, invasion of privacy, copyright, trademark, broadcast and cable regulation, advertising, access to information, obscenity, and source confidentiality. Prerequisite: CMM 240.

CMM 440 Advanced Television Production [3]

Advanced principles and techniques for producing television programs. Students are expected by the end of this course to be equipped with specialized skills to perform as part of a team, incorporating studio and field video production and editing techniques. Students work on specific video projects of such quality as to be acceptable for broadcast/telecast on closed systems or on established commercial systems. Prerequisite: CMM 345. Laboratory fee.

CMM 442 Advanced Radio Production [3]

Principles and philosophies of radio programming. Emphasis on program development, scripting and directing as applied to various radio program formats. Prerequisite: CMM 242. Laboratory fee.

CMM 444 Broadcast Management Sales and Operations [3]

Examination of the internal functioning of broadcasting stations in the United States. Specific focus includes operations, procedures and problems in programming, scheduling, special responsibilities of management, and broadcast sales. Prerequisite: CMM 240.

CMM 445 News Editing [3]

An introduction to copyediting skills, including editing news stories, writing headlines, and designing newspaper pages. Also examines news selection and legal and ethical problems confronting newspaper editors. Prerequisites: CMM 250W and CMM 350W, or permission of instructor. Laboratory fee.

CMM 447 Linking Interpersonal and Organizational Communication [3]

Course is designed to explore connections between interpersonal and organizational contexts. Topics include superior-subordinate communication, interpersonal relationships in the workplace, the role of communication in sexual harassment, communicating in a diverse workplace, workplace effects on family interaction and relations, and interpersonal communication about organizational policies. Prerequisites: CMM 225 and CMM 230, or permission of instructor.

CMM 448 Audience Analysis [3]

An investigation of various mass-media audiences' characteristics, preferences, and composition. Analysis of how audience information is obtained and used in media planning. Designing and executing media research projects. Prerequisite: CMM 240.

CMM 449 Media and Society [3]

Examines role and responsibility of media in relation to American institutions, including societal, political, and economic institutions. Specific focus on mass media impact on culture, human behavior including violent and antisocial behavior, pro-social and voting behavior, and attempts at regulation and control. Prerequisite: CMM 240.

CMM 450 International Communication [3]

This course is designed as an analysis of international communication. It deals with the transnational communications industry as a major component of today's international economy through comparison of the structures of international communications systems. It explores the issues of cultural domination and cultural alienation. Special emphasis will be given to the debate on the new international economic and information order.

CMM 452, 453 Special Problems in Media [3, 3]

An experimental course for the development of new ideas in media. Prerequisite: Permission of department.

CMM 457, 458 Special Topics in Journalism [3, 3]

An experimental course for exploring new ideas in journalism; also an opportunity to offer on a one-time basis specialized courses in the area of the faculty's and students' interests. Prerequisite: Permission of instructor.

CMM 460 Advertising Communication Tactics [3]

In-depth analysis and practice in communication tactics employed in creating advertising programs for clients. Principal focus on working on a competitive group project preparing an agency-style presentation for a real or hypothetical client. Prerequisites: CMM 360 plus two CMM electives, or permission of instructor.

CMM 462 Advertising Competition [3]

This course gives advanced students the opportunity to work on a national student advertising competition conducted by the American Advertising Federation. The corporate client changes annually. Students are provided with a case study of an advertising/communication problem faced by the client. The student team submits to a group of advertising professionals a written advertising and communication plan and makes a formal presentation. The team judged district winner progresses to the national finals. Prerequisite: Permission of instructor.

CMM 470 Senior Honors Thesis [3]

This course is designed to enable a student to complete an honors thesis under the supervision of a departmental advisor. The honors thesis is completed in partial fulfillment for the designation of departmental honors. Prerequisites: Acceptance into the departmental honors program, senior standing, and completion of CMM 311 (210) and CMM 411 (211).

CMM 471 Public Relations Campaigns [3]

The course focuses on practical, technical, and analytical skills required to effectively plan and implement a campaign. Students study the public relations process in order to develop campaign plans that capitalize on opportunities and address problems within and for the organization. Students analyze secondary research and conduct qualitative/quantitative primary research in order to develop, implement, and evaluate a campaign for a university or community client. Prerequisites: CMM 271 and CMM 371.

CMM 481 Advanced Multimedia [3]

This course involves an in-depth examination of multimedia concepts in the professional and educational world. Multimedia projects in mass communication are developed from among advertising, journalism, public relations, radio, and television areas. Theoretical issues surrounding the impact of computer-mediated communication on modern society, including privacy, surveillance, and encryption, are analyzed. Prerequisite: CMM 281.

CMM 486 Integrated Communication in Practice [3]

Students work in task-oriented teams, developing and implementing integrated communication approaches to communication problems and cases. Students will research the cases, develop analyses of the situations, propose and defend plans for addressing the situation, actuate their proposals, and assess the outcomes as well as the communication strategies used by participants in the class. Topics/case studies change each time the course is offered. Prerequisite: Permission of instructor.

CMM 490, 491 Special Topics in Communication [1–4, 1–4]

Topics vary from semester to semester in accordance with timeliness, the needs of the communication curriculum, and the opportunities to explore areas of communication. Prerequisites vary by topic.