COMMUNICATION (COMM)

COMM 101 - PUBLIC SPEAKING
Principles and practices of composition and delivery of speeches for effective communication to diverse audiences.
Credits: 3

COMM 150 - MEDIA TODAY
Considering the effects of society on media and media on society. This course will focus each semester on a different topic exploring and exposing the possibilities and issues of the ongoing relationship between media and society.
Credits: 3
Attributes: Social Science
Course Notes: Open to freshman. Journalism, Media Studies, and Integrated, Marketing Communications students cannot use 100-level, courses as electives in their majors.

COMM 201 - COMMUNICATION IN THE INFO AGE
Prerequisite course for Journalism, Media Studies and Integrated Marketing Communications majors. Overview of print and broadcast journalism, public relations, advertising and media studies; emphasis on the role and effects of media in society, particularly the transformation of mass communication resulting from current technologie
Credits: 3
Attributes: Social Science
Prerequisites: ENG 102

COMM 210 - WHAT IS TRUTH/FAKE NEWS?
There's no quick fix for the challenges of "fake news" and "alternative facts." Course focuses on development of critical thinking skills needed to explore the boundaries, using newspapers, magazines, videos and internet resources, of our socially constructed, digital reality. This course looks at varied concepts of truth throughout history and across cultural contexts, with particular attention to similarities and differences with the modern, science-based concept of "fact.
Credits: 3
Attributes: Social Science
Prerequisites: ENG 101

COMM 215 - CAUSE-RELATED MARKETING
To save even small parts of the world, one needs to raise funds, create engagement, attract activists, build consensus, understand why people dedicate themselves to particular social issues, and comprehend the social and cultural limitations with which society attempts to thwart or re-direct world-improvers. Classics on this topic in psychology, sociology and cultural anthropology will frame the discussion. Heavy emphasis on the nuts and bolts of how it's done.
Credits: 3
Prerequisites: ENG 101

COMM 230 - TELLING SOC JUST STORIES 2.0
Black Lives Matter, Me Too, LGBTQ & You: Telling the stories of social justice in the 21st century. Combining age-old reporting and new-age digital technology, students will learn to capture the faces, voices and narratives of today's most visible social movements. Students will study the role of the media in advancing social movements. Course culminates in a final multimedia project. Learn how to tell professional quality stories that matter.
Credits: 3
Attributes: Grounds for Change, Social Science
Prerequisites: ENG 102

COMM 250 - MASS MEDIA AND ACCULTURATION
Problem-based learning course addressing various modes of acculturation observable between immigrant and/or marginalized populations and host cultures and the influence of mass media in the acculturation context. Students identify problems emergent from acculturation, consider problems relative to social justice concepts and develop problem solution options with emphasis on socially-just outcomes and the role mass media might assume in implementing such solutions.
Credits: 3
Prerequisites: ENG 102

COMM 345 - CROSS-CULTURAL COMMUNICATION
Communication styles and characteristics of various cultural groups. Understanding and recognizing barriers (semantics, nonverbal behavior, stereotypes, and assumed similarities) that affect communication among cultures. Fulfills the non-Western requirement.
Credits: 3
Attributes: Humanities, Non-western Culture
Prerequisites: ENG 102