COMMUNICATION

The School of Communication offers students a liberal arts education combined with professional and practical experience to meet the social, professional and personal challenges of the 21st century marketplace. Steeped in the tradition of free, accountable, and effective expression of thoughts and ideas, the broad-based curriculum equips students to think critically, write and speak eloquently, work in groups effectively, develop creatively, act ethically and interface proactively with converged media platforms.

Students choose from three academic concentrations: Strategic and Organizational Communication, Public Relations and Media Studies. Additionally, students are encouraged to participate in internships that lead to careers in media, business, sales and marketing, public relations, journalism and conference planning.

Additional information about the school, its faculty and its programs is available at http://www.uakron.edu/schlcomm

Requirements for transferring into the School of Communication:

- Admission to the Buchtel College of Arts and Sciences and a 2.5 GPA or above

Exit Requirement

To graduate with a degree from the School of Communication, a student must attain a minimum 2.0 GPA overall, a minimum 2.30 GPA for all courses taken in the School of Communication and have completed one of the following courses with a grade of C or better.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>7600:105</td>
<td>Introduction to Public Speaking and Effective Oral Communication</td>
<td>6</td>
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<tr>
<td>3300:111</td>
<td>English Composition I</td>
<td>3</td>
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<tr>
<td>3300:112</td>
<td>English Composition II</td>
<td>3</td>
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<tr>
<td>3300:113</td>
<td>African American Language and Culture I: College Composition</td>
<td>3</td>
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<tr>
<td>or 3300:114</td>
<td>African American Language and Culture II: College Composition</td>
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</table>

- Converged Media, Minor
- Interpersonal Group Communication, Minor
- Media Production, Minor
- Media Studies, BA
- News, Minor
- Organizational Communication, Minor
- Professional Communication, Certificate
- Professional Social Media, Certificate
- Public Communication, Minor
- Public Relations, BA
- Public Relations, Minor
- Strategic & Organizational Communication, BA

School of Communication (7600)

7600:101 Introduction to Communication (3 Credits)
Survey of the field of communication. Topics will focus on the history, as well as the theories, constructs, and career opportunities of all sub disciplines.

7600:105 Introduction to Public Speaking (3 Credits)
Introduction to principles and practice of speaking by reading examples of speeches, studying techniques and methods employed and applying them in a variety of speaking situations.

Gen Ed: Tier 1 - Speaking

7600:106 Effective Oral Communication (3 Credits)
Principles of communication in speaker-audience, group and informal settings, and application of the principles in speeches, group discussions and other oral and written assignments.

Gen Ed: Tier 1 - Speaking

7600:209 Principles of Social Media (3 Credits)
This course provides students with a thorough understanding of social media as it relates to the tools, history, theories, ethics and practice of communication.

7600:210 Multiplatform Production (3 Credits)
A basic introduction to theory and practice of single camera, photography, graphic and web production.

7600:219 Introduction to Public Relations (3 Credits)
Introduction to public relations is a survey course that provides students with foundational information related to the study and practice of public relations.

7600:226 Interviewing (3 Credits)
Study and practical application of selected interviewing concepts associated with job interviewing, journalistic interviewing, and life review interviewing.

7600:227 Non-Verbal Communication (3 Credits)
Focused study of the principal aspects of nonverbal communication in public, group and interpersonal settings.

7600:228 ZTV (1 Credit)
Participation in the operations of the University television station. *Total repeats not to exceed eight credits. (Note: Students being paid salaries from Student Activity Funds are not eligible for credit.)
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<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
<th>Prerequisites</th>
<th>Description</th>
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<tbody>
<tr>
<td>7600:230</td>
<td>WZIP-FM (1 Credit)</td>
<td>Participation in the operations of the University radio station.</td>
<td>Total repeats not to exceed eight credits. (Note: Students being paid salaries from Student Activity Funds are not eligible for credit.)</td>
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<tr>
<td>7600:231</td>
<td>Forensics (1 Credit)</td>
<td>Participation in the operations of the University forensics team.</td>
<td>Total repeats not to exceed eight credits. (Note: Students being paid salaries from Student Activity Funds are not eligible for credit.)</td>
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<tr>
<td>7600:232</td>
<td>Buchtelte (1 Credit)</td>
<td>Participation in the operations of the University newspaper.</td>
<td>Total repeats not to exceed eight credits. (Note: Students being paid salaries from Student Activity Funds are not eligible for credit.)</td>
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<tr>
<td>7600:233</td>
<td>Tel-Buch (1 Credit)</td>
<td>Participation in the operations of the University year book.</td>
<td>Total repeats not to exceed eight credits. (Note: Students being paid salaries from Student Activity Funds are not eligible for credit.)</td>
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<tr>
<td>7600:235</td>
<td>Interpersonal Communication (3 Credits)</td>
<td>Theory and practice in interpersonal communication concepts and principles. Special topics in communication apprehension, assertive communication, communication dyads and triads, and transactional communication.</td>
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<tr>
<td>7600:245</td>
<td>Argumentation (3 Credits)</td>
<td>Study of process of developing, presenting and defending inferences and arguments in oral communication setting. Includes study and practice of evidence, reasoning, case construction, refutation and rebuttal.</td>
<td>Gen Ed: Tier 3 - Critical Thinking</td>
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<tr>
<td>7600:252</td>
<td>Persuasion (3 Credits)</td>
<td>Emphasis on understanding persuasion theory and practice. Includes information analysis of motivational appeals and introduction to propaganda analysis.</td>
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<tr>
<td>7600:274</td>
<td>Introduction to the Media Industries (3 Credits)</td>
<td>An introduction to the media industries concentrating on industry structure and business models with a particular emphasis on media convergence and distribution.</td>
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<tr>
<td>7600:284</td>
<td>Legal Issues in Media (3 Credits)</td>
<td>Concentration on government regulations and legal requirements in production of broadcasting, film, and print media. Particular emphasis on copyright.</td>
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<td>7600:300</td>
<td>Newswriting Across the Media (3 Credits)</td>
<td>Prerequisite: completion of General Education English Composition Requirement with a grade of C or better or permission. Concentration on what constitutes news, legal and ethical aspects of what to print/broadcast and writing news stories for print and broadcast media.</td>
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<tr>
<td>7600:301</td>
<td>Advanced Newswriting (3 Credits)</td>
<td>Prerequisite: Admitted to a four year degree granting college and 7600:300. Advanced course in writing and editing news, features and analysis for print media. Behavioral approach to communication of information and ideas.</td>
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<td>7600:303</td>
<td>Public Relations Writing (3 Credits)</td>
<td>Prerequisite or Corequisite: 7600:219. Introduction of writing skills required by public relations practitioners emphasizing different approaches for specific publics and specific media.</td>
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<td>7600:304</td>
<td>Information Gathering &amp; Editing (3 Credits)</td>
<td>Prerequisite: Ability to type. Editing stories and photographs and writing headlines for print and online. Gathering information from primary and secondary sources.</td>
<td>7600:305 Communication Theory (3 Credits)</td>
<td>Prerequisite: 7600:101. Examination of the theoretical foundations of the communication discipline. Historical roots, major theory building perspectives and a review of contemporary theories and applications in communication contexts.</td>
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<td>7600:309</td>
<td>Public Relations Publications (3 Credits)</td>
<td>Preparation of publications used as communication tools in public relations, advertising and organizations. Emphasis upon design, layout and technology.</td>
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<td>7600:317</td>
<td>Topics in Media Production (3 Credits)</td>
<td>Variable topics in media production including audio, video, digital. Repeatable with a change in topic, maximum 9 credits.</td>
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<td>7600:325</td>
<td>Intercultural Communication (3 Credits)</td>
<td>Study of human communication processes between individuals in culturally diverse contexts, both domestically and internationally, with an emphasis on analysis and application. Gen Ed: Tier 3 - Domestic Diversity</td>
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<td>7600:344</td>
<td>Small Group Communication (3 Credits)</td>
<td>Prerequisite: Junior or higher academic standing. This course explores the dynamics of small group communication. Students will learn how to become effective members of groups by practicing course concepts and theories in assignments.</td>
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<td>7600:345</td>
<td>Advanced Presentational Communication (3 Credits)</td>
<td>Prerequisite: [7600:105 or 7600:106] and 7600:245. Continued development of audience analysis, research, style, and delivery to improve oral communication skills for a variety of civic and organizational purposes.</td>
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<td>7600:355</td>
<td>Freedom of Speech (3 Credits)</td>
<td>Discussion and analysis of the Constitution’s free speech guarantee; contemporary issues in freedom of speech; role of the media in free speech issues.</td>
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<td>7600:356</td>
<td>Rhetorical Criticism (3 Credits)</td>
<td>Prerequisite: 7600:260. Identifies principal textual and contextual elements of public discourse and presents various theories and models to be applied in studying rhetorical acts.</td>
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<td>7600:360</td>
<td>Theories of Rhetoric (3 Credits)</td>
<td>Prerequisite: 7600:101. Theories of Rhetoric exposes students to 2,000 years of thought on rhetoric and meaning. Students explore the relationship between knowledge, truth and rhetoric. Gen Ed: Tier 3 - Critical Thinking</td>
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<tr>
<td>7600:368</td>
<td>Basic Audio &amp; Video Editing (3 Credits)</td>
<td>Prerequisite: Admitted to a four year degree granting college. A basic practical introduction to audio and video editing and the Avid Editing system in the MediaNet environment.</td>
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<tr>
<td>7600:372</td>
<td>Video Production (3 Credits)</td>
<td>Prerequisite or corequisite: 7600:368. Theory and practice of digital video; development of professional skills in lighting, use of lenses, visual composition and sound recording for Single Camera applications.</td>
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<td>7600:378</td>
<td>Topics in Media History (3 Credits)</td>
<td>Prerequisite: Admitted to a four year degree granting college. In-depth study of topics in media history and genre. Repeatable with a change in topic (9 credits maximum).</td>
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<tr>
<td>7600:384</td>
<td>Communication Research (3 Credits)</td>
<td>Prerequisites: 7600:101 with a grade of C or better. Fundamental concepts of communication research methods, and the analysis, application, and interpretation of data in communication and media operations.</td>
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7600:398 Honors Project Preparatory (1 Credit)
Prerequisite: junior standing, honors students only. This course prepares honors students to begin work on their senior honors project. Students will learn how to do background research, literature reviews, work with human subjects, and School of Communication requirements. At the end of the semester, students will have their proposal ready for submission to the Honors College.

7600:404 Public Relations Cases (3 Credits)
Prerequisite or corequisite: 7600:219. Application of principles of public relations profession in an actual organizational setting.

7600:405 Media Copywriting (3 Credits)
Prerequisite: 7600:309. Selected communication theories and research techniques used to plan, write and analyze commercial messages. Emphasis will be placed on selection of audience, medium, appeal, writing style and evaluation of efforts.

7600:406 Advanced Public Relations Theory (3 Credits)
Prerequisite: 7600:219. Study and practical application of communication concepts, theories and skills relevant to public relations programs in businesses and nonprofit organizations.

7600:408 Women, Minorities & News (3 Credits)
Prerequisites: 7600:300 and admission to a four year degree granting college. From a professional journalism perspective, this course provides historical analysis of diversity in the newsroom and the news. Students produce new content that addresses diversity.

7600:409 Public Relations Strategic Campaigns (3 Credits)
Prerequisite: 7600:219. This course allows students to apply knowledge of public relations practice, history, theories, ethics and strategic planning to create real-world public relations campaigns.

7600:429 Advanced Strategic Social Media (3 Credits)
Prerequisite: 7600:209 or 7600:219. Students will learn and apply knowledge of professional social media including theories, ethics, policy, and best practices to solve real-world social media problems.

7600:435 Organizational Communication (3 Credits)
Prerequisite: 7600:101. Overview of theories and approaches for understanding communication flow and practices in organizations, including interdepartmental, networks, superior-subordinate, formal and informal communication.

7600:436 Analyzing Organizational Communication (3 Credits)
Prerequisites: 7600:384 and 7600:435, or permission. Methodology for in-depth analysis and application of communication in organizations; team building; conflict management, communication flow. Individual and group projects; simulations.

7600:437 Training Methods in Communication (3 Credits)
Prerequisites: 7600:345 or permission. Principles and concepts in the design and delivery of communication training programs; integration of theory and methodology; presentation skills; matching methods and learner needs.

7600:438 Health Communication (3 Credits)
Prerequisite: Admitted to a four year degree granting college. The course presents an overview of health communication theory and research issues in interpersonal, small group, organizational, public relations, and mass media contexts.

7600:439 Independent Study: Communication (1-12 Credits)
(May be repeated for a total of 12 credits) Prerequisites: Admitted to a four year degree granting college except CAST, permission of faculty. Directed independent readings, research, projects and productions. Written proposal must be submitted before permission is granted. Appropriate documentation of work required.

7600:444 Communication & Conflict (3 Credits)
Prerequisite: 7600:101. Explores roles of communication & conflict in personal and work relationships. Emphasis placed on application of theories and strategies for conflict resolution from a communication perspective.

7600:450 Special Topics in Communication (3 Credits)
(May be repeated for a total of nine credits) Special interest topics in mass communication, journalism, or communication, supplementing courses listed in University Bulletin. See department for current listing of offerings.

7600:457 Rhetoric in Contemporary Culture (3 Credits)
Prerequisite: 7600:260 & 7600:356. Rhetoric in Contemporary Culture serves as an advanced course in rhetorical criticism. Students apply critical methods to contemporary issues surrounding political, popular, and vernacular discourses.

7600:459 Leadership and Communication (3 Credits)
Prerequisite: Admitted to a four year degree granting college except CAST. Theories of leadership and communication across public, organizational, small group, interpersonal, and political contexts. Assessments tools provided. Guest speakers.

7600:468 Advanced Audio and Video Editing (3 Credits)
Prerequisite: 7600:368. A study of film and video editing. It provides practical experience and exposure to the various creative approaches and techniques of film / video editing.

7600:474 Media Theory (3 Credits)
Prerequisites: 7600:101. A review of mass communication theories and their applications in addressing major issues relevant to media content, media audience and media effects.

7600:475 Political Communication (3 Credits)
Students explore the relationship between politicians, citizens, and media. Topics include media coverage, campaign technologies, advertising, debates, engagement, rhetoric, and attitudes.

7600:480 Communication Internship (3-6 Credits)
Prerequisites: 24 credits in Communication, 3.0 GPA in Communication and permission. Supervised experience and on-the-job training. Written permission prior to the semester enrolled is necessary. Repeatable up to a maximum 6 credits.

7600:481 Film as Art: An Introduction to the Film Form (3 Credits)
A study of the role and function of Cinematography, Editing, Sound, and Mise-en-scene as they shape the meaning of the film, within the context of the traditional / non-traditional narratives and the documentary structure.

7600:485 Honors Project in Communication (3 Credits)
Prerequisites: 7600:398, approval of honors preceptor. Independent study project leading to completion of honors research, creative or service project.

7600:486 Media Management & Leadership (3 Credits)
Prerequisite: 7600:384 An intensive overview of media management and leadership principles and applications of these principles in addressing issues related to entrepreneurship, ethics, globalization and media convergence.
7600:487 Advanced Topics in Media Writing (3 Credits)
Prerequisite: 7600:300. Advanced study in media writing. Topics include: script writing, broadcast newswriting, new media writing, etc. Repeatable with a change in topic, maximum 12 credit hours.

7600:490 Communication Workshop (1-3 Credits)
(May be repeated for a total of six credits) Prerequisite: Admitted to a four year degree granting college. Group study or group projects investigating a particular phase of media not covered by other courses in curriculum.

7600:499 Capstone in Communication (3 Credits)
Prerequisites: 7600:101, 7600:384, and Senior Standing. Capstone in Communication integrates theories, concepts, and skills; provides interdisciplinary work, and applied focus; and culminates in a project, paper, or production. Topics vary.