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.

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.

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.)

7600:230. WZIP-FM. (1 Credit)
Participation in the operations of the University radio station. *Total repeats not to exceed eight credits. (Note: Students being paid salaries from Student Activity Funds are not eligible for credit.)

7600:231. Forensics. (1 Credit)
Participation in the operations of the University forensics team. *Total repeats not to exceed eight credits. (Note: Students being paid salaries from Student Activity Funds are not eligible for credit.)

7600:232. Buchtele. (1 Credit)
Participation in the operations of the University newspaper. *Total repeats not to exceed eight credits. (Note: Students being paid salaries from Student Activity Funds are not eligible for credit.)

7600:233. Tel-Buch. (1 Credit)
Participation in the operations of the University year book. *Total repeats not to exceed eight credits. (Note: Students being paid salaries from Student Activity Funds are not eligible for credit.)

7600:235. Interpersonal Communication. (3 Credits)
Theory and practice in interpersonal communication concepts and principles. Special topics in communication apprehension, assertive communication, communication dyads and triads, and transactional communication.

7600:245. Argumentation. (3 Credits)
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.

7600:252. Persuasion. (3 Credits)
Emphasis on understanding persuasion theory and practice. Includes information analysis of motivational appeals and introduction to propaganda analysis.

7600:260. Theories of Rhetoric. (3 Credits)
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.

7600:274. Introduction to the Media Industries. (3 Credits)
An introduction to the media industries concentrating on industry structure and business models with a particular emphasis on media convergence and distribution.

7600:284. Legal Issues in Media. (3 Credits)
Concentration on government regulations and legal requirements in production of broadcasting, film, and print media. Particular emphasis on copyright.

7600:300. Newswriting Across the Media. (3 Credits)
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.

7600:301. Advanced Newswriting. (3 Credits)
Prerequisite: Admitted to a four year degree granting college except CAST and 7600:300. Advanced course in writing and editing news, features and analysis for print media. Behavioral approach to communication of information and ideas.

7600:303. Public Relations Writing. (3 Credits)
Prerequisite or Corequisite: 7600:219. Introduction of writing skills required by public relations practitioners emphasizing different approaches for specific publics and specific media.

7600:304. Information Gathering & Editing. (3 Credits)
Prerequisite: Ability to type. Editing stories and photographs and writing headlines for print and online. Gathering information from primary and secondary sources.

7600:305. Communication Theory. (3 Credits)
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.

7600:309. Public Relations Publications. (3 Credits)
Preparation of publications used as communication tools in public relations, advertising and organizations. Emphasis upon design, layout and technology.

7600:317. Topics in Media Production. (3 Credits)
Variable topics in media production including audio, video, digital. Repeatable with a change in topic, maximum 9 credits.
7600:325. Intercultural Communication. (3 Credits)
Study of human communication processes between individuals in culturally diverse contexts, both domestically and internationally, with an emphasis on analysis and application.

7600:344. Small Group Communication. (3 Credits)
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.

7600:345. Advanced Presentational Communication. (3 Credits)
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.

7600:355. Freedom of Speech. (3 Credits)
Prerequisite: Admitted to a four year degree granting college except CAST. Discussion and analysis of the Constitution's free speech guarantee; contemporary issues in freedom of communication; role of the media in free speech issues.

7600:356. Rhetorical Criticism. (3 Credits)
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.

7600:368. Basic Audio & Video Editing. (3 Credits)
Prerequisite: Admitted to a four year degree granting college, except for CAST. A basic practical introduction to audio and video editing and the Avid Editing system in the MediaNet environment.

7600:372. Video Production. (3 Credits)
Prerequisite or Co-requisite: 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.

7600:378. Topics in Media History. (3 Credits)
Prerequisite: Admitted to a four year degree granting college, except for CAST. In-depth study of topics in media history and genre. Repeatable with a change in topic (9 credits maximum).

7600:384. Communication Research. (3 Credits)
Prerequisites: 7600:101. Fundamental concepts of communication research methods, and the analysis, application, and interpretation of data in communication and media operations.

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 except CAST. 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 except CAST. 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. Theories and methodologies discussed.

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 except CAST. 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.