

Communication Studies

COMS 1307 - Mass Communication in Society

Hours: 3

A discursive study of mass media organizations and their history, covering how they operate and exert their influence on individuals and society, enabling students to become knowledgeable and self-critical consumers of mass media content. The course is a survey of operations of various media entities, including broadcasting, video gaming, print media, advertising, public relations, filmmaking, the music industry and social media, while also addressing issues of media effects and regulation. Crosslisted with: MMJ 1307.

COMS 1311 - Studies in Human/Communication

Hours: 3

This course addresses theories and related skills for evaluating types of communication including a survey of computer mediated communication, nonverbal communication, political communication, gender communication, small group communication, as well as strategies used in informative, persuasive, and ceremonial communications. Recommended for students pursuing careers in sales, training and development, human resources, teaching, law, the ministry, politics, event planning, corporate training, upper-management or other professions requiring communication skills.

COMS 1315 - Fundamentals of Public Speaking

Hours: 3

(COMS 1315) COMS 111 - Fundamentals of Speech. Three semester hours. This course addresses how to develop and organize effective oral presentations. This class covers theories and related skills for planning, organizing, rehearsing, presenting and evaluating different types of speeches as well as rhetorical traditions, principles, and strategies used in informative, persuasive, and ceremonial speeches. Emphasis on student performance and evaluation of oral and written models of classical and contemporary speeches. Recommended for students pursuing careers in sales, human resources, training and development, teaching, law, the ministry, politics, or other professions requiring public presentations. May be taken to meet a communication requirement.

COMS 1321 - Business/Professional Speaking

Hours: 3

This course is designed to aid prospective professionals for different communication requirements they will encounter in their careers. The class will cover structures and techniques in presenting speeches as well as communication theories on planning, organizing, rehearsing, presenting, and evaluating oral presentations. It includes a survey of rhetorical traditions, principles, and strategies used in informative, persuasive, and ceremonial speeches. Recommended for students pursuing careers in teaching, law, the ministry, politics, or other professions involving making public presentations. May be taken to meet a communication requirement.

COMS 1336 - Audio-Visual Communication

Hours: 3

An introduction to basic audio and video production and digital production theories and skills needed for effective media content creation. The course includes practical training with software and hardware for digital media production, develops an understanding of the aesthetics of media production and provides preparation for using audio and video content as a form of communication to an audience. Crosslisted with: MMJ 151.

COMS 2327 - Advertising Principles

Hours: 3

A survey course in advertising, applied to traditional and digital media. Examines the historical background, social and economic environments, media channels, and other basics of the field. Students will learn issues related to target audiences, developing persuasive messages, and creating effective sales messages for businesses, that assist the businesses in branding and positioning themselves against their competition.

COMS 2330 - Public Relations Principles

Hours: 3

An introduction to the theories and strategic communication techniques of public relations and the functions of reputation management related to public attitudes. A beginning examination of publics, research techniques, media outlets, and public relations applications, including strategies used in social media and traditional media.

COMS 3301 - Podcast Production

Hours: 3

The course focuses on audio-based content production related to developing and producing podcasts. Practical work in interviewing, writing and content-creation. The course is designed to teach students how to write, record, publish and market a successful podcast. Students will learn the importance of developing content for a local target audience and the means of using social media to engage with the audience. A service-learning component allows students to create public-service content for the local community.

COMS 3380 - Digital Music Production

Hours: 3

Students will learn the fundamental skills required of sound engineers and/or producers working in the recording industry, based on techniques related to current popular music. Attention will be given to the basics of the mixing board, microphones, recording techniques and signal processing for drums, bass, guitar, keyboards and vocals as well as training for ProTools® software. Prerequisites: COMS 1336. Crosslisted with: MMJ 360.

COMS 4336 - Public Relations Campaigns

Hours: 3

The planning, implementation, and analysis of public relations campaigns, where a campaign consists of planned activities designed to advance a specific goal. Examination of the role of research in such campaigns. Students learn roles in agencies for national, state and local campaigns and have the opportunity for developing and running a campaign using social media and traditional media. Prerequisites: COMS 2327 or COMS 2330.

COMS 4353 - Social Media

Hours: 3

This course will examine concepts of communication, social interaction and community in a digital world. The course will include such interactive media applications as blog, wiki, avatar, comment, Twitter®, Instagram®, Facebook®, Pinterest®, podcast and similar Internet sites and techniques of digital media communication. Students will engage in practical social media strategies to engage with the local audience and use software such as Hootsuite® for social media marketing and engagement. Crosslisted with: MMJ 453.

COMS 202 - Argument Creation & Deliveries

Hours: 3

Topic-position taking and delivery are covered in this course. Approaches will be covered for understanding how evidence can be used to most effectively frame an argument. Particular emphasis will focus on analysis, evidence, reasoning, and refutation. Additionally, delivery techniques to present an argument are also covered for both verbal and nonverbal communication. A special emphasis of focus is overall appearance during persuasive deliveries. These include but are not limited to specific word choice, gestures, clothing attire, and proximity use.

COMS 301 - Computer Mediated Communication

Hours: 3

Students will learn about the digital networked era, which is based on consuming ever-increasing content. This information can influence who we are and the relationships we have with others. We will examine fundamental aspects of interpersonal communication and consider how different types of computer-mediated communications (CMC) technologies such as e-mail, instant messaging, video conferencing, twitter and social network sites affect communication processes. Students will engage the web as critical writers and readers in order to move past being simply consumers and empower them in this digital networked era.

COMS 302 - Argument & Debate, Oral Interpretation Deliveries

Hours: 3

Multiple debate format styles will be addressed including: Policy, Lincoln-Douglas, Public Forum, Oral Interpretation. Differences and similarities with idea organizing and delivery presentation will be covered for each format. Different skill building exercises will be covered including: Role-Play, Tag-Team, Inner Circle-Outer Circle etc. These skill building exercises will aim to improve verbal and nonverbal communication strategies.

COMS 303 - Images with Messages

Hours: 3

This course explores the ways in which we use visual communication in our everyday lives. During this course we will examine the various ways the image is used to communicate, explore how we perceive images, and investigate those messages. Visuals ranging from typography to photography to website are covered to help people and businesses persuade others.

COMS 312 - Persuasion

Hours: 3

This course builds on the study of persuasive communication to consider theories of persuasive communication in personal and professional areas. Analysis of face to face communication and technology mediated communication will also be addressed. Professional persuasive communication techniques will also be analyzed in professional areas of sales and advertising.

COMS 316 - Gender Communication

Hours: 3

Sex differences and similarities in communication will be explored. Different theoretical perspectives will be covered from which to study social behavior of the two sexes. Both verbal communication and nonverbal communication will be addressed across contexts

COMS 317 - Interpersonal Communication

Hours: 3

A study of environmental conditions that affect interpersonal interactions. Attention is given to verbal and non-verbal interactions, interpersonal behavior, communication models and networks, and social influences.

COMS 318 - Small Group Communication

Hours: 3

The theory and practice of communicating in small groups will be explored. Verbal communication, nonverbal communication, and computer mediated communication will be explored. The course will cover strategies for utilizing the strength of group communication. Common barriers to communication will be examined. Group communication within organizations as well as those groups outside of businesses will be explored.

COMS 319 - Leadership & Conflict Management

Hours: 3

An analysis within a framework of Communication Studies of the nature of leadership and conflict and the methods to resolve conflict with an emphasis on collaborative problem solving and mediation. Applying leadership and conflict management concepts, principles, strategies and techniques to your personal life. Prerequisites: COMS 1311 with a minimum grade of C.

COMS 323 - Popular Culture Promotion

Hours: 3

This course examines the social influences of U.S. popular culture from the 1940s to today, paying particular attention to the processes of how ideas, beliefs, and trends become popular. Both rhetorical language and symbolic representation will be examined. Students will learn steps to popular culture success from studying popular culture influences in their lives.

COMS 333 - Persuasive Deliveries in Context

Hours: 3

The goal of this course is to help students understand and develop skills in the field of argumentation studies. The course addresses evidence collection and evaluation, argument construction, and various tools to assess the quality of arguments. A major goal of the course is developing intentional communication skills with specific word choice and nonverbal behaviors displayed. The course will cover different debate contexts (courtroom, business pitch, political speech, ministry, etc.) to apply more specific audience structured and guided approaches to interacting through the use of arguments.

COMS 389 - Independent Study

Hours: 1-4

Individualized instruction/research at an advanced level in a specialized content area under the direction of a faculty member. May be repeated when the topic varies.

COMS 397 - Special Topics

Hours: 3

Organized class. May be repeated when topics vary.

COMS 402 - Communication Contexts Deliveries

Hours: 3

Various presentation contexts are covered emphasizing highly effective verbal and nonverbal communication presentations for each one. Particular contexts are covered for those students interested in careers in law, politics, business, and ministry. Each different context is individually covered regarding nuances for persuading the audience within that particular context. Some audience differences include courtroom juries, potential voters, business sales pitch, and religious congregations. Prerequisites: COMS 202 or COMS 302.

COMS 406 - Nonverbal Communication

Hours: 3

Nonverbal Communication will explore different aspects of nonverbal communication. The class is structured to first build an understanding of nonverbal communication from an academic standpoint. A theoretical perspective will be understood, then the areas of visual and auditory codes (kinesics, physical appearance, and vocalics); contact codes (haptics and proxemics); place and time codes (environment, artifacts, and chronemics). Relationship between verbal and NV communication; emotion and NV behavior; NV coding and decoding of deception will be addressed. A major portion of the course to follow will apply nonverbal communication to students' lives. An understanding of interpreting different nonverbal messages will be covered.

COMS 407 - Communication Research Methods & Theory

Hours: 3

This course is a survey of basic human communication research methods focused on developing competencies at various levels. The primary goal is for students to better understand and apply how research is conducted in communication studies. Emphasis is placed in three primary areas of human communication research: Quantitative, Qualitative, and Critical Studies. The understanding and application of theory used in research will also be covered. Students will write papers that can lead up to research studies.

COMS 408 - Intercultural Communication

Hours: 3

Overview of the study of cross-cultural communication. Includes a survey of nonwestern culture, communication concepts, intercultural communication problems and approaches to their resolution. Introduces students to the differences in meaning between co-cultures.

COMS 414 - Political Communication

Hours: 3

Communication by individuals, groups, and the mass media as major political influences on public policy decisions.

COMS 422 - Organizational Communication

Hours: 3

The focus of this class will be on the traditions/approaches, theories, and research findings concerning conceptions of organizations, various traditions in the study of organizations, metaphors for organizational communication, culture and climate within organizations, group processes, leadership, socialization/assimilation/membership, negotiation, power, motivation/performance, organizational innovation and change, team based structures and alternative forms of organizing, and strategic organizational communication.

COMS 444 - Communication and Compliance Gaining

Hours: 3

This course presents a study of principles of motivation, suggestion, and other aspects of audience psychology as used in business, mass media, and public affairs. The study of persuasion can be undertaken with one of two emphases: how to be better persuaders or how to be better consumers of persuasion. The course provides tools and concrete examples for individuals and businesses to motivate others through communication to accept their ideas.

COMS 489 - Independent Study

Hours: 1-4

Individualized instruction/research at an advanced level in a specialized content area under the direction of a faculty member. May be repeated when the topic varies. Prerequisites: Consent of department head or Communication Studies Program Director.

COMS 490 - H Honors Thesis

Hours: 3

Honors Thesis.

COMS 491 - H Ind Honors Readings

Hours: 3

Honors Readings.

COMS 497 - Special Topics

Hours: 3

Organized class. May be repeated when topics vary.