

# Brian Lamb School of Communication Course Catalog

---

9/19/2011 rev.

## [COM 10000 - Introduction To Communication Studies](#)

Credit Hours: 1.00. This semester-long course will introduce students to many opportunities offered by the Department of Communication. Permission of department required. Typically offered Fall Spring.

1.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Distance Learning, [Presentation](#)

College of Liberal Arts College

Communication Department

Course Attributes:

E Engr Excluded Gen Ed Courses, Lower Division

## [COM 10200 - Introduction To Communication Theory](#)

Credit Hours: 3.00. Overview of approaches treating communication as an individual, functional activity and as a social, structuring activity. Covers definitions and models of communication, core processes (interpretations, sending, receiving), structures (language, nonverbal behavior), and key contexts (personal, organizational, public). Typically offered Summer Fall Spring.

0.000 OR 3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Distance Learning, [Lecture](#), [Recitation](#)

College of Liberal Arts College

Communication Department

Course Attributes:

Lower Division

## [COM 11400 - Fundamentals Of Speech Communication](#)

Credit Hours: 3.00. A study of communication theories as applied to speech; practical communicative experiences ranging from interpersonal communication and small group process through problem identification and solution in discussion to informative and persuasive speaking in standard speaker-audience situations. Typically offered Fall Spring Summer.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: [Distance Learning](#), Individual Study, [Lecture](#)

College of Liberal Arts College

Communication Department

Course Attributes: Credit By Exam, Core Transfer Library, Lower Division, TransferIN

# Brian Lamb School of Communication Course Catalog

---

9/19/2011 rev.

## [COM 20400 - Critical Perspectives On Communication](#)

Credit Hours: 3.00. Introduction to critical thinking and writing about communication. Draws on humanistic and qualitative traditions to help students learn and apply critical approaches to understanding communication. . Typically offered Summer Fall Spring.

0.000 OR 3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Distance Learning, [Lecture](#), [Recitation](#)

College of Liberal Arts College

Communication Department

Course Attributes:

E General Education Electives, Lower Division

## [COM 21000 - Debating Public Issues](#)

Credit Hours: 3.00. Study of argumentation as applied to public discourse. Lectures on logic and reasoning, library research methods and bibliography, identification and analysis of issues, construction and organization of cases, refutation and rebuttal, and the phrasing and delivery of the argumentative speech. Preparation of debate cases. Typically offered Fall Spring.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Distance Learning, [Lecture](#)

College of Liberal Arts College

Communication Department

Course Attributes:

E Lower Level Non-Intro GenEd, E General Education Electives, Lower Division

## [COM 21200 - Approaches To The Study Of Interpersonal Communication](#)

Credit Hours: 3.00. A study of the basic characteristics of human communication and the theoretical and practical implications of these characteristics for various forms of oral communication. Typically offered Fall Spring Summer.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: [Distance Learning](#), Individual Study, [Lecture](#)

College of Liberal Arts College

Communication Department

Course Attributes:

Core Transfer Library, E General Education Electives, LA Individual & Society, Lower Division, TransferIN

# Brian Lamb School of Communication Course Catalog

---

9/19/2011 rev.

## [COM 21700 - Science Writing And Presentation](#)

Credit Hours: 3.00. Students learn to effectively communicate scientific and technical information both verbally and in writing to a variety of audiences. Typically offered Fall Spring.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Distance Learning, [Lecture](#)

College of Liberal Arts College

Communication Department

Course Attributes:

Lower Division

## [COM 22400 - Communicating In The Global Workplace](#)

Credit Hours: 3.00. This introductory course explores communication issues that arise in the global workplace. The course develops an appreciation of the relationship among culture, communication, and ways of organizing and doing business. Typically offered Fall.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Distance Learning, Lecture

College of Liberal Arts College

Communication Department

Course Attributes:

E General Education Electives, LA Global Perspectives, Lower Division, M International Electives, S General Education, S Language & Culture

## [COM 23500 - Information Resources And Technology For Communication Students](#)

Credit Hours: 3.00. This course focuses on how to access, manipulate, transmit, and apply information to specific tasks. Introduces use of various information technologies, including basic computer systems and software applications; emphasis on information resources critical to the student of mass communication, journalism, and telecommunications. Typically offered Fall Spring.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Distance Learning, Lecture

College of Liberal Arts College

Communication Department

Course Attributes:

E Engr Excluded Gen Ed Courses, Lower Division

# Brian Lamb School of Communication Course Catalog

---

9/19/2011 rev.

## [COM 24000 - Introduction To Oral Interpretation](#)

Credit Hours: 3.00. Oral interpretation of prose, poetry, and dramatic dialogue based on careful study of meaning and emotional content. Typically offered Summer Fall Spring.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Distance Learning, Lecture

College of Liberal Arts College

Communication Department

Course Attributes:

E General Education Electives, LA Aesthetic Awareness, Lower Division, S General Education

## [COM 25000 - Mass Communication And Society](#)

Credit Hours: 3.00. A survey of the print, broadcast, and film media in their relationship and influence on society. Study topics include: mass communication theories, documentaries, commercialism, news media, media effects and control, feedback, educational broadcasting, and audience analysis. Typically offered Fall Spring Summer.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Distance Learning, Individual Study, [Lecture](#)

College of Liberal Arts College

Communication Department

Course Attributes:

Core Transfer Library, E General Education Electives, LA Individual & Society, Lower Division, S General Education, TransferIN

## [COM 25100 - Introduction To The Electronic Mass Media](#)

Credit Hours: 3.00. Introductory course will analyze how electronic media technology is used to inform, entertain, educate, promote and sell. This course will emphasize the following topics: terrestrial and satellite radio; broadcast, cable and satellite television; media economics, ethics, distribution, and regulation; news media operations; old and new media synergies. Typically offered Fall Spring.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Distance Learning, [Lecture](#)

College of Liberal Arts College

Communication Department

Course Attributes: E General Education Electives, LA Film/Video Studies, Lower Division, S General Ed

# Brian Lamb School of Communication Course Catalog

---

9/19/2011 rev.

## [COM 25200 - Writing For Mass Media](#)

Credit Hours: 3.00. Labor intensive course teaches basics of newspaper writing, broadcast writing, news releases, and online journalism. Typically offered Summer Fall Spring.

0.000 OR 3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Distance Learning, [Laboratory](#), [Lecture](#)

College of Liberal Arts College

Communication Department

Course Attributes:

E Engr Excluded Gen Ed Courses, Lower Division

## [COM 25300 - Introduction To Public Relations](#)

Credit Hours: 3.00. An analysis of public relations theory and practice from their origins to the present. From a communication perspective, the course examines public relations environments, audiences, and message strategies. Typically offered Fall Spring Summer.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Distance Learning, Individual Study, [Lecture](#)

College of Liberal Arts College

Communication Department

Course Attributes:

E General Education Electives, Lower Division

## [COM 25600 - Introduction To Advertising](#)

Credit Hours: 3.00. An analysis of commercial persuasion from colonial times to the era of mass communication. The course examines the structure of advertising messages, how they are adapted to specific audiences, and the social settings in which they occur. Typically offered Fall Spring Summer.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Distance Learning, [Lecture](#)

College of Liberal Arts College

Communication Department

Course Attributes: E General Education Electives, Lower Division

# Brian Lamb School of Communication Course Catalog

---

9/19/2011 rev.

## [COM 26100 - Introduction To Digital Video Production](#)

Credit Hours: 3.00. Basic production principles and practices. Emphasis on preplanning and conceptualizing skills in addition to practical production techniques. Required for admission to all television production courses. Permission of department required. Typically offered Fall Spring.

0.000 OR 3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Distance Learning, [Laboratory](#), [Lecture](#)

College of Liberal Arts College

Communication Department

Course Attributes:

E Engr Excluded Gen Ed Courses, LA Film/Video Studies, Lower Division

## [COM 30000 - Introduction To Communication Research Methods](#)

Credit Hours: 3.00. Introduction to the development and application of historical, critical, and empirical research methods pertinent to communication problems. Fundamental concepts of problem identification, sampling, surveys, historical sources, critical models, reliability and validity of both measurement and research design in communication research. Typically offered Fall Spring Summer.

0.000 OR 3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Distance Learning, Lecture, Recitation

College of Liberal Arts College

Communication Department

Course Attributes:

Upper Division

## [COM 30300 - Intercultural Communication](#)

Credit Hours: 3.00. Study of the complex relationship between culture and communication in a variety of interpersonal, group, organizational, and computer-mediated settings. Application of theory and research to development of the knowledge, attitudes, and skills associated with intercultural communication competence. Typically offered Fall Spring.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Distance Learning, Individual Study, [Lecture](#)

College of Liberal Arts College

Communication Department

Course Attributes: E Gen Ed Electives, LA Global Perspectives, M International Electives, S Language & Culture, Upper Division

# Brian Lamb School of Communication Course Catalog

---

9/19/2011 rev.

## [COM 30400 - Quantitative Methods For Communication Research](#)

Credit Hours: 3.00. Introduction to the development and application of quantitative research methods pertinent to communication problems. Fundamental concepts of problem identification, reliability and validity of both measurement and research design, and statistical analyses of data. Typically offered Summer Fall Spring.

0.000 OR 3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Distance Learning, [Lecture](#), [Recitation](#)

College of Liberal Arts College

Communication Department

Course Attributes:

E Engr Excluded Gen Ed Courses, Upper Division

## [COM 31100 - Copy Editing](#)

Credit Hours: 3.00. Study of, and practice in, copyreading and headline writing. Laboratory practice includes copy editing on video-display terminals. Typically offered Summer Fall Spring.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Distance Learning, Lecture

College of Liberal Arts College

Communication Department

Course Attributes:

E Engr Excluded Gen Ed Courses, Upper Division

## [COM 31200 - Rhetoric In The Western World](#)

Credit Hours: 3.00. An explanation of major theoretical and philosophical concepts concerning rhetoric; the relationships between rhetoric and political, social, and personal decisions are explored. Ancient and modern authors will be read. Typically offered Fall Spring.

0.000 OR 3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Distance Learning, [Lecture](#), [Recitation](#)

College of Liberal Arts College

Communication Department

Course Attributes:

E General Education Electives, LA Western Heritage, S General Education, S Language & Culture, Upper Division

# Brian Lamb School of Communication Course Catalog

---

9/19/2011 rev.

## [COM 31400 - Advanced Presentational Speaking](#)

Credit Hours: 3.00. Development of a marked degree of skill in the composition and delivery of various types of speeches including presentations in corporate board rooms, orientation meetings, banquet halls, public forums. Special emphasis on speeches related to the student's major vocational area. Typically offered Fall Spring Summer.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Distance Learning, [Lecture](#)

College of Liberal Arts College

Communication Department

Course Attributes:

E General Education Electives, S General Education, Upper Division

## [COM 31500 - Speech Communication Of Technical Information](#)

Credit Hours: 3.00. The organization and presentation of information of a practical technical nature. Emphasis is placed upon the study, preparation, and use of audiovisual materials in such presentations. Typically offered Fall Spring Summer.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Distance Learning, [Lecture](#)

College of Liberal Arts College

Communication Department

Course Attributes:

Upper Division

## [COM 31600 - Controversy In American Society](#)

Credit Hours: 3.00. Analysis of selected debates in major American controversies of social significance. Critical examination of the arguments, personalities, and oral and written strategies employed in public debates on political, moral, and social issues. Typically offered Fall Spring.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Distance Learning, Lecture

College of Liberal Arts College

Communication Department

Course Attributes: E General Education Electives, S General Education, Upper Division

# Brian Lamb School of Communication Course Catalog

---

9/19/2011 rev.

## [COM 31800 - Principles Of Persuasion](#)

Credit Hours: 3.00. Persuasion and its effects, ranging from individual influences to societal impacts. Various perspectives and models of persuasion are examined, including classical and modern approaches. Both theoretical and pragmatic considerations are introduced. Typically offered Fall Spring Summer.

3.000 Credit Hours

Levels: Graduate, Indiana College Network, Professional, Undergraduate

Schedule Types: [Distance Learning](#), Individual Study, [Lecture](#)

College of Liberal Arts College

Communication Department

Course Attributes:

E General Education Electives, S General Education, Upper Division

## [COM 32000 - Small Group Communication](#)

Credit Hours: 3.00. A study of group thinking and problem-solving methods; participation in, and evaluation of, committee, and informal discussion groups. Focus on the roles, networks, and messages employed by small group communicators. Typically offered Fall Spring Summer.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Distance Learning, [Lecture](#)

College of Liberal Arts College

Communication Department

Course Attributes:

E General Education Electives, LA Individual & Society, S General Education, Upper Division

## [COM 32400 - Introduction To Organizational Communication](#)

Credit Hours: 3.00. An introduction to fundamental concepts and basic research related to communication behavior in organizational settings. Units cover message processing, leadership communication, communication climates, communication training, and communication audits. Students participate in an organizational simulation in some sections. Typically offered Summer Fall Spring.

0.000 OR 3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Distance Learning, Individual Study, [Lecture](#), [Recitation](#)

College of Liberal Arts College

Communication Department

Course Attributes:

E General Education Electives, LA Individual & Society, Upper Division

# Brian Lamb School of Communication Course Catalog

---

9/19/2011 rev.

## [COM 32500 - Interviewing: Principles And Practice](#)

Credit Hours: 3.00. Theory and practice of methods in selected interview settings: informational, employment, and persuasive. Emphasis on communication between two persons, questioning techniques, and the logical and psychological bases of interpersonal persuasion. Typically offered Fall Spring Summer.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Distance Learning, [Lecture](#)

College of Liberal Arts College

Communication Department

Course Attributes:

E General Education Electives, Upper Division

## [COM 32800 - Diversity At Work: A Rhetorical Approach](#)

Credit Hours: 3.00. Introduces students to theories and experiences related to issues dealing with both diversity in the workplace and diversity at work to change or influence the world. Typically offered Fall.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Distance Learning, [Lecture](#)

College of Liberal Arts College

Communication Department

Course Attributes:

LA Race & Ethnic Diversity, Upper Division

## [COM 32900 - History Of The Mass Media](#)

Credit Hours: 3.00. Study of Anglo-American press traditions, including the development of American mass media within socio-cultural environments. Typically offered Fall Spring.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Distance Learning, Lecture

College of Liberal Arts College

Communication Department

Course Attributes:

E General Education Electives, S General Education, Upper Division

# Brian Lamb School of Communication Course Catalog

---

9/19/2011 rev.

## [COM 33000 - Theories Of Mass Communication](#)

Credit Hours: 3.00. An examination of mass communication theories and theorists. Readings and discussion of McLuhan, Lippman, De Fleur, Lazarsfeld, Schramm, Stephenson, and other significant contributors. Typically offered Fall Spring.  
3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate  
Schedule Types: Distance Learning, Individual Study, [Lecture](#)

College of Liberal Arts College  
Communication Department

Course Attributes:  
E General Education Electives, Upper Division

## [COM 33200 - Television Production](#)

Credit Hours: 3.00. Basic principles of producing, writing, and directing for television. Treats program types and television criticism, and explores creative treatment of visual, artistic, and nonverbal elements of communication in television. Permission of department required. Typically offered Spring Fall.  
0.000 OR 3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate  
Schedule Types: Distance Learning, [Individual Study](#), [Laboratory](#), [Lecture](#)

College of Liberal Arts College  
Communication Department

Course Attributes:  
LA Film/Video Studies, Upper Division

## [COM 33600 - Advertising In The Electronic Mass Media](#)

Credit Hours: 3.00. Theory and practice of advertising as applied to the electronic mass media. Emphasizes the adaptation of advertising messages to government regulation, client, audience, product, and particular medium. Typically offered Fall Spring.  
3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate  
Schedule Types: Distance Learning, [Lecture](#)

College of Liberal Arts College  
Communication Department

Course Attributes:  
Upper Division

# Brian Lamb School of Communication Course Catalog

---

9/19/2011 rev.

## [COM 33700 - Advanced Digital Video Production](#)

Credit Hours: 3.00. Provides experience in writing program proposals and scripts, taping with small-format television equipment, and audio and video editing for various program formats. Special attention to editing, theory and technique, aesthetic considerations, and institutional and community cable outlets. Permission of department required. Typically offered Fall Spring.

0.000 OR 3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Distance Learning, [Individual Study](#), [Laboratory](#), [Lecture](#)

College of Liberal Arts College

Communication Department

Course Attributes:

E Engr Excluded Gen Ed Courses, LA Film/Video Studies, Upper Division

## [COM 35100 - Mass Communication Ethics](#)

Credit Hours: 3.00. A survey of various ethical approaches applied to situations confronting contemporary mass communicators, including misrepresentation in newsgathering, protection of sources, suppression of information, reporting of terror and violence, pressure from management and advertisers, and reporter bias. Typically offered Fall Spring.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Distance Learning, [Lecture](#)

College of Liberal Arts College

Communication Department

Course Attributes:

E General Education Electives, Upper Division

## [COM 35200 - Mass Communication Law](#)

Credit Hours: 3.00. Study of Anglo-American traditions and trends as well as current American conditions of the laws of libel, privacy, fair comment and criticism, privilege, property rights, and copyright as such factors affect the print journalist and the broadcaster. Emphasis is on existing state and federal regulations and precedents. Typically offered Fall Spring.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Distance Learning, Individual Study, [Lecture](#)

College of Liberal Arts College

Communication Department

Course Attributes: E General Education Electives, Upper Division

# Brian Lamb School of Communication Course Catalog

---

9/19/2011 rev.

## [COM 35300 - Problems In Public Relations](#)

Credit Hours: 3.00. Approaches to problems in public relations as they occur in industry, government, education, social agencies, and other institutions. Typically offered Fall Spring.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Distance Learning, [Lecture](#)

College of Liberal Arts College

Communication Department

Course Attributes:

Upper Division

## [COM 35600 - Problems In Advertising](#)

Credit Hours: 3.00. Approaches to problems in advertising as they involve the planning, creation, and evaluation of commercial messages. Typically offered Fall Spring.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Distance Learning, [Lecture](#)

College of Liberal Arts College

Communication Department

Course Attributes:

Upper Division

## [COM 35800 - Specialized Reporting](#)

Credit Hours: 3.00. Study of, and practice in, methods of journalistic research and presentation; preparation of in-depth newspaper stories based on student research. Typically offered Fall Spring.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Distance Learning, Lecture

College of Liberal Arts College

Communication Department

Course Attributes:

Upper Division

# Brian Lamb School of Communication Course Catalog

---

9/19/2011 rev.

## [COM 35900 - Public Affairs Reporting](#)

Credit Hours: 3.00. Study of, and practice in, reporting local and state news, including activities of the state legislature, local school boards, the courts, and the impact of national and international events on local affairs. Typically offered Fall Spring.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Distance Learning, Lecture

College of Liberal Arts College

Communication Department

Course Attributes:

Upper Division

## [COM 36800 - Sociolinguistic Study Of African American English](#)

Credit Hours: 3.00. (ANTH 36800, AUSL 36800, ENGL 36800, FLL 36800, IDIS 37800, LING 36800) A study of the history, structure, uses, and educational concerns of African American English in African American speech communities and the U.S. culture at large. Typically offered Fall Spring.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Distance Learning, Lecture

College of Liberal Arts College

Communication Department

Course Attributes:

E General Education Electives, Upper Division

## [COM 37200 - Communication In Relationships](#)

Credit Hours: 3.00. An examination of communication in personal relationships (including dating and marital relationships, friendships, and families) and professional relationships (including co-worker and supervisor-supervisee relationships and relationships in specific professions, such as doctor-patient and attorney-client.). Typically offered Fall Spring.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Distance Learning, Lecture

College of Liberal Arts College

Communication Department

Course Attributes:

E General Education Electives, Upper Division

# Brian Lamb School of Communication Course Catalog

---

9/19/2011 rev.

## [COM 37300 - Self-Presentation And Social Image](#)

Credit Hours: 3.00. Review of history, research, and theory in impression management. People frequently 'package' information about themselves to influence others to draw the 'right' conclusions about them. This course examines how people use interpersonal communication to manage how others perceive them. Typically offered Fall Spring.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Distance Learning, [Lecture](#)

College of Liberal Arts College

Communication Department

Course Attributes:

Upper Division

## [COM 37400 - Social Interaction Skills: Assessment And Development](#)

Credit Hours: 3.00. An examination of several major communication skills and procedures for their development. Focus is on skill measurement, methods of enhancement, assessment of training programs, and personal skill development. Skills examined include those for conversing, managing conflict, providing support, and influencing. Typically offered Fall Spring.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Distance Learning, Lecture

College of Liberal Arts College

Communication Department

Course Attributes:

E General Education Electives, Upper Division

## [COM 37500 - Conflict And Negotiation](#)

Credit Hours: 3.00. This course surveys theory and research focused on the role of communication in conflict and negotiation, and helps students develop skills needed to manage conflict effectively in their personal and professional relationships. Typically offered Fall Spring.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Distance Learning, Lecture

College of Liberal Arts College

Communication Department

Course Attributes:

Upper Division

# Brian Lamb School of Communication Course Catalog

---

9/19/2011 rev.

## [COM 37600 - Communication And Gender](#)

Credit Hours: 3.00. Course is based on the assumption that studies of gender and communication are intertwined. Focus is on communication processes that create symbols of gender and how those processes recreate the meanings of gender in the lives of individuals and groups. Typically offered Fall Spring.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Distance Learning, Lecture

College of Liberal Arts College

Communication Department

Course Attributes:

E General Education Electives, LA Gender Issues, Upper Division

## [COM 37700 - Social Support And Coping](#)

Credit Hours: 3.00. This course surveys theory and research focused on social support and coping, and helps students develop skills needed to be more effective communicators of support in a range of life situations. Typically offered Fall Spring.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Distance Learning, Lecture

College of Liberal Arts College

Communication Department

Course Attributes:

Upper Division

## [COM 38100 - Gender And Feminist Studies In Communication](#)

Credit Hours: 3.00. This course examines the ways in which communication constructs and maintains our conceptions of gender. It explores different approaches to the study of gender and feminist issues in public, organizational, and mass communication. Typically offered Fall Spring.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Distance Learning, Lecture

College of Liberal Arts College

Communication Department

Course Attributes:

E General Education Electives, LA Gender Issues, Upper Division

# Brian Lamb School of Communication Course Catalog

---

9/19/2011 rev.

## [COM 40600 - Web Production](#)

Credit Hours: 3.00. Introduces students to basic theoretical principles of web production and the process of creating web sites. Typically offered Summer Fall Spring.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Distance Learning, [Lecture](#)

College of Liberal Arts College

Communication Department

Course Attributes:

E Engr Excluded Gen Ed Courses, Upper Division

## [COM 40700 - Multimedia Production](#)

Credit Hours: 3.00. Introduces students to basic theoretical principles of multimedia design and the process of creating multimedia content (audio, video, text) using up to date authoring principles, methodologies, and tools. Typically offered Summer Fall Spring.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Distance Learning, Lecture

College of Liberal Arts College

Communication Department

Course Attributes:

E Engr Excluded Gen Ed Courses, Upper Division

## [COM 40800 - News Magazine Production](#)

Credit Hours: 3.00. Students plan, write and produce a weekly video news magazine to be aired on Boiler TV. Typically offered Summer Fall Spring.

0.000 OR 3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Distance Learning, [Laboratory](#), [Lecture](#)

College of Liberal Arts College

Communication Department

Course Attributes:

E Engr Excluded Gen Ed Courses, LA Film/Video Studies, Upper Division

# Brian Lamb School of Communication Course Catalog

---

9/19/2011 rev.

## [COM 40900 - Video Journalism](#)

Credit Hours: 3.00. Students plan, write and produce a weekly news magazine to be aired on Boiler TV. Typically offered Summer Fall Spring.

0.000 OR 3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Distance Learning, [Laboratory](#), [Lecture](#)

College of Liberal Arts College

Communication Department

Course Attributes:

E Engr Excluded Gen Ed Courses, LA Film/Video Studies, Upper Division

## [COM 41200 - Theories Of Human Interaction](#)

Credit Hours: 3.00. An exploration and critique of major theories of human interaction in a variety of contexts; consideration of language, nonverbal behavior, cognition, emotion, social perception, and social relations. Typically offered Fall Spring.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Distance Learning, [Lecture](#)

College of Liberal Arts College

Communication Department

Course Attributes:

E General Education Electives, Upper Division

## [COM 41400 - Speech Writing And Analysis](#)

Credit Hours: 3.00. Analyses of contemporary and classic speeches and application of communication principles in writing presentations for several occupational/persuasive communication situations. Emphasis on writing skills and critical application of communication theories. Oral presentation is included. Typically offered Fall Spring.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Distance Learning, [Lecture](#)

College of Liberal Arts College

Communication Department

Course Attributes:

E General Education Electives, Upper Division

# Brian Lamb School of Communication Course Catalog

---

9/19/2011 rev.

## [COM 41500 - Discussion Of Technical Problems](#)

Credit Hours: 3.00. Principles of speech communication related to interpersonal and group discussions on technical topics and problems; practice in using these modes in situations typically encountered by technologists. Typically offered Fall Spring.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Distance Learning, [Lecture](#)

College of Liberal Arts College

Communication Department

Course Attributes:

Upper Division

## [COM 41600 - United States Politics And The Media](#)

Credit Hours: 3.00. This course examines the roles and influences of the mass media on American politics generally and with particular emphasis on election campaigns and the evolving political culture of the U.S. Typically offered Fall Spring.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Distance Learning, Lecture

College of Liberal Arts College

Communication Department

Course Attributes:

E General Education Electives, Upper Division

## [COM 42400 - Communication In International Organizations](#)

Credit Hours: 3.00. Study of the organizational and communicative implications of increasing internationalization.

Theoretical and practical approaches to understanding and interacting in culturally diverse systems of organizing will be emphasized. Typically offered Summer Fall Spring.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Distance Learning, Lecture

College of Liberal Arts College

Communication Department

Course Attributes:

E General Education Electives, S Language & Culture, Upper Division

# Brian Lamb School of Communication Course Catalog

---

9/19/2011 rev.

## [COM 42800 - Critical-Cultural Approaches To Organizational Communication](#)

Credit Hours: 3.00. This senior-level course provides students with an in-depth understanding of recent developments in theory and research in organizational communication. Designed as a seminar/discussion course, readings will focus on recent attempts to investigate organizations as sites of culture and power. Typically offered Fall Spring.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Distance Learning, Lecture

College of Liberal Arts College

Communication Department

Course Attributes:

Upper Division

## [COM 43500 - Communication And Emerging Technologies](#)

Credit Hours: 3.00. Both historical and contemporary perspectives of the reciprocal influence of new and changing technologies and the processes and practices of communication. The impact of print, telegraph, telephone, radio, and television will be surveyed, along with cable systems, direct broadcast satellites, and videotext. Typically offered Fall Spring Summer.

0.000 OR 3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Distance Learning, [Lecture](#), [Recitation](#)

College of Liberal Arts College

Communication Department

Course Attributes:

E General Education Electives, Upper Division

## [COM 43600 - Script Writing](#)

Credit Hours: 3.00. Study of forms and materials suitable for the electronic mass media; practice in selection, adaptation, and organization of program materials. Typically offered Fall Spring.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Distance Learning, Lecture

College of Liberal Arts College

Communication Department

Course Attributes:

E Engr Excluded Gen Ed Courses, LA Film/Video Studies, Upper Division

# Brian Lamb School of Communication Course Catalog

---

9/19/2011 rev.

## [COM 44700 - The Television Documentary](#)

Credit Hours: 3.00. Study and application of principles of documentary television formats. Students will research an appropriate topic for documentary treatment and produce that program during the semester. Documentary formats examined include news, biographical, ethnographic, and documentary drama. Typically offered Fall Spring.

0.000 OR 3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Distance Learning, Laboratory, Lecture

College of Liberal Arts College

Communication Department

Course Attributes:

LA Film/Video Studies, Upper Division

## [COM 45100 - Magazine Journalism](#)

Credit Hours: 3.00. Examination of magazine staff organization, market analysis, and editorial content. Study of, and practice in, the writing of a variety of nonfiction materials for magazines. Emphasis is on the adaptation of topics and presentations to editorial policies and reader groups. Typically offered Fall Spring.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Distance Learning, Lecture

College of Liberal Arts College

Communication Department

Course Attributes:

Upper Division

## [COM 45300 - Reporting Of Science News](#)

Credit Hours: 3.00. Study of, and practice in, the techniques of gathering and reporting news of scientific developments to the general public through the examination of samples of science news and regular reporting exercises. Attention given to professional demands made of science reporters. Typically offered Fall Spring.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Distance Learning, Lecture

College of Liberal Arts College

Communication Department

Course Attributes:

Upper Division

# Brian Lamb School of Communication Course Catalog

---

9/19/2011 rev.

## [COM 45600 - Advertising Writing](#)

Credit Hours: 3.00. The theory and practice of copy writing in various advertising contexts. Typically offered Fall Spring.  
3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate  
Schedule Types: Distance Learning, [Lecture](#)

College of Liberal Arts College  
Communication Department

Course Attributes:  
Upper Division

## [COM 45700 - Advanced Reporting Methods](#)

Credit Hours: 3.00. Introduces advanced information-gathering techniques that go beyond reporting of news events. Topics include: history of investigative reporting; use of government documents and electronic databases; application of behavioral science methodology to news reporting. Typically offered Fall Spring.  
3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate  
Schedule Types: Distance Learning, Lecture

College of Liberal Arts College  
Communication Department

Course Attributes:  
Upper Division

## [COM 45900 - Publications Editing](#)

Credit Hours: 3.00. Study of, and practice in, the handling of graphic materials and page makeup techniques. A variety of publication formats, including standard and tabloid newspaper pages, will be dealt with. Typically offered Fall Spring.  
0.000 OR 3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate  
Schedule Types: Distance Learning, Laboratory, Lecture

College of Liberal Arts College  
Communication Department

Course Attributes:  
E Engr Excluded Gen Ed Courses, Upper Division

# Brian Lamb School of Communication Course Catalog

---

9/19/2011 rev.

## [COM 46200 - Advanced Newswriting](#)

Credit Hours: 3.00. Combines practical experience with classroom learning. Students will work 10-12 hours weekly at the daily local city newspaper and attend a one hour class weekly, during which their writing assignments are critiqued and readings discussed and applied to work assignments. Permission of instructor required. Typically offered Summer Fall Spring.

0.000 OR 3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Distance Learning, [Experiential](#), [Lecture](#)

College of Liberal Arts College

Communication Department

Course Attributes:

E Engr Excluded Gen Ed Courses, Upper Division

## [COM 49000 - Internship In Communication](#)

Credit Hours: 1.00 to 3.00. Experiential, supervised training in public relations, journalism, telecommunication, oral interpretation, speech education, organizational communication, or public communication. Usually given in junior or senior year. Usually gives two credits per internship experience. Permission of instructor required. Typically offered Summer Fall Spring.

1.000 TO 3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Distance Learning, [Experiential](#), Individual Study

College of Liberal Arts College

Communication Department

Course Attributes:

E Engr Excluded Gen Ed Courses, Full-Time Privileges, Internship, Upper Division, Variable Title

## [COM 49100 - Special Topics In Communication](#)

Credit Hours: 1.00 to 3.00. Intensive study of selected topics, varying from semester to semester, from the literature or practice of communication. Course content will be drawn from areas not dealt with in the regular curriculum and may include such topics as photojournalism, economic reporting, and campaign communication. Permission of instructor required. Typically offered Summer Fall Spring.

1.000 TO 3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Distance Learning, Experiential, [Individual Study](#), Laboratory, [Lecture](#)

College of Liberal Arts College

Communication Department

Course Attributes: E General Education Electives, Upper Division, Variable Title

# Brian Lamb School of Communication Course Catalog

---

9/19/2011 rev.

## [COM 49500 - Special Topics In Public Relations And Rhetorical Advocacy](#)

Credit Hours: 3.00. In-depth study of a particular area of public relations and rhetorical advocacy. Students read, discuss, and write about contemporary applications of public relations, advertising and rhetoric. Possible offerings include Integrated Marketing Communication, Persuasion and Social Protest, Communication Campaigns. Typically offered Summer Fall Spring.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Distance Learning, [Lecture](#)

College of Liberal Arts College

Communication Department

Course Attributes:

Upper Division, Variable Title

## [COM 49700 - Special Topics In Mass Communication](#)

Credit Hours: 3.00. Offers students the opportunity to explore in-depth, thorough readings, lectures and written assignments, a current topic or trend in Media, Technology and Society. Possible offerings include Media and Social Change, Online Communities, and Technology and International Communication. Typically offered Summer Fall Spring.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Distance Learning, Laboratory, Lecture

College of Liberal Arts College

Communication Department

Course Attributes:

Upper Division, Variable Title

## [COM 49800 - Practicum In Human Relations](#)

Credit Hours: 3.00. This course provides students within the Human Relations concentration of the Communication major an opportunity for an internship or directed research. Prerequisite: Nine credits from COM 30300, 32000, 32500, 37200, 37300, 37400, 37500, 37600, 37700, or 41200. Typically offered Spring.

0.000 OR 3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Distance Learning, Experiential, Lecture

College of Liberal Arts College

Communication Department

Course Attributes:

E Engr Excluded Gen Ed Courses, Practicum, Upper Division

# Brian Lamb School of Communication Course Catalog

---

9/19/2011 rev.

## [COM 50700 - Introduction To Semiotics](#)

Credit Hours: 3.00. (ANTH 51900, AUSL 58900, ENGL 57000, FLL 57000) The study of languages, literatures, and other systems of human communication. Includes a wide range of phenomena, which can be brought together by means of a general theory of signs. The course deals with three fundamental areas: 1) verbal communication, 2) nonverbal communication (iconic systems, gestures, body language, etc.), and 3) communication through art forms. Typically offered Fall Spring Summer.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: [Lecture](#)

College of Liberal Arts College

Communication Department

Course Attributes:

Upper Division

## [COM 50800 - Nonverbal Communication In Human Interaction](#)

Credit Hours: 3.00. An examination of theoretical writings and critical studies in selected areas of nonverbal communication, e.g., the environmental influences, space and territory relationships, physical appearance and dress, physical behavior, and vocal cues. One unit will deal specifically with measurement, recording, or transcription methods used in nonverbal study. Typically offered Fall.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Lecture

College of Liberal Arts College

Communication Department

Course Attributes:

Upper Division

## [COM 51200 - Theories Of Interpersonal Communication](#)

Credit Hours: 3.00. Review of contemporary theories, analysis of concepts, models, and pertinent research across the broad spectrum of interpersonal communication. Typically offered Summer Fall.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Lecture

College of Liberal Arts College

Communication Department

Course Attributes: Upper Division

# Brian Lamb School of Communication Course Catalog

---

9/19/2011 rev.

## [COM 51500 - Persuasion In Social Movements](#)

Credit Hours: 3.00. A study of the concept of persuasion in social movement theory and the role rhetoric has played historically in selected social movements such as suffrage, women's liberation, civil rights, evangelism, and trade unionism. Typically offered Summer Spring.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Lecture

College of Liberal Arts College

Communication Department

Course Attributes:

Upper Division

## [COM 51700 - Communication In Politics](#)

Credit Hours: 3.00. Development and application of critical standards to the rhetoric employed by candidates for public office, study of the campaign strategies employed by parties and their candidates at various levels of government. Typically offered Summer Fall.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Lecture

College of Liberal Arts College

Communication Department

Course Attributes:

Upper Division

## [COM 51800 - Theories Of Persuasion](#)

Credit Hours: 3.00. Review of contemporary theories, including analysis of concepts, models, and pertinent research across the broad spectrum of persuasive communication. Typically offered Fall Spring Summer.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Lecture

College of Liberal Arts College

Communication Department

Course Attributes:

Upper Division

# Brian Lamb School of Communication Course Catalog

---

9/19/2011 rev.

## [COM 52000 - Small Group Communication](#)

Credit Hours: 3.00. Survey and critical evaluation of theoretical and empirical literature dealing with human communication within small group settings. Typically offered Summer Fall.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Lecture

College of Liberal Arts College

Communication Department

Course Attributes:

Upper Division

## [COM 52100 - Theories Of Rhetoric](#)

Credit Hours: 3.00. A comprehensive survey of the principal figures, theories, and movements in rhetoric from the classical era to the present. Typically offered Spring Fall.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: [Lecture](#)

College of Liberal Arts College

Communication Department

Course Attributes:

Upper Division

## [COM 52500 - Advanced Interviewing And Conference Methods](#)

Credit Hours: 3.00. Application of modern communication theory to interview situations, with emphasis upon problems involving superior-subordinate relations, information-getting and interpersonal misunderstanding. Classroom demonstrations based upon real-life cases, supplemented by off-campus interviews; practice in briefing techniques. Typically offered Spring.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Lecture

College of Liberal Arts College

Communication Department

Course Attributes:

Upper Division

# Brian Lamb School of Communication Course Catalog

---

9/19/2011 rev.

## [COM 52700 - Introduction To Cultural Studies In Communication](#)

Credit Hours: 3.00. An examination of selected cultural studies perspectives on mass communication. Covers cultural studies philosophies, theories, and/or approaches to the study of cultural artifacts and practices that may include some of the following: postmodernism, deconstruction, feminism, and postcolonialism, and privileging context as a means of understanding culture. Typically offered Fall Spring Summer.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Lecture

College of Liberal Arts College

Communication Department

Course Attributes:

Upper Division

## [COM 53100 - Special Topics In Mass Communication](#)

Credit Hours: 3.00. Critical analysis and evaluation of current and continuing problems in both commercial and public mass communication. Typically offered Fall Spring Summer.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Individual Study, Lecture

College of Liberal Arts College

Communication Department

Course Attributes:

LA Film/Video Studies, Upper Division, Variable Title

## [COM 53400 - Comparative Telecommunication Systems](#)

Credit Hours: 3.00. Historical, sociological, and political aspects of various systems of telecommunication throughout the world. Examination of American, Canadian, British, French, German, Soviet, and other telecommunication institutions. Typically offered Fall Spring Summer.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Lecture

College of Liberal Arts College

Communication Department

Course Attributes:

Upper Division

# Brian Lamb School of Communication Course Catalog

---

9/19/2011 rev.

## [COM 55500 - Freedom Of Speech And Press: Development And Interpretations](#)

Credit Hours: 3.00. Historical and philosophical development of the concept of free expression and its relationship to the Anglo-American political environment; recent constitutional interpretations involving the press-government relationship. Permission of instructor required. Typically offered Spring.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Lecture

College of Liberal Arts College

Communication Department

Course Attributes:

Upper Division

## [COM 55700 - Legal Dimensions Of Communication](#)

Credit Hours: 3.00. Analysis of contemporary issues in communication law. Research into selected problems concerning the law and its impact on both face-to-face and mass communication. Typically offered Fall Spring.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Lecture

College of Liberal Arts College

Communication Department

Course Attributes:

Upper Division

## [COM 55800 - Historical Trends In Mass Communication Research](#)

Credit Hours: 3.00. An examination of research on the process and effects of mass communication. Early studies on radio and film effects, propaganda, attitude formation and change, public opinion and voting, and the interpersonal dimensions of mass communication. Typically offered Fall Spring Summer.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: [Lecture](#)

College of Liberal Arts College

Communication Department

Course Attributes:

Upper Division

# Brian Lamb School of Communication Course Catalog

---

9/19/2011 rev.

## [COM 55900 - Current Trends In Mass Communication Research](#)

Credit Hours: 3.00. An examination of current research as it contributes to understanding the process and effects of mass communication. Topics covered include gatekeepers and information control, audience selection processes and uses of the media, persuasive effects of the media, media content and social learning, the effects of adult programming on children, and the effects of the media on the governmental process. Typically offered Fall Spring.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Lecture

College of Liberal Arts College

Communication Department

Course Attributes:

Upper Division

## [COM 56100 - Communication In The Scientific Community](#)

Credit Hours: 3.00. A study of the formal and informal communication modes and channels of the scientific community and of the reciprocal relations between science's philosophical, social, economic, and political structure and the scientific community's communication behavior. Typically offered Fall Spring.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Lecture

College of Liberal Arts College

Communication Department

Course Attributes:

Upper Division

## [COM 56200 - Mass Media Institutions](#)

Credit Hours: 3.00. Theories and research relating to the role of message senders within mass media complexes. Typically offered Fall Spring Summer.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Lecture

College of Liberal Arts College

Communication Department

Course Attributes:

Upper Division

# Brian Lamb School of Communication Course Catalog

---

9/19/2011 rev.

## [COM 56300 - Public Policy In Telecommunication](#)

Credit Hours: 3.00. An examination of the structure and operation of commercial, public, and international telecommunication. Regulatory agencies, both private and public, will be considered in terms of their effect on programming. Permission of instructor required. Typically offered Fall Spring.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Lecture

College of Liberal Arts College

Communication Department

Course Attributes:

Upper Division

## [COM 56500 - Sociolinguistics](#)

Credit Hours: 3.00. (ANTH 56500, AUSL 56500, ENGL 56500, FLL 56500) An introduction to language in its social context, focusing on uses and users of language. Topics include social class, ethnic group, gender, language attitudes, and bilingualism. Typically offered Fall Spring.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: [Lecture](#)

College of Liberal Arts College

Communication Department

Course Attributes:

Upper Division

## [COM 57400 - Organizational Communication](#)

Credit Hours: 3.00. Survey of the theoretical and empirical literature dealing with human communication behavior as it occurs within the context of complex organizations. Among topics covered are superior-subordinate communication, communication networks, message distortion, feedback processes, internal corporate mass media, managerial-communication climate, semantic and stylistic dimensions of messages, and communication in decision making. Typically offered Summer Fall.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: [Lecture](#)

College of Liberal Arts College

Communication Department

Course Attributes: Upper Division

# Brian Lamb School of Communication Course Catalog

---

9/19/2011 rev.

## [COM 57600 - Health Communication](#)

Credit Hours: 3.00. Survey of health communication theory and research. Examines issues such as patient-provider and everyday communication, broader community-societal discourse, and organizational and mass health communication. Prepares participants for subsequent more specialized seminars and enriched study in allied specialties. Typically offered Fall Spring.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: [Lecture](#)

College of Liberal Arts College

Communication Department

Course Attributes:

Upper Division

## [COM 58200 - Descriptive/Experimental Research In Communication](#)

Credit Hours: 3.00. Introduction to the fundamental tools of quantitative research in communication, including data analysis, statistical design and methods, basic measurement concepts, and designs for descriptive and experimental research. Individual and/or group research projects are planned, conducted, and reported. Permission of instructor required. Typically offered Fall Spring Summer.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: [Lecture](#)

College of Liberal Arts College

Communication Department

Course Attributes:

Upper Division

## [COM 58300 - Research And Assessment In Organizational Communication](#)

Credit Hours: 3.00. An overview of applied research methodologies in organizational communication. The course focuses on the design of field investigations and the use of self-report measures, network analysis, and interviewing in organizational communication research. These general methodologies are applied to specific research approaches.

Typically offered Spring.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Lecture

College of Liberal Arts College

Communication Department

Course Attributes: Upper Division

# Brian Lamb School of Communication Course Catalog

---

9/19/2011 rev.

## [COM 58400 - Historical/Critical Research In Communication](#)

Credit Hours: 3.00. Introduction to modes of qualitative research in communication, including theoretical assumptions, bibliographical methods, varying approaches to historical and critical inquiry, and the standards and techniques of scholarly writing. Emphasis is placed on historical research during semester one, on critical research during semester two. Permission of instructor required. Typically offered Fall Spring Summer.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Lecture

College of Liberal Arts College

Communication Department

Course Attributes:

Upper Division

## [COM 58500 - Qualitative Methods In Communication Research](#)

Credit Hours: 3.00. An introduction to qualitative research methods in communication studies. Provides students with an overview of several techniques for, and issues in, gathering, analyzing, writing-up, and using qualitative data.

Permission of department required. Typically offered Spring.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Lecture

College of Liberal Arts College

Communication Department

Course Attributes:

Upper Division

## [COM 59000 - Directed Study Of Special Problems](#)

Credit Hours: 1.00 to 3.00. Directed study of special problems. Permission of instructor required. Typically offered Fall Spring Summer.

1.000 TO 3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Experiential, [Individual Study](#), [Lecture](#)

College of Liberal Arts College

Communication Department

Course Attributes:

Upper Division, Variable Title

# Brian Lamb School of Communication Course Catalog

---

9/19/2011 rev.

## [COM 60000 - Foundations Of Human Communication Inquiry I](#)

Credit Hours: 3.00. Introduces doctoral students to major and emerging approaches to understanding human communication and provides them with the theoretical background and analytic skills needed to navigate the tensions among these approaches. Reviews the intellectual history of communication inquiry, overviews traditional and innovative questions about human communication, examines the ways in which these questions can be addressed from different perspectives, addresses some of the varied forms that knowledge about human communication can take, and explores how different research traditions go about making and warranting knowledge claims. Typically offered Fall.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: [Lecture](#)

College of Liberal Arts College

Communication Department

## [COM 60100 - Foundations Of Human Communication Inquiry II](#)

Credit Hours: 3.00. Following COM 600, this course continues to introduce doctoral students to major and emerging approaches to understanding human communication and provides theoretical background and analytic skills needed to navigate the tensions among these approaches. Reviews the intellectual history of communication inquiry, overviews traditional and innovative questions about human communication, examines the ways in which these questions can be addressed from different perspectives, addresses some of the varied forms that knowledge about human communication can take, and explores how different research traditions go about making and warranting knowledge claims. Prerequisite: COM 60000. Typically offered Spring.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Lecture

College of Liberal Arts College

Communication Department

## [COM 61000 - Seminar: Special Topics In Rhetorical Studies](#)

Credit Hours: 3.00. Intensive study, varying from semester to semester, of the role of rhetoric in selected movements, crises, historical periods, programs, campaigns, or institutions. Permission of instructor required. Typically offered Fall Spring.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: [Lecture](#)

College of Liberal Arts College

Communication Department

Course Attributes:

Variable Title

# Brian Lamb School of Communication Course Catalog

---

9/19/2011 rev.

## [COM 61200 - Seminar: Special Topics In Interpersonal Communication](#)

Credit Hours: 3.00. Intensive study of selected topics, varying from semester to semester, from the theoretical and research literature of interpersonal communication. Topics may include communication models, information theory, systems theory, general semantics, sociolinguistics, etc., as they relate to the study of interpersonal communication.

Prerequisite: COM 51200. Typically offered Summer Spring.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: [Lecture](#)

College of Liberal Arts College

Communication Department

Course Attributes:

Variable Title

## [COM 61800 - Seminar: Special Topics In Persuasion Theory](#)

Credit Hours: 3.00. Critical analysis and evaluation of the dimensions of persuasion in oral communication, emphasizing contemporary theoretical models and the measurement of variables in the persuasive environment, analysis of recent studies dealing with the effects of persuasive techniques. Permission of instructor required. Typically offered Summer Fall.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Lecture

College of Liberal Arts College

Communication Department

Course Attributes:

Variable Title

## [COM 62000 - Seminar: Special Topics In Small Group Communication Theory](#)

Credit Hours: 3.00. Intensive study of selected topics, varying from semester to semester, from the theoretical and research literature of small group communication. Topics may include conflict, leadership, conformity, interaction analysis, or other issues. Permission of instructor required. Typically offered Summer Spring.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Lecture

College of Liberal Arts College

Communication Department

Course Attributes:

# Brian Lamb School of Communication Course Catalog

---

9/19/2011 rev.

Variable Title

## [COM 62100 - Seminar: Special Topics In Rhetorical Theory](#)

Credit Hours: 3.00. Intensive study of selected topics, varying from semester to semester, from the literature of rhetorical theory. Prerequisite: COM 52100. Typically offered Fall Spring Summer.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Distance Learning, Lecture

College of Liberal Arts College

Communication Department

Course Attributes:

Variable Title

## [COM 62200 - Seminar: Special Topics In The Philosophy Of Communication](#)

Credit Hours: 3.00. Review of philosophical approaches to the study of communication, with emphasis on contemporary theories and principal figures. Prerequisite: COM 52100. Typically offered Spring.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Lecture

College of Liberal Arts College

Communication Department

Course Attributes:

Variable Title

## [COM 63200 - Seminar: Special Topics In Mass Communication](#)

Credit Hours: 3.00. Intensive study of selected topics, varying from semester to semester, from the literature of mass communication. Topics may include institutional analysis, mass communication law, information diffusion, uses of mass communication, or other issues. Permission of instructor required. Typically offered Fall Spring.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Lecture

College of Liberal Arts College

Communication Department

Course Attributes:

Variable Title

# Brian Lamb School of Communication Course Catalog

---

9/19/2011 rev.

## [COM 67400 - Seminar: Special Topics In Organizational Communication](#)

Credit Hours: 3.00. Intensive study of selected topics, varying from semester to semester, from the theoretical and research literature of organizational (including business and industrial) communication; analysis of recurring communication problems in complex organizations; critique of research findings and methodologies. Typically offered Fall Spring.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: [Lecture](#)

College of Liberal Arts College  
Communication Department

Course Attributes:

Variable Title

## [COM 67600 - Seminar: Special Topics In Health Communication](#)

Credit Hours: 3.00. Intensive study of selected topics, varying from semester to semester, from the theoretical and research literature on health communication. Prerequisite: COM 57600. Typically offered Fall Spring.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: [Lecture](#)

College of Liberal Arts College  
Communication Department

Course Attributes:

Variable Title

## [COM 68100 - Advanced Methods In Communication Research](#)

Credit Hours: 3.00. Instruction in the logic, applications, available statistical packages, and limits of advanced methods, such as multiple regression, canonical correlation, and multivariate analysis of variance. Communication research exemplars are examined. Several analytical exercises are required. Prerequisite: COM 58200. Typically offered Spring.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Lecture

College of Liberal Arts College  
Communication Department

# Brian Lamb School of Communication Course Catalog

---

9/19/2011 rev.

## [COM 68200 - Seminar: Special Topics In Quantitative Research](#)

Credit Hours: 3.00. Intensive study, varying from semester to semester, of different aspects and applications of quantitative research in communication. Prerequisite: COM 58200. Typically offered Fall Spring Summer.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: [Lecture](#)

College of Liberal Arts College

Communication Department

Course Attributes:

Variable Title

## [COM 68400 - Seminar: Special Topics In Historical/Critical Research In Communication](#)

Credit Hours: 3.00. Intensive study, varying from semester to semester, of different aspects and applications of historical-critical research in communication. Typically offered Fall Spring Summer.

3.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Lecture

College of Liberal Arts College

Communication Department

Course Attributes:

Variable Title

## [COM 69500 - Curricular Practical Training](#)

Credit Hours: 1.00 or 2.00. Internship providing practical field experience under professional supervision in selected situations related to the student's area of specialization. Good standing in the graduate program of the Department of Communication and an approved plan of study including the internship. Permission of instructor required. Typically offered Fall Spring Summer.

1.000 OR 2.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: Experiential

College of Liberal Arts College

Communication Department

Course Attributes:

Internship

# Brian Lamb School of Communication Course Catalog

---

9/19/2011 rev.

## [COM 69800 - Research MA Or MS Thesis](#)

Credit Hours: 1.00 to 18.00. Research MA Or MS Thesis. Permission of instructor required. Typically offered Fall Spring Summer.

1.000 TO 18.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: [Research](#)

College of Liberal Arts College

Communication Department

## [COM 69900 - Research PhD Thesis](#)

Credit Hours: 1.00 to 18.00. Research PhD Thesis. Permission of instructor required. Typically offered Fall Spring Summer.

1.000 TO 18.000 Credit Hours

Levels: Graduate, Professional, Undergraduate

Schedule Types: [Research](#)

College of Liberal Arts College

Communication Department