Communication

Courses

COMM 1000 Effective Communication for College: 3 semester hours
A communication by objective approach is used to introduce students to effective communication in a college environment. Emphasis is placed on preparing and delivering effective messages whether written or spoken, formal or informal, digital or hardcopy.

COMM 1030 Interpersonal Communication I: 3 semester hours
Introduction to the theories of interpersonal communication. Emphasis on basic principles involved in one-to-one interactions.

COMM 1040 Introduction to Public Speaking: 3 semester hours
Theories and techniques of organization, argumentation, persuasion and delivery in public speaking.

COMM 1041 Presentational Speaking: 3 semester hours
Theories and techniques of presenting information in various contexts, formats, and settings. Emphasis is placed on strategic coordination for message effectiveness in a team-based environment.

COMM 1050 Introduction to Mass Communication: 3 semester hours
Introduction to oral, print, and electronic media of communication, including emerging digital formats. The course covers the major theories of mass communication effects as well as the social, organizational, economic, political, and technological factors that shape the creation and reception of mass media messages.

COMM 1135 Communication Theory: 3 semester hours
Survey of elements and processes critical to human communication behavior. Comparison of influential communication theories.

COMM 1150 Introduction to Public Relations: 3 semester hours
Publicity methods and public relations representation of profit and nonprofit institutions to the public; use of communication research and media, as applied to the public relations profession.

COMM 1920 Applied Communication: 3 semester hours
Prerequisite: Consent of instructor. An intermediate experience in applied communication on UMSL’s campus, such as the school newspaper or radio station. Work must be done on campus, under supervision of a working professional, and in consultation with a faculty member. Repeatable, but no more than six hours of credit may be applied toward the 36-hour minimum required for the degree.

COMM 2230 Small Group Communication: 3 semester hours
Development of communication skills needed in small group decision-making. Application of these skills in contemporary problems.

COMM 2231 Communication in the Organization: 3 semester hours
Course integrates communication theories applicable to the structure and function of organizations. The effect of communication variables on departmental interface, member satisfaction and motivation, leadership and subordinate styles, and perception of the organization by the external environment.

COMM 2232 Effective Communication in the Organization: Tools for Leadership: 3 semester hours
This telecourse is designed to equip students with communication skills applicable to the organizational context. The course will present effective strategies for the articulation of ideas, with particular emphasis on the development of leadership skills.

COMM 2240 Persuasive Communication: 3 semester hours
A study of persuasive communication including theories, techniques, forms, functions, applications, potential and limitations for individual and organizations. Insights from both classical rhetoric and contemporary communication theory.

COMM 3130 Advanced Interpersonal Communication: 3 semester hours
Prerequisite: COMM 1030. Continuation of COMM 1030, focusing on contemporary theories and research regarding interpersonal relationships.

COMM 3150 Crisis, Disaster, and Risk Communication: 3 semester hours
Prerequisites: Junior standing or consent of instructor. Course will focus on three specialized areas within public relations: communication methods and infrastructure in relation to large-scale disaster management; organizational crisis communication; and public communication regarding environmental, chemical and other public risk issues.

COMM 3330 Research Methods in Communication I: 3 semester hours
Introduction to the fundamental tools of quantitative research in communication. Focus of the course is on reading and comprehending communication research reports rather than conducting quantitative research.

COMM 3332 Intercultural Communication: 3 semester hours
Prerequisite: Junior standing or consent of the instructor. Study of culture as a variable in both interpersonal and collective communicative situations. Emphasis upon opportunities and problems arising from similarities or differences in communication patterns, processes, and codes among various cultural groups.

COMM 3333 Male/Female Communication: 3 semester hours
Prerequisite: Junior standing or consent of instructor. This course explores the influence of gender upon contemporary American communication behavior. Topics include semantic and syntactic variations in male and female speech, gender-role development as process and product of communication, analysis of communication patterns and barriers within gender groups. Mass, public, interpersonal, and dyadic communication contexts are considered.

COMM 3334 Mass Media in Society: 3 semester hours
Prerequisites: COMM 1050. Examination and evaluation of theories and literature concerning media content and its effect on society. Topics include the evidence relating to the effect of entertainment and information media on audiences’ behavior and attitudes, the factors that contribute to individual differences in responses to media content, and the ways the organizational structure of the media industries shape the type of content that is produced.

COMM 3335 Communication and Advocacy: 3 semester hours
This course reviews communication theory and research on the topic of social reform with an emphasis on the effectiveness of organized efforts to influence public opinion. Classic and contemporary case studies provide additional context to effective advocacy.

COMM 3336 Dangerous Messages: 3 semester hours
Prerequisites: Junior standing or consent of the instructor. This course examines how communication can be used to promote as well as inhibit societal and individual well-being. Topics include alcohol and tobacco, drugs, sexual behavior, and others pertaining to health and risky behaviors. Stereotyping, diversity in media ownership and content, hate speech, and other topics with implications for the health of citizens individually and as a people may also be covered.
COMM 3358 Communication in Public Relations: 3 semester hours
Prerequisites: COMM 1150. An overview of communication within the area of public relations. Emphasis on ethics, law, professional standards and written communication. Case study approach.

COMM 3360 Media & Health Communication: 3 semester hours
Prerequisites: COMM 1050 or consent of the instructor. This course explores the processes of health communication campaign design and evaluation. Course topics include health behavior change theories, influence of and use of media in campaigns, and strategic planning for campaigns.

COMM 3361 Interpersonal Health Communication: 3 semester hours
Prerequisites: COMM 1030 or consent of the instructor. The course examines the theories and literature dealing with the role of interpersonal communication in health behavior and health care. It places a special focus on patient-provider communication, social support, and cultural conceptions of illness.

COMM 3367 Organizational Health Communication: 3 semester hours
Prerequisites: COMM 2231 and COMM 3361; or consent of the instructor. This course examines the theories and literature dealing with the role of organizational communication in health behavior and health care. A service learning project with 15 hours of service is mandatory for the course.

COMM 3369 Special Topics in Health Communication: 3 semester hours
Prerequisites: Consent of instructor. This course provides an in-depth study of topics pertaining to current research in health communication. It may be repeated for credit once if topic is different.

COMM 3370 Social Media in Public Relations: 3 semester hours
Prerequisites: COMM 1150 or MEDIA ST 1100 or permission of the instructor. The course presents an overview of how to use social media and blogging in contemporary public relations. Students will also learn how to evaluate and create a social media plan.

COMM 3395 Special Topics In Communication: 3 semester hours
In-depth study of topics pertaining to current research in the department. May be repeated up to six credit hours if topic is different.

COMM 3400 Language and Behavior: 3 semester hours
Prerequisites: COMM 1030, junior standing or consent of the instructor. Examination of language and behavior which includes etiological considerations, functions, meanings, perceptions, and process-interaction rules.

COMM 3410 Nonverbal Communication: 3 semester hours
Prerequisites: COMM 1030, junior standing or consent of the instructor. An examination of the paralinguistic cues that accompany normal communication such as facial expression, eye behavior, gestures and body movements, accents and dialects, and the impact of touch, among others. The implications for message construction, delivery, and perception are discussed.

COMM 3500 Dysfunctional Communication: 3 semester hours
Prerequisites: COMM 1030, junior standing or consent of the instructor. An examination of some of the factors that impede effective communication. Emphasis is placed both on individual attributes such as verbal aggression and communication apprehension, as well as context-based factors found in family and romantic relationships, among others.

COMM 3510 Communication & Conflict: 3 semester hours
Prerequisites: COMM 1030, junior standing or consent of the instructor. An examination of the features that contribute to effective and ineffective communication during conflicts. The course integrates communication research and theory with practical applications in negotiation and conflict resolution.

COMM 3520 Communication Barriers I: 3 semester hours
Prerequisites: COMM 1030, junior standing or consent of the instructor. A review of communication research on physical and developmental barriers that impair or impede effective communication with children. A limited number of site visits and/or off-campus experiences are required.

COMM 3521 Communication Barriers II: 3 semester hours
Prerequisites: COMM 3520. An extension of COMM 3520, this course focuses on effective and empathic communication with children and adults encumbered by communication barriers. A strong emphasis on high impact educational experiences is a major component of this course. Site visits and/or off-campus experiences are required.

COMM 3600 Communication and Families: 3 semester hours
Prerequisites: COMM 1030, junior standing or consent of the instructor. An analysis of research and theory involving communicative attributes and phenomena unique to the family context. Communication between parent-child, siblings, and extended family members, as well as more complex family structures are addressed. Functional and effective communication techniques are also discussed.

COMM 3610 Communication and Relationships: 3 semester hours
Prerequisites: COMM 1030, junior standing or consent of the instructor. An examination of the contributions of communication researchers to the study of developing and maintaining human relationships with particular focus on communication in friendships and romantic relationships.

COMM 3700 Computer-Mediated Communication: 3 semester hours
Prerequisites: COMM 1030, COMM 1050, junior standing or consent of the instructor. A comparison of the similarities and differences between face-to-face communication and computer-mediated communication. Synchronous and asynchronous methods of interaction are examined, as well as other characteristics unique to the digital environment.

COMM 4035 Integrated Approaches-Public Relations, Advertising, & Promotion: 3 semester hours
Prerequisites: COMM 3358 or consent of instructor. Overview of how publicity, advertising and other promotional activities can be integrated into a single cohesive communication initiative or program.

COMM 4100 Communication Campaigns: 3 semester hours
Prerequisite: COMM 1030, COMM 1050, COMM 1150 and junior standing or consent of the instructor. This course focuses on the design, analysis, and implementation of mass communication-based information campaigns by integrating research and theory from interpersonal, mass communication, and public relations.

COMM 4199 Applied Strategic Communication: 3 semester hours
Prerequisites: Consent of instructor. This independent study course provides students with an applied experience in strategic communication. The course may require on-site visits to advertising and public relations firms and/or the development of multi-year strategic plans. This course may not be repeated for credit.
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<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
<th>Prerequisites</th>
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<tbody>
<tr>
<td>COMM 4360</td>
<td>Applied Health Communication</td>
<td>3 semester hours</td>
<td>Prerequisites: Senior standing with at least 12 hours of course work in Communication, consent of instructor; enrollment limited to health communication certificate students. Advanced practical work experience emphasizing communication skills within a health organization. Experiences may include organizational and promotional activities, mass communication, public relations, research and writing, strategic communication, or training and development, all with a health communication focus. Internships are off-campus and proposed sites must be approved by the department. Work must be done under supervision of a working professional in the field, and in consultation with a faculty member.</td>
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<td>COMM 4900</td>
<td>Directed Readings</td>
<td>3 semester hours</td>
<td>Prerequisite: Consent of instructor. Supervised independent study focused on discipline-relevant content that expands on concepts and theories presented in communication courses. May be repeated for credit.</td>
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<td>COMM 4905</td>
<td>Directed Readings in Health Communication</td>
<td>3 semester hours</td>
<td>Prerequisites: Consent of instructor. Supervised independent study focused on discipline-relevant content in health communication that expands on concepts and theories presented in health communication courses. May be repeated once for credit.</td>
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<td>COMM 4910</td>
<td>Supervised Research</td>
<td>1-3 semester hours</td>
<td>Prerequisites: Consent of instructor. Supervised field, laboratory, or survey research experience that includes activities such as data collection, literature searches, qualitative or quantitative data analysis, survey or experiment administration, and other research related activities. May be repeated for up to 6 credit hours total with consent of department.</td>
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<tr>
<td>COMM 4915</td>
<td>Supervised Research in Health Communication</td>
<td>1-3 semester hours</td>
<td>Prerequisites: Consent of instructor. Supervised field, laboratory, or survey research experience in the area of health communication. Includes activities such as data collection, literature searches, qualitative or quantitative data analysis, survey or experiment administration, and other research related activities. May be repeated for up to 6 credit hours total with consent of department.</td>
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<td>COMM 4920</td>
<td>Practicum in Applied Communication</td>
<td>1-3 semester hours</td>
<td>Prerequisite: Junior standing, at least 12 hours of course work in Communication, and consent of instructor; open to Communication majors/minors. Practicum work experience with any discipline-relevant unit at UMSL, including, but not limited to: the offices of students affairs, public relations, and research administration; the school newspaper or radio station; and intra-departmental activities. Work must be done on campus, under supervision of a working professional in the field, and in consultation with a faculty member. Repeatable, but no more than six hours total credit may be earned in practicum courses toward the 36-hour minimum required for the degree.</td>
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<td>COMM 4950</td>
<td>Internship in Applied Communication</td>
<td>3-6 semester hours</td>
<td>Prerequisites: Senior standing with at least 12 hours of course work in Communication, consent of instructor; open to communication majors only. Advanced practical work experience emphasizing communication skills with any discipline-relevant entity. Experiences may include organizational and promotional activities, mass communication, public relations, research and writing, strategic communication, or training and development. Internships are off-campus and proposed sites must be approved by the department. Work must be done under supervision of a working professional in the field, and in consultation with a faculty member. Repeatable, but no more than six hours total credit may be earned in internship courses toward the 35-hour minimum required for the degree.</td>
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<td>COMM 5000</td>
<td>Seminar in Communication Theory</td>
<td>3 semester hours</td>
<td>Prerequisites: Graduate standing. Required of all graduate communication students.</td>
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COMM 6510 Advanced Communication Research Methods I: 3 semester hours
Prerequisites: Graduate standing. Concerns the logic and forms of communication inquiry including an examination of various communication research and evaluation methods and their theoretical frameworks. Topics include communication research strategy and methodology, scientific process, derivation and test of hypotheses, methods of research design. Provides and orientation to graduate research including proposal development for thesis, internship and paper requirements, and includes a theory-based research project of the student's choice. Required of all graduate communication students.

COMM 6515 Advanced Communication Research Methods II: 3 semester hours
Prerequisite: COMM 6510 or permission of instructor. Overview of the most commonly utilized methods in quantitative data analysis statistical methods in communication with an emphasis on understanding how the statistic is reported in scholarly articles and when to use that method, rather than in the mathematical computation of the method. Topics include: descriptive statistics, single and multi-factor analysis of variance, simple and multiple linear regression, basics of nonlinear regression, analysis of categorical data, meta-analysis, and non-parametric statistical methods. Required of all graduate communication students.

COMM 6600 Seminar in Strategic Communication in Organizations: 3 semester hours
Prerequisite: Graduate standing. Examines the function of communication in the workplace. Students will study various frameworks for understanding organizational communication, implications of major organizational theories, and strategic communication processes in organizations. Interpersonal sensitivity, communication skills, and ethical values within organizations are also examined.

COMM 6700 Seminar in Mass Communication: 3 semester hours
Prerequisites: Graduate Standing. Examines the theories and research pertaining to media industries, content, and users. Topics include the impact of technology on media content and usage patterns, media effects on society and on individuals, media representation patterns, and the reasons users select particular types of content.

COMM 6750 Media Reception Processes: 3 semester hours
Prerequisites: COMM 6510 or permission of instructor. Examines how audiences select, interpret, and respond to media messages. Students, typically in a group, are involved in developing and carrying out a research study investigating the topic.

COMM 6800 Seminar in Health Communication: 3 semester hours
Prerequisites: Graduate Standing. Examines the theories that researchers use to investigate health communication phenomena, as well as the application of those theories to understanding and enhancing health. Course topics include health campaigns and interventions, patient-provider communication, and cultural perceptions of health.

COMM 6810 New Media and Communication Technology: 3 semester hours
Prerequisite: Graduate Standing. This course investigates the evolution of new media and communication technologies and their impacts on individuals and society. It addresses social, political, economic, and cultural dimensions of new communication channels and platforms. Specifically, the course focuses on issues such as social interactions, organizational communication, civic life, entertainment, consumer activities, and public health in the context of new media and communication technologies.