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 organizing, 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**
Prerequisites: 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 3337 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 3338 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 3355 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. Topics include health promotion and prevention campaigns and the effect of news and entertainment media on health behaviors. Examination of the theories and literature dealing with the role of mass media in health behavior.

COMM 3361 Interpersonal Health Communication: 3 semester hours
Prerequisites: COMM 1030 and COMM 2231, or consent of the instructor. Examination of the theories and literature dealing with the role of interpersonal and organizational communication in health behavior and health care. Special focus on patient-provider communication, social support, and cultural conceptions of illness.

COMM 3370 Social Media in Public Relations: 3 semester hours
Prerequisites: COMM 3358. Overview of digital and social media in contemporary public relations. Online initiatives and related strategies will also be discussed.

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 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 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 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 3800 Trends in Mass Communication: 3 semester hours
Prerequisites: COMM 1050, junior standing or consent of the instructor. A theoretical and research-based examination of popular trends in mass communication. May be repeated once if topics are different.

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 Public Relations: 3 semester hours
Prerequisites: COMM 1150, COMM 3358, COMM 4035, and junior standing or consent of the instructor. This course provides students with an applied experience in public relations. The course may require on-site visits to private firms and/or the development of multi-year strategic plans.

COMM 4900 Directed Readings: 3 semester hours
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.

COMM 4910 Supervised Research: 1-3 semester hours
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 with consent of department.
COMM 4920 Practicum In Applied Communication: 1-3 semester hours
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.

COMM 4950 Internship In Applied Communication: 3-6 semester hours
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.

COMM 5000 ACP - Elements of Public Speaking: 3 semester hours
Prerequisites: Graduate Standing, Special Consent. This course focuses on the delivery of theory and research based public speaking content for teachers seeking certification to teach communication courses for the Advanced Credit Program.

COMM 5010 ACP: Elements of Debate: 3 semester hours
Prerequisites: Graduate Standing, Special Consent. This course focuses on developing a comprehensive understanding of the theory and research typically taught in college level forensics and debate courses. Designed for teachers seeking certification to teach communication courses for the Advanced Credit Program.

COMM 5020 ACP - Persuasion and Influence: 3 semester hours
Prerequisites: Graduate Standing, Special Consent. This course focuses on developing a strong background in the research and theory that underlies attempts to persuade and influence others through the use of effective communication. Designed for teachers seeking certification to teach communication courses for the Advanced Credit Program.

COMM 5050 ACP - Special Topics: 3-6 semester hours
Prerequisites: COMM 5000, COMM 5010, and COMM 5020, Special Consent. This rotating topic course focuses on developing knowledge of communication theory and research applicable to the context of teaching public speaking and debate. Topics may include such issues as nonverbal communication, conflict communication, and argumentation, among others. Designed for teachers seeking certification to teach in the Advanced Credit Program. May be repeated for a maximum of 6 credit hours.

COMM 5099 ACP - Observation and Implementation: 3 semester hours
Prerequisites: COMM 5000, COMM 5010, COMM 5020 and COMM 5050, Special Consent. Provides a capstone experience for teachers seeking to teach communication courses in the advanced credit program. While enrolled, participants will implement an ACP course in their school under the supervision of the Communication Department's advanced Credit Program Liaison.

COMM 6500 Seminar In Communication Theory: 3 semester hours
Prerequisite: Graduate standing. Examination of the theoretical, methodological, and philosophy of science issues in the discipline of communication. Examines general, micro, contextual, and interdisciplinary (symbiotic) communication theories. Required of all graduate communication students.

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 Communicatin 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 Organizational Communication: 3 semester hours
Prerequisite: Graduate standing. Explores communication theories and topics related to organizational institutional, and social system contexts and reviews the communication literature on behavior in organizations. Emphasizes a case study approach to the communication strategies used by agencies and corporations. Required of all graduate communication students.

COMM 6650 Seminar in Health Communication: 3 semester hours
Prerequisites: COMM 6500, COMM 6510, and COMM 6515. This course examines the theories, from communication and related disciplines, which researchers use to investigate health communication phenomena, as well as the application of those theories to understanding and solving health-related issues. Health communication theories across contexts are examined including those specific to interpersonal communication, mass communication, and organizational communication. Course topics include health campaigns, health education, health informatics, and health media use.

COMM 6700 Seminar In Mass Communication: 3 semester hours
Prerequisite: Graduate Standing. Examines the communication research literature pertaining to media industries, content, and effects. A broad range of media forms and possible effects are considered.

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 6810 Communication Systems and Technology: 3 semester hours
Prerequisite: Graduate Standing. Examines innovations in modern communications technologies, their impacts on individuals and society, and their implications for communication research and practice.

COMM 6815 Persuasion and Influence in Communication: 3 semester hours
Prerequisite: Graduate Standing. Broad-based examination of the major theories of social influence and persuasion and their practical applications.

COMM 6830 Seminar In Special Topics In Communication: 3 semester hours
Prerequisite: Graduate Standing. Selected topics in the study of communication. Review of the communication theory and methods appropriate to the topic. The course includes a research project. May be repeated if the topic is different.

COMM 6900 Directed Readings In Communication: 1-6 semester hours
Prerequisite: Graduate Standing and consent of instructor. Independent study of published research and reports relating to a specific topic in communication. May be repeated for credit with permission of advisor.

COMM 6910 Supervised Research In Communication: 1-3 semester hours
Prerequisites: Graduate Standing and consent of instructor. Primary research on specific topics in communication. May involve collaborative research with a faculty member on a topic of mutual interest or data collection/analysis for a project developed by the student under the guidance of a faculty member. May be repeated for credit with permission of advisor.

COMM 6920 Practicum In Computer-Mediated Communication: 1-3 semester hours
Prerequisites: Graduate standing and consent of program director. Applied practice or research in collaboration with a faculty member.

COMM 6950 Graduate Internship: 3-6 semester hours
Prerequisites: Graduate standing and approval of graduate coordinator. Individual on-site internship in organizational or mass communication. May be repeated.

COMM 6960 Thesis Research And Preparation: 1-10 semester hours
Prerequisites: Graduate Standing and consent of instructor. Individual research for and preparation of the graduate thesis.