

# Communication

## Courses

### **COMM 1030 Interpersonal Communication I (MOTR COMM 120): 3 semester hours**

This course introduces students to the theories of interpersonal communication. It emphasizes the basic principles involved in one-to-one interactions. This course fulfills the University's general education communication proficiency requirement.

### **COMM 1040 Introduction to Public Speaking (MOTR COMM 110): 3 semester hours**

This course introduces students to theories and techniques of organization, argumentation, persuasion, and delivery in public speaking. This course fulfills the University's general education communication proficiency requirement.

### **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 1100 Introduction to Advertising: 3 semester hours**

This course provides an introduction to the history, rhetoric, and aesthetics of advertising. It covers key areas such as account management, research, strategy, creative, media, and production.

### **COMM 1110 Social and Digital Media in Communication: 3 semester hours**

This course is an overview of the social media landscape with primary emphasis on the development and use of effective and demographically relevant content for the various social media platforms. Topics may also include techniques to interact with, build, and measure audiences, and methods for building an intentional ethical online brand.

### **COMM 1150 Introduction to Public Relations: 3 semester hours**

This course provides an introduction to contemporary persuasive social science principles, processes, and issues involved in the management of communications between an organization and its publics. An emphasis on ethics, law, and professional standards is highlighted.

### **COMM 1210 Fundamentals of Acting: 3 semester hours**

This course develops personal communication and presentational skills through vocal, physical, and emotional exercises designed for the beginning actor. The course emphasizes relaxation, concentration, improvisation, script analysis, characterization and scene work exercises to develop elementary performance skills.

### **COMM 1369 Introduction to Health Communication: 3 semester hours**

This course introduces the concept of health communication through interpersonal, organizational, and mass media health contexts. Topics may include patient-provider communication, issues of diversity and culture, social support, health entertainment, marketing, HR and PR in health, and careers in health communication.

### **COMM 1950 Finding an Internship in Communication and Media Fields: 1 semester hour**

This course equips Communication majors with the necessary skills to secure an internship or practicum that aligns with their long-term, post-graduation goals. Students will identify internships relevant to their coursework and career goals, create resumes, write cover letters, develop interviewing skills, and more. The concepts of this course prepare students to secure an internship or practicum for the following semester.

### **COMM 2020 Branding Yourself on Video: 3 semester hours**

This course prepares content creators for work in front of a camera. Students will learn the art and skill of communicating to an audience via camera, with an emphasis on audience engagement, working with props, timing, diction, and hitting your mark.

### **COMM 2080 Advertising Copywriting: 3 semester hours**

Same as ENGL 2080. This course offers students a hands-on approach for writing advertising material for print, broadcast, and digital media against tight deadlines in a professional setting.

### **COMM 2180 Public Relations Writing: 3 semester hours**

Same as ENGL 2188. Prerequisites: COMM 1150 or ENGL 1100 or COMM 2380. This course is an introduction to the process of planning, producing, and evaluating messages in public relations. It examines various forms of contemporary public relations writing, with special emphasis on preparation of messages for different media and audiences, setting long-range and short-term goals and objectives, and identifying appropriate message channels.

### **COMM 2213 Filming in the Wild: 3 semester hours**

In this course, students learn to create content outside of the studio using digital cameras, cell phones, editing software, and other tools for remote video production. Students will incorporate storyboarding, scripting, and lighting while on location. Labs are arranged.

### **COMM 2230 Small Group Communication (MOTR COMM 125): 3 semester hours**

This course focuses on the development of communication skills needed in effective small group decision-making and problem-solving as well as on application of these skills to contemporary problems. This course fulfills the University's general education communication proficiency requirement.

### **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 2235 Professional Communication: 3 semester hours**

This course seeks to prepare students to develop and apply the practical communication and self-development skills needed to excel in academic and workplace settings. Topics may include self- and relationship management, communicating effectively in professional settings, and career planning. Students will also become familiar with specific careers in the field of communication and media.

### **COMM 2240 Persuasive Communication: 3 semester hours**

This course covers persuasive communication including theories, techniques, forms, functions, applications, potential, and limitations for individuals and organizations. Perspectives from both classical rhetoric and contemporary communication theory are addressed. This course fulfills the University's general education communication proficiency requirement.

**COMM 2260 *Storytelling Through Sound: Podcasting and Audio Production*: 3 semester hours**

This course provides an introduction to audio production and podcasting. Students will explore each of the elements that come together, through the medium of sound, to enhance a story or conversation. Assignments will refine skills in everything from writing for audio and asking good questions to recording, editing and overall project strategy.

**COMM 2274 *African-American Cinema*: 3 semester hours**

This course studies the impact of cinema and the entertainment industry on the social perceptions of African-Americans and on African-American culture. The history of African-American films from Oscar Micheaux in the 1920's through 1970's Blaxploitation to present directors and producers will be examined. African-American experiences and roles in films will also be discussed. This course counts toward the Global Perspectives graduation requirement.

**COMM 2332 *Intercultural Communication*: 3 semester hours**

This course examines culture as a variable in both interpersonal and collective communicative situations. There is emphasis placed upon opportunities and problems arising from similarities or differences in communication patterns, processes, and codes among various cultural groups.

**COMM 2380 *Introduction to Writing Digital Content*: 3 semester hours**

Same as ENGL 2180. This course is an introduction to the basic principles of news writing and writing techniques for social media, podcasting, radio, television, and newspaper. Emphasis will be placed on gathering and vetting credible sources and information in order to produce ethical news content in a multimedia news environment.

**COMM 3130 *Communication in Family, Dating, and Marriage*: 3 semester hours**

Prerequisite: COMM 1030. This course examines dating, courtship, and marriage relationships. It focuses on exploring the history and contemporary issues associated with intimate relationships.

**COMM 3140 *Feature Writing*: 3 semester hours**

Same as ENGL 3150. Prerequisites: ENGL 1100 or equivalent. The course involves the study and practice of freelance and staff-written magazine or newspaper feature articles with an emphasis on relationship between types of publication and article content, research methods, and writing style. It involves frequent short assignments such as journal entries, interviews, library projects, article critiques, and market reports that lead to production of full-length feature articles. It may not be taken on the satisfactory/unsatisfactory option. The course counts toward the English Certificate in Writing.

**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 3337 *Communication and Gender*: 3 semester hours**

Prerequisites: Junior standing or consent of instructor. This course explores the influence of gender upon contemporary American communication behavior. Topics may include semantic and syntactic variations in 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 *Advertising Technique*: 3 semester hours**

Same as MKTG 3738. Prerequisites: COMM 1100 or MKTG 3700 or consent of instructor. This course focuses on techniques for creating advertising messages and campaigns to reach target audiences. More specifically, this course examines the process of persuasion, the importance of advertising in modern economics, the rationale for company advertisement, the evaluation of advertising effectiveness, and the assessment of advertising myths and truths. Practical application of messages and campaigns will be stressed.

**COMM 3355 *Dangerous Messages*: 3 semester hours**

Prerequisites: Junior standing or consent of 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 3368 *Advanced Health Communication*: 3 semester hours**

Prerequisites: COMM 1369 or consent of instructor. This course focuses on how to use communication to promote health across interpersonal, organizational, and mass media contexts. Topics may include crisis communication, health interventions and campaigns, and social marketing among others.

**COMM 3370 *Social Media in Public Relations*: 3 semester hours**

Prerequisites: COMM 1150 or COMM 1100 or consent of 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 4100 *Communication Campaigns*: 3 semester hours**

Prerequisites: Junior standing, at least 12 hours of course work in Communication, and consent of instructor. This course focuses on the design, analysis, and implementation of mass communication-based information campaigns by integrating research and theory from interpersonal communication, mass communication, and public relations. It provides an advanced study of an organization's public relations needs and includes researching the situation, analyzing audiences, and preparing strategic plans for approved clients.

**COMM 4199 *Applied Strategic Communication*: 3-6 semester hours**

Prerequisites: Senior standing and consent of instructor; enrollment limited to PR certificate students. This course allows students to gain advanced, practical work experience emphasizing strategic communication skills within a discipline-relevant organization. Work must be done under supervision of a working professional in the field and in consultation with a faculty member. Proposed sites must be approved by the department. This course may be repeated for a maximum of 6 credit hours.

**COMM 4360 Applied Health Communication: 3-6 semester hours**

Prerequisites: Senior standing with at least 12 hours of course work in Communication, consent of instructor required; enrollment limited to health communication certificate students. This course comprise 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.

**COMM 4500 Seminar in Fundamental Communication Theory: 3 semester hours**

Prerequisites: Senior standing. This course introduces students to the theoretical, methodological, and philosophy of science issues in the discipline of communication. It includes general, micro, contextual, and interdisciplinary (symbiotic) communication theories.

**COMM 4600 Seminar in Fundamental Organizational Communication Theory: 3 semester hours**

Prerequisites: COMM 2231 and senior standing. This course examines the function of communication in the workplace. Students will learn to evaluate, adapt, and apply various research-supported frameworks for understanding organizational communication and communication processes in organizations. Interpersonal sensitivity, communication skills, and ethical values within organizations are also examined.

**COMM 4650 Seminar in Fundamental Interpersonal Communication Theory: 3 semester hours**

Prerequisites: COMM 1030 and one 3000-level course from the Interpersonal Communication Emphasis Area. This course examines the theories and research pertaining to interpersonal communication. It introduces students to fundamental theoretical writings and current research literature in the field. They will evaluate, adapt, and apply research findings on several interpersonal communication topics, including information management in interpersonal contexts, relational uncertainty in interpersonal communication, deception detection, new technologies, and dating.

**COMM 4700 Seminar in Fundamental Mass Communication Theory: 3 semester hours**

Prerequisites: COMM 1050 and at least three credit hours of 3000-level courses from the Mass Communication Emphasis Area. This course examines the theories and research pertaining to media industries, content, and users. It introduces students to the fundamental theoretical writings and current research literature in the field. Students will evaluate, adapt, and apply research finding in mass communication topics such as 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 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 4905 Directed Readings in Health Communication: 3 semester hours**

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.

**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 4915 Supervised Research in Health Communication: 1-3 semester hours**

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.

**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 nor 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 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 6630 Seminar in Interpersonal Communication: 3 semester hours**

Prerequisites: Graduate standing. This course examines the theories and research pertaining to interpersonal communication. Students will evaluate, adapt, apply, and formulate theory and research findings to several interpersonal communication topics, including information management in interpersonal contexts, relational uncertainty in interpersonal communication, deception detection, new technologies, and dating.

**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 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 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.