DEPARTMENT OF COMMUNICATION

Communication is concerned with one of the most distinctly human characteristics: the use of spoken language to communicate information, maintain social contact, and influence others. Communication is an attractive major because it provides students with a broad liberal arts education, while at the same time focusing on vital communication skills, which are in high demand in the workplace as well as in political, religious and social communities. Communication skills include public speaking, argumentation, technical communication, leading teams and groups to solve problems, interviewing to gather information and to persuade, use and evaluation of communication technology, as well as a thorough array of communication research methods applications.

Degree requirements include the study of rhetorical and communication theories, the study of communication research methods, and the use of those theories and research methods in a variety of communication contexts. Such contexts include health communication, intercultural communication, interpersonal communication, mass media and new communication technologies, organizational communication, political rhetoric, religious communication, and others. Students use their communication skills to become leaders in all areas of business, social and political life.

The career interests of communication majors vary. Some students pursue advanced degrees in communication, law, business, or religion. Others take communication-related positions in strategic communication, public relations, marketing and sales, training and human resources, leadership and management, health fields related to communication, organizations and public policy, communication media, and related areas of business, industry, government, and non-profit organizations. Still others prepare for teaching careers.

Honors Program
The Department of Communication has a well-established Honors plan and strong linkages to the University honors program. Honors courses are available in all areas of Communication. In addition, students may graduate with honors in Communication noted on the transcript. Honor students may also choose individualized instruction through COMM 497, and through honors contracting. Students interested in the Department's Honors Program should contact the Communication Undergraduate Studies Office.

Undergraduate Courses
The Department of Communication offers courses in many areas of the discipline: Health Communication, Media Studies, Organizational Communication, Rhetoric and Public Affairs, Leadership and Civic Dialogue and Strategic Communication with significant focus in Intercultural and International communication across each area.

Certificates
The Department of Communication offers four certificates. While these certificates are optional, they permit a student to focus studies in one of four areas. The certificates in Communication and Global Media, in Communication Leadership and Conflict Management, and in Health Communication are open to students in the Department of Communication and in any major across the University. The certificate in Strategic Communication is offered to students majoring in Communication or in Telecommunication Media Studies only.

Faculty
Adams, Thomas W, Lecturer
Communication
MA, San Diego State University, 2007

Aschenbeck, Stacy H, Instructional Assistant Professor
Communication
MA, Texas State University, 1999

Barge, James K, Professor
Communication
PHD, University of Kansas, 1985

Blanton, Hart C, Professor
Communication
PHD, University of Southern California, 2007
PHD, Princeton University, 1994

Braman, Sandra, Professor
Communication
PHD, University of Minnesota - Twin Cities, 1988

Burkart, Patrick C, Professor
Communication
PHD, University of Texas, 2000

Campbell, Heidi A, Associate Professor
Communication
PHD, The University of Edinburgh, 2002

Conrad, Charles R, Professor
Communication
PHD, Kansas University, 1972

Coombs, William T, Professor
Communication
PHD, Purdue University, 1990

Crick, Nathan A, Professor
Communication
PHD, University of Pittsburgh, 2005

Dorsey, Leroy G, Professor
Communication
PHD, Indiana University, 1993

Dubriwny, Tasha N, Associate Professor
Communication
PHD, University of Georgia, 2005

Dunaway, Johanna L, Associate Professor
Communication
PHD, Rice University, 2006

Goidel, Robert K, Professor
Communication
PHD, University of Kentucky, 1993

Havens, Jessica M, Lecturer
Communication
MA, Colgate University, 2012
Holladay, Sherry J, Professor
Communication
PHD, Purdue University, 1992

La Pastina, Antonio C, Associate Professor
Communication
PHD, The University of Texas - Austin, 1999

Lueck, Jennifer A, Assistant Professor
Communication
PHD, University of Minnesota, 2016

May, Matthew S, Associate Professor
Communication
PHD, University of Minnesota, 2009

Mercieca, Jennifer R, Associate Professor
Communication
PHD, University of Illinois at Urbana - Champaign, 2003

Miller, Jeremy R, Lecturer
Communication
PHD, Texas A&M University, 2012

Parish, Nancy B, Lecturer
Communication
PHD, University of Florida, 2013

Plothe, Theodore W, Lecturer
Communication
PHD, American University, 2015

Poirot, Kristan A, Associate Professor
Communication
PHD, University of Georgia, 2004

Ramasubramanian, Srividya,
Communication
PHD, Pennsylvania State University, 2004

Rauscher, Emily A, Assistant Professor
Communication
PHD, University of Missouri, 2012

Rold, Michael F, Lecturer
Communication
PHD, Louisiana State University, 2014

Rowe, Sara M, Lecturer
Communication
MA, Texas A&M University, 2012

Stephenson, Michael, Professor
Communication
PHD, University of Kentucky, 1999

Street Jr, Richard L, Professor
Communication
PHD, The University of Texas at Austin, 1980

Street, Nancy A, Instructional Professor
Communication
MA, University of Texas, 1980

Sumpter, Randall S, Associate Professor
Communication
PHD, University of Texas, 1996

Tang, Lu, Associate Professor
Communication
PHD, University of Southern California, 2007

Tarvin, David T, Lecturer
Communication
PHD, Louisiana State University, 2013

Walls, Cara J, Associate Professor
Communication
PHD, University of Southern California, 2008

Wesner, Kylene J, Lecturer
Communication
PHD, Texas A&M University, 2014

Wolfe, Anna W, Assistant Professor
Communication
PHD, Ohio University, 2013

**Majors**

- Bachelor of Arts in Communication (http://catalog.tamu.edu/undergraduate/liberal-arts/communication/ba)
- Bachelor of Arts in Telecommunication Media Studies (http://catalog.tamu.edu/undergraduate/liberal-arts/communication/telecommunication-media-studies-ba)
- Bachelor of Science in Telecommunication Media Studies (http://catalog.tamu.edu/undergraduate/liberal-arts/communication/telecommunication-media-studies-bs)

**Minors**

- Communication Minor (http://catalog.tamu.edu/undergraduate/liberal-arts/communication/minor)

**Certificates**

- Communication and Global Media Certificate (http://catalog.tamu.edu/undergraduate/liberal-arts/communication/communication-global-media-certificate)
- Communication Leadership and Conflict Management Certificate (http://catalog.tamu.edu/undergraduate/liberal-arts/communication/communication-leadership-conflict-management-certificate)
- Health Communication Certificate (http://catalog.tamu.edu/undergraduate/liberal-arts/communication/health-communication-certificate-health-campaign-policy-track)
- Social Media Certificate (http://catalog.tamu.edu/undergraduate/liberal-arts/communication/social-media-certificate)
- Strategic Communication Certificate (http://catalog.tamu.edu/undergraduate/liberal-arts/communication/strategic-communication-certificate)

**Courses**

- Communication (COMM) (p. 3)
- Journalism (JOUR) (p. 7)
COMM 101 Introduction to Communication
Credits 3. 3 Lecture Hours.
(SPCH 1311) Introduction to Communication. Survey of communication topics, research, and contexts of communicative practice; overview of communication from both humanities and social science perspectives.

COMM 107 Introduction to the Health Humanities
Credits 3. 3 Lecture Hours.
Introduction to the methods and approaches of the health humanities; exposure to key scholarship in this field as well as major methods and approaches; application of such skills to the analysis of cultural case studies such as illness narratives or contemporary debates in scientific bioethics.

Cross Listing: ENGL 107 and HHUM 107.

COMM 203 Public Speaking
Credits 3. 3 Lecture Hours.
(SPCH 1315) Public Speaking. Training in speeches of social and technical interest designed to teach students to develop and illustrate ideas and information and to inform, stimulate, and persuade their audiences.

COMM 205 Communication for Technical Professions
Credits 3. 3 Lecture Hours.
Design and presentation of oral reports for technical professions; incorporation of visual and graphic materials into presentation required; written reports required.

COMM 210 Group Communication and Discussion
Credits 3. 3 Lecture Hours.
(SPCH 2333) Group Communication and Discussion. Definition, structure, and functions of groups; group productivity, codes in verbal and nonverbal communication; problem-solving, role-playing, decision-making; leadership and organization; interview principles and techniques.

COMM 215/JOUR 215 Interviewing: Principles and Practice
Credits 3. 3 Lecture Hours.
Theory and practice of methods in selected interview settings; emphasis on communication between two persons, questioning techniques, and the logical and psychological bases of interpersonal persuasion.

Cross Listing: JOUR 215/COMM 215.

COMM 230/JOUR 230 Communication Technology Skills
Credits 3. 3 Lecture Hours.
Introduction to interactive media and media literacy skills in the digital domain; survey of technology histories, standards, and markets for industries such as multichannel TV, digital radio, video games, steaming media, ebublishing, teleconferencing, and social networking.

Prerequisite: Enrollment in communication or telecommunication media studies majors, USLA-BA-JNS concentration, or JOUR minor.


COMM 240 Rhetorical Criticism
Credits 3. 3 Lecture Hours.
Principles and practice of the analysis of speeches and other forms of public discourse; compares systems of rhetorical criticism, such as neo-classical analysis, mythic analysis, rhetorical genres and close textual analysis.

COMM 243 Argumentation and Debate
Credits 3. 3 Lecture Hours.
(SPCH 2335) Argumentation and Debate. Principles of argumentation and skills of debate, including reasoning, evidence, refutation, and briefing.

COMM 250/JOUR 250 New Media and the Independent Voice
Credits 3. 3 Lecture Hours.
Examination of new media as independent voices for cultural and political movements; principles governing the design, presentation, and evaluation of blogs as a persuasive medium in society.

Cross Listing: JOUR 250/COMM 250.

COMM 257/RELS 257 Communication, Religion and the Arts
Credits 3. 3 Lecture Hours.
Introduction to artistic, religious communication; survey of communication art and media art practices across religious contexts; consideration of communication aesthetics that mediate religious experience.

Cross Listing: RELS 257/COMM 257.

COMM 275 Introduction to Social Media
Credits 3. 3 Lecture Hours.
Theoretical and practical approaches to social media; overview of social media, social media concepts and theories; social media applications and contexts.

COMM 280 Careers in Communication
Credit 1. 1 Lecture Hour.
Introduction to careers in communication; emphasis on strengths and personality in selecting a profession, application letters, information interviews, mock interviews; must be taken on satisfactory/unsatisfactory basis.

Prerequisites: Sophomore classification or approval of instructor; COMM and TCMS majors.

COMM 285 Directed Studies
Credits 1 to 3. 1 to 3 Other Hours.
Individual supervision of readings or assigned projects in communication. May be taken two times for credit.

Prerequisites: Approval of instructor and department head.

COMM 289 Special Topics in...
Credits 1 to 4. 1 to 4 Lecture Hours.
Selected topics in an identified area of communication. May be repeated for credit.

Prerequisite: Approval of instructor.

COMM 291 Research
Credits 0 to 3. 0 to 3 Other Hours.
Research conducted under the direction of faculty member in the department of communication. May be repeated 3 times for credit.

Prerequisites: GPA 2.5 or higher; freshman or sophomore classification and approval of instructor and department head.

COMM 301 Rhetoric in Western Thought
Credits 3. 3 Lecture Hours.
Historical and critical evaluation of rhetorical theory from the classical era to the contemporary period—from Aristotle to Kenneth Burke. Major theories of communication and persuasion developed in Europe and America.

Prerequisite: Junior or senior classification.

COMM 302/POLS 302 The Mass Media and Politics
Credits 3. 3 Lecture Hours.
Examination of mass media impact on politics and political behavior, and governmental impact on the mass media.

Prerequisite: POLS 206 or approval of department head; junior or senior classification.

Cross Listing: POLS 302/COMM 302.
COMM 305 Theories of Communication
Credits 3.3 Lecture Hours.
Theoretical approaches to human communication, including selected theories of language behavior, interpersonal and small group interaction, and persuasion.
Prerequisite: Junior or senior classification, or approval of instructor.

COMM 307/JOUR 301 Mass Communication, Law, and Society
Credits 3.3 Lecture Hours.
Mass media as social institutions; social responsibility and ethics of the press; history, constitutional development, and law of the First Amendment.
Prerequisite: Junior or senior classification, or approval of instructor.

COMM 308 Research Methods in Communication
Credits 3.3 Lecture Hours.
Survey of methods used in communication research including quantitative, interpretive and rhetorical methods; formulating research questions, determining the appropriate method, planning and designing the research, data collection, and data analysis and interpretation.
Prerequisite: MATH 140, MATH 141, or MATH 166; MATH 131, MATH 142, MATH 151, or PHIL 240, or MATH 151 and MATH 152.

COMM 315 Interpersonal Communication
Credits 3.3 Lecture Hours.
Speech interaction in person-to-person settings; concepts of perception, attraction, self-disclosure, listening, and conflict management through communication; speech interaction patterns and stages in the development of interpersonal communication.
Prerequisite: Junior or senior classification.

COMM 320 Organizational Communication
Credits 3.3 Lecture Hours.
Speech communication behavior and networks within organizations; recent research on speech communication systems, communication climate, and communication barriers in organizational settings.
Prerequisite: Junior or senior classification.

COMM 321 Strategic Communication Case Studies
Credits 3.3 Lecture Hours.
Strategic communication practice; application of skills including communication research, media writing and advanced media writing, visual media and public speaking; service-learning as not-for-fee consultant to a community organization.
Prerequisites: COMM 323 and junior or senior classification or approval of instructor.

COMM 322 Communication Tactics
Credits 3.3 Lecture Hours.
Examination of strategic use of communication tactics; analysis of new and digital media in organizational and public communication; skill development in strategic use of communication tactics including writing for new media, researching, planning, integrating and evaluation effectiveness of traditional and new media tactics in strategic public communication.
Prerequisite: COMM 323, junior or senior classification.

COMM 323 Strategic Communication
Credits 3.3 Lecture Hours.
Application of strategic communication tools to create and influence policy, to improve profit and non-profit strategic communication planning.
Prerequisite: Junior or senior classification.

COMM 324 Communication Leadership and Conflict Management
Credits 3.3 Lecture Hours.
Communication perspective of leadership, of conflict, of management of conflict in interpersonal, group and societal contexts; models of leadership as communication phenomenon; use of symbols by leaders to foster collaboration, systemic constructionist approach.
Prerequisite: Junior or senior classification.

COMM 325 Persuasion
Credits 3.3 Lecture Hours.
Theory of effective persuasive communication in interpersonal, small group, and public settings; audience analysis, ethics of persuasion, motivational factors, psychological and rhetorical principles, source credibility, and theories of attitude change.
Prerequisite: Junior or senior classification.

COMM 327 American Oratory
Credits 3.3 Lecture Hours.
Survey of significant American oratory; critical analysis of important speeches in their historical, political, social, and philosophical contexts.
Prerequisite: Junior or senior classification.

COMM 330 Technology and Human Communication
Credits 3.3 Lecture Hours.
Nontechnical survey of how modern technologies influence human communication including an introduction to communication technologies; the influence of technology on interpersonal communication, group decision-making and public communication; an analysis of argumentation and persuasion in technological issues.

COMM 335 Intercultural Communication
Credits 3.3 Lecture Hours.
Communication variables in intercultural contexts including culture and meaning, nonverbal styles across cultures, patterns of symbolic transfer, culture shock and communication, values in intercultural dialogue.
Prerequisite: Junior or senior classification.

COMM 340 Communication and Popular Culture
Credits 3.3 Lecture Hours.
Survey of theories and concepts of popular culture; dynamic relationships between pop culture and television, film, sports, politics and leisure.
Prerequisite: Junior or senior classification or approval of instructor.

COMM 342 The Rhetoric of Gender and Health
Credits 3.3 Lecture Hours.
Study of field of rhetoric of health and medicine with specific attention to the study of gender, including issues in reproduction, expertise and illness; range of methods and methodological approaches within the field.
Prerequisite: Junior or senior classification.
Cross Listing: ENGL 342 and WGST 342.

COMM 345/FILM 345 Media Industries
Credits 3.3 Lecture Hours.
Survey of the business organization, economic structures and processes, and regulations of the media industry.
Prerequisite: Junior or senior classification or approval of instructor.
Cross Listing: FILM 345/COMM 345.

COMM 350 Theories of Mediated Communication
Credits 3.3 Lecture Hours.
Survey of different theories of mediated communication processes and effects; functions of theories in social scientific research on media and mediated processes.
Prerequisite: Junior or senior classification or approval of instructor.
COMM 354 Political Economy of Telecommunication
Credits 3. 3 Lecture Hours.
Survey of the political economy of the telecommunication industries both at the national and global level, including regulations and policies, global infrastructure and types of networks.
Prerequisite: Junior or senior classification or approval of instructor.

COMM 360 Cultural History of the Media
Credits 3. 3 Lecture Hours.
Origins and development of the mass media; their influence on social, political, and cultural change; history of mass communication from historical, sociological, and cultural perspectives.
Prerequisite: Junior or senior classification or approval of instructor.

COMM 365/JOUR 365 International Communication
Credits 3. 3 Lecture Hours.
Mass media, international, and cross-cultural audiences; theoretical, pragmatic, political and ethical issues; including cultural differences, comparative media systems, development communication, patterns of world news flow, political propaganda, impact of international advertising and other issues.
Prerequisite: Junior or senior classification.
Cross Listing: JOUR 365/COMM 365.

COMM 370 Health Communication
Credits 3. 3 Lecture Hours.
Survey of theory and research in health communication, including interaction between patients and providers, communication in health care organizations, health care campaigns, and cultural meanings of health and illness.
Prerequisite: Junior or senior classification or approval of instructor.

COMM 375 Media Audiences
Credits 3. 3 Lecture Hours.
Media audiences; research and theory; processes and effects of mass communication; audience members' uses and interpretations of media; topics including political media, news, and entertainment, health and information campaigns, children and other special audiences.
Prerequisite: Junior or senior classification or approval of instructor.

COMM 376 Media and the Middle East
Credits 3. 3 Lecture Hours.
Examination of how media (e.g., literature, news, film, television) contribute to our understanding of historical events in the Middle East; analysis of cultural, social, political and historical circumstances of media representation of events; exploration of various media genres' techniques and narrative structure. May be taken two times for credit with a focus on different medium.
Prerequisite: Junior or senior classification or approval of instructor.

COMM 380 Women, Minorities and the Mass Media
Credits 3. 3 Lecture Hours.
The contributions of women and ethnic groups to the evolution of the media; the portrayal of women and ethnic groups in the mass media; issues resulting from the recognition of women and ethnic groups as media audiences.
Prerequisites: Junior or senior classification and approval of instructor.
Cross Listing: WGST 407/COMM 407. Majors only or approval of program coordinator.

COMM 408 Advanced Research Methods in Communication
Credits 3. 3 Lecture Hours.
Advanced research methods in communication including experimental, survey, interpretive, and critical methods; emphasis on research design, data collection, analysis, interpretation, and presentation.
Prerequisite: Junior or senior classification; COMM 308.

COMM 410 Radio, Records, and Popular Music
Credits 3. 3 Lecture Hours.
History of radio and record industries; communication technology and media industries related to American popular music; interaction of communication technologies, media industries, social and cultural processes in evolution of popular music.
Prerequisite: Junior or senior classification or approval of instructor.

COMM 411/WGST 411 Representations of Motherhood
Credits 3. 3 Lecture Hours.
Examination of understandings of motherhood from a humanities perspective and over a variety of cultures and time periods, as reflected in written, media and/or oral texts.
Prerequisite: Junior or senior classification or approval of instructor.
Cross Listing: WGST 411/COMM 411.

COMM 415 New Media and Civil Society
Credits 3. 3 Lecture Hours.
Critical analysis of new media technologies, civic participation, and social capital in democratic, non-democratic, and nascent civil societies around the world.
Prerequisite: Junior or senior classification or approval of instructor.

COMM 420/WGST 420 Gender and Communication
Credits 3. 3 Lecture Hours.
Survey of the role of gender in communication processes; focus on communication differences between men and women in contexts such as the family, school and work organizations; discussion of media influence in gender stereotypes.
Cross Listing: WGST 420/COMM 420.

COMM 425/AFST 425 Rhetoric of the Civil Rights Movement
Credits 3. 3 Lecture Hours.
Rhetorical evaluation of theoretical literature and pragmatic episodes that shaped the U.S. Civil Rights Movement; examination of significant speeches, documents, and protest activities in their historical, political, and social contexts.
Cross Listing: AFST 425/COMM 425.

COMM 428/WGST 428 Women's Rhetoric
Credits 3. 3 Lecture Hours.
Examination of the historical imbrication of masculinity and rhetoric in relation to women's participation in political life, reception of women's rhetoric in the public sphere, and remembrance and representation of women as rhetorical agents throughout history; consideration of women's rhetoric in various cultural arenas.
Prerequisite: Junior or senior classification.
Cross Listing: WGST 428/COMM 428.

COMM 431 Rhetoric of Social Movements
Credits 3. 3 Lecture Hours.
Survey of events and rhetorical documents of major U.S. social movements, including abolitionist, labor, socialist, women's rights, civil rights, pro-life, gay and lesbian, and student movements.
Prerequisites: COMM 301; junior or senior classification.
COMM 434 Topics in Rhetorical Theory  
Credits 3. 3 Lecture Hours.  
Application of rhetorical theories and concepts to rhetorical problems and methods; emphasis on the relationship between theory and practice. May be taken two times for credit.  
Prerequisite: Junior or senior classification.

COMM 435/FILM 445 Rhetoric of Television and Film  
Credits 3. 3 Lecture Hours.  
Critical analysis of television and film; close readings of such mediated texts; special attention to writing television and film criticism.  
Prerequisite: Junior or senior classification.

COMM 437 Visual Communication  
Credits 3. 3 Lecture Hours.  
Critical analysis of visual communication including photographs, advertising, memorials, tattoos, comics, public protest.  
Prerequisite: Junior or senior classification.

COMM 438 Propaganda  
Credits 3. 3 Lecture Hours.  
Examination of common propaganda strategies in contemporary mass mediated environments.  
Prerequisite: Junior or senior classification.

COMM 440 Political Communication  
Credits 3. 3 Lecture Hours.  
Rhetorical analysis of messages, media and speakers in political campaigns, institutions and movements.

COMM 443 Communication and Conflict  
Credits 3. 3 Lecture Hours.  
Communication principles for addressing conflict situations through such practices as negotiation, mediation and arbitration; the study of strategies, influence and language in conflict management approaches.  
Prerequisite: Junior or senior classification or approval of instructor.

COMM 446 Communication, Organizations and Society  
Credits 3. 3 Lecture Hours.  
Communicative processes through which organizations influence and are influenced by the societies from which they draw their members.  
Prerequisite: Junior or senior classification or approval of instructor.

COMM 447 Communication, Group Processes and Collaboration  
Credits 3. 3 Lecture Hours.  
Communication processes in teamwork including collaboration in dyads, teams, and group processes that contribute to or detract from team effectiveness.  
Prerequisites: COMM 210; junior or senior classification.

COMM 449 Activism and Communication  
Credits 3. 3 Lecture Hours.  
Examination of communicative behaviors used by individuals, grassroots, and established organizations in strategic ways to advocate on behalf of issues, groups, or actions perceived as pro-social or for the betterment of society.  
Prerequisite: Junior or senior classification.

COMM 450 Media Campaigns  
Credits 3. 3 Lecture Hours.  
Principles of designing media campaigns as applied to commercial advertising, political advertising and health campaigns; processes that drive the planning and execution of these campaigns.  
Prerequisite: Junior or senior classification or approval of instructor.

COMM 452 Cultural Studies of Communication Technology  
Credits 3. 3 Lecture Hours.  
Exploration of theories concerning technology; emphasis on technological culture; examination of the emergence of and societal reactions to technologies during modern era; consideration of utopian/dystopian discourse of technology in popular media narratives; contemplation of technology as constitutive of power and knowledge.  
Prerequisite: Junior or senior classification.

COMM 453 Communication and Video Games  
Credits 3. 3 Lecture Hours.  
Business and industry aspects of video games; cultural and social aspects of gaming.  
Prerequisite: Junior or senior classification.

COMM 454 Telecommunication Policy  
Credits 3. 3 Lecture Hours.  
Telecommunication policy, including intellectual property, first amendment protections, privacy, universal service, government support, national information policy, standard setting and deregulation; implications for managers and consumers of telecommunication.  
Prerequisites: COMM 354; junior or senior classification.

COMM 458/JOUR 458 Global Media  
Credits 3. 3 Lecture Hours.  
Study of globalization through media ownership; content, flow, cultural values, political power and technological impact; implications of globalization for local economies and audiences.  
Prerequisite: Junior or senior classification or approval of instructor.  
Cross Listing: JOUR 458/COMM 458.

COMM 460 Communication and Contemporary Issues  
Credits 3. 3 Lecture Hours.  
Rhetorical and other critical approaches to study how communication practices influence the construction of social issues. May be taken two times.

COMM 470 Communication in Health Care Contexts  
Credits 3. 3 Lecture Hours.  
Principles of health communication applied in situations ranging from physician-patient communication to public health campaign theory, design, implementation and evaluation. May be taken two times.

COMM 471 Media, Health and Medicine  
Credits 3. 3 Lecture Hours.  
Analysis and evaluation of representations of health in media; examination of gender, class and race as they intersect with health issues.  
Prerequisite: Junior or senior classification.

COMM 476 Advanced Social Media  
Credits 3. 3 Lecture Hours.  
Analysis of social media platforms and social media accounts used by organizations and individuals in professional contexts; production of individual posts for various purposes and goals; production of photos, videos and graphics for social sharing.  
Prerequisites: Grade of B or better in COMM 275; junior or senior classification.

COMM 480/RELS 480 Religious Communication  
Credits 3. 3 Lecture Hours.  
The role of religious communication as manifested in speeches, sermons, debates, campaigns, and social movements throughout history. May be taken two times for credit.  
Cross Listing: RELS 480/COMM 480.
COMM 482 Health Humanities Senior Seminar
Credits 3. 3 Lecture Hours.
Capstone course; application of skills and knowledge acquired during health humanities concentration coursework; exposure to specialized methods of inquiry; development and execution of an individualized final project.
Prerequisites: ENGL 107, COMM 107, or HHUM 107; junior or senior classification.
Cross Listing: ENGL 482 and HHUM 482.

COMM 484 Internship in Communication
Credits 0 to 23. 0 to 23 Other Hours.
Directed internship in a public or private organization to provide students with on-the-job training and applied research experience; application of communication theory and practice in career settings; designed to enhance and clarify students' career objectives. May be repeated for credit. Must be taken S/U.
Prerequisites: Cumulative GPR of 2.5 or higher for credits taken in residence; approval of department head.

COMM 485 Directed Studies
Credits 0 to 3. 0 to 3 Other Hours.
Directed individual study of identified topics in communication; may include specific research, readings or other approved project in any area of communication; written report is required. May be repeated for credit.
Prerequisites: Cumulative GPR of 2.5 or higher; approval of instructor and department head.

COMM 489 Special Topics in...
Credits 1 to 4. 1 to 4 Other Hours.
Selected topics in an identified area of communication. May be repeated for credit.

COMM 491 Research
Credits 0 to 3. 0 to 3 Other Hours.
Research conducted under the direction of faculty member in the department of communication. May be taken four times for credit.
Prerequisites: GPA 2.5 or higher; junior or senior classification and approval of instructor and department head.

COMM 497 Independent Honors Studies
Credits 0 to 3. 0 to 3 Other Hours.
Directed independent studies for upper division Honors students, regardless of academic major, in select aspects of communication. May be repeated for credit.
Prerequisites: Junior or senior classification either as Honors student or with GPR of 3.25; letter of approval from head of student's department.

JOUR 203 Media Writing I
Credits 3. 2 Lecture Hours. 3 Lab Hours.
(COMM 2311) Media Writing I. Basic journalistic techniques common to all media; integration of news gathering, writing and editing; ethics. Limited to minors in journalism, or with approval of program director.
Prerequisites: Grade of C or better in JOUR 102 and JOUR 200; enrollment in the USLA-BA-JNS concentration or JOUR minor; or approval of program director.

JOUR 215/COMM 215 Interviewing: Principles and Practice
Credits 3. 3 Lecture Hours.
Theory and practice of methods in selected interview settings; emphasis on communication between two persons, questioning techniques, and the logical and psychological bases of interpersonal persuasion.

JOUR 230/COMM 230 Communication Technology Skills
Credits 3. 3 Lecture Hours.
Introduction to interactive media and media literacy skills in the digital domain; survey of technology histories, standards, and markets for industries such as multichannel TV, digital radio, video games, streaming media, epublishing, teleconferencing, and social networking.
Prerequisites: Enrollment in communication or telecommunication media studies majors, USLA-BA-JNS concentration, or JOUR minor.
Cross Listing: COMM 230/JOUR 230.

JOUR 250/COMM 250 New Media and the Independent Voice
Credits 3. 3 Lecture Hours.
Examination of new media as independent voices for cultural and political movements; principles governing the design, presentation, and evaluation of blogs as a persuasive medium in society.
Cross Listing: COMM 250/JOUR 250.

JOUR 285 Directed Studies
Credits 0 to 3. 0 to 3 Other Hours.
Research problems related to communication field. Individual work, fitted to special needs of specific student as determined by his or her interests and aptitude.
Prerequisites: Enrollment in USLA-BA-JNS concentration or JOUR minor; approval of the program director.

JOUR 289 Special Topics in...
Credits 3. 3 Other Hours.
Selected topics in an identified area of journalism and mass communication. May be repeated for credit.
Prerequisites: Enrollment in USLA-BA-JNS concentration or JOUR minor.

JOUR 291 Research
Credits 0 to 3. 0 to 3 Other Hours.
Research conducted under the direction of a chosen faculty member in Journalism Studies. May be taken for a maximum of 3 hours credit.
Prerequisites: Freshman or sophomore classification and approval of instructor.

JOUR 301/COMM 307 Mass Communication, Law, and Society
Credits 3. 3 Lecture Hours.
Mass media as social institutions; social responsibility and ethics of the press; history, constitutional development, and law of the First Amendment.
Prerequisites: Junior or senior classification, or approval of instructor.
Cross Listing: COMM 307/JOUR 301.
JOUR 303 Media Writing II  
Credits 3. 2 Lecture Hours. 3 Lab Hours.  
Interpretative news gathering and writing for various media; basic  
communication law and ethics; assigned practice on campus or other  
publications.  
Prerequisites: JOUR 203, enrollment in journalism minor or USLA-BA-JNS  
concentration; or approval of program director.  

JOUR 304 Editing for the Mass Media  
Credits 3. 3 Lecture Hours.  
Principles and practice of editing including: improving and tightening  
text; writing headlines, titles and subheads; self-editing and editing  
others; tailoring texts for specific audiences; understanding style guides.  
Prerequisite: Grade of C or better in JOUR 203; enrollment in journalism  
minor or USLA-BA-JNS concentration; or approval of program director.  

JOUR 365/COMM 365 International Communication  
Credits 3. 3 Lecture Hours.  
Mass media, international, and cross-cultural audiences, theoretical,  
pragmatic, political and ethical issues; including cultural differences,  
comparative media systems, development, communication, patterns of  
world news flow, political propaganda, impact of international advertising  
and other issues.  
Prerequisite: Junior or senior classification.  
Cross Listing: COMM 365/JOUR 365.  

JOUR 450 Political Reporting  
Credits 3. 3 Lecture Hours.  
Interviewing, reporting; and writing various types of political stories and  
commentary; exploration of ethical principles and issues in political  
reporting including role of free press in a democracy.  
Prerequisite: Junior or senior classification or approval of instructor.  

JOUR 451 Arts & Entertainment Journalism  
Credits 3. 3 Lecture Hours.  
Arts & Entertainment Journalism. Journalistic coverage of arts and  
entertainment issues and events; examination of reviews and feature  
stories; feature writing and criticism; extensive workshop experience;  
emphasis on the value of research, self-editing and revision.  
Prerequisite: Junior or senior classification or approval of instructor.  

JOUR 455 Literary Nonfiction  
Credits 3. 3 Lecture Hours.  
Focus on the ability to communicate through a variety of styles including  
traditional long-form magazine writing and profiles; critical analysis and  
adaptation of writing skills for the latest trends in magazine, including  
audio and multimedia storytelling and the advent of purely digital  
magazines.  
Prerequisites: JOUR 203; junior or senior classification, or approval of  
instructor; major in university studies-journalism or minor in journalism.  

JOUR 458 Magazine Feature Writing  
Credits 3. 3 Lecture Hours.  
Focus on the ability to communicate through a variety of styles including  
traditional long-form magazine writing and profiles; critical analysis and  
adaptation of writing skills for the latest trends in magazine, including  
audio and multimedia storytelling and the advent of purely digital  
magazines.  
Prerequisites: JOUR 203; junior or senior classification, or approval of  
instructor; major in university studies-journalism or minor in journalism.  

JOUR 484 Internship  
Credits 0 to 3. 0 to 3 Other Hours.  
Directed internship in a private firm or public agency to provide on-the-  
job experience appropriate to the student's degree program and career  
objectives. To be taken on a satisfactory/unsatisfactory basis. Maximum  
of 3 credits may apply toward degree.  
Prerequisites: Junior or senior classification; enrollment in USLA-BA-JNS  
concentration or JOUR minor; approval of instructor.  

JOUR 485 Directed Studies  
Credits 0 to 4. 0 to 4 Other Hours.  
Research problems related to communication field. Individual work, fitted  
to special needs of specific student as determined by his or her interests  
and aptitude.  
Prerequisites: Junior or senior classification; enrollment in USLA-BA-JNS  
concentration or JOUR minor; approval of instructor.  

JOUR 488 Special Topics in...  
Credits 1 to 4. 1 to 4 Other Hours.  
Selected topics in an identified area of journalism and mass  
communication. May be repeated for credit.  
Prerequisites: Junior or senior classification; enrollment in USLA-BA-JNS  
concentration or JOUR minor; or approval of instructor.  

JOUR 490 Journalism as a Profession  
Credits 3. 3 Lecture Hours.  
Exit-level course for interdisciplinary minor in Journalism; requires  
students to produce publication-quality projects; includes seminars in  
contemporary news media issues and practices.  
Prerequisites: Junior or senior classification; enrollment in USLA-BA-JNS  
concentration or JOUR minor; or approval of instructor.  

JOUR 491 Research  
Credits 0 to 3. 0 to 3 Other Hours.  
Research conducted under the direction of a chosen faculty member in  
Journalism Studies. May be taken for a maximum of 3 hours credit.  
Prerequisites: Grade of C or better in JOUR 203; junior or senior  
classification and approval of instructor.