COMM - COMMUNICATION
(COMM)

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; also taught at Galveston campus.

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; also taught at Galveston campus.

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, streaming media, publishing, 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 245 Difficult Dialogues on Power, Privilege, and Difference
Credits 3. 3 Lecture Hours.
Introduction to the practice of difficult dialogues; skills development in the use of the dialogical tools of active listening, perspective-taking, deliberation, collaborative decision-making, teamwork and collective problem-solving in the context of bias, prejudice, discrimination, power, equity and privilege.

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 260 Introduction to Communication and Sports
Credits 3. 3 Lecture Hours.
Introduction to the process of communicating sports to the public via television, blogging, online sites and print articles; evaluation of sportscasts; writing about sporting events; examination of the types of communication used within sporting teams.

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 Communication Law and Policy
Credits 3.3 Lecture Hours.
Law and policy that create the context and consequences for communication via mass media, social media, organizational, group and interpersonal communication, free speech, free press, libel, privacy, copyright, cybersecurity, constitutional principles, international law and human rights, fairness, equity and diversity in communication.
Prerequisite: Junior or senior classification, or approval of instructor; COMM-307 also taught at Galveston campus.
Cross Listing: JOUR 301/COMM 307.

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, MATH 166, or STAT 201; MATH 131, MATH 142, MATH 151, or PHIL 240, or MATH 151 or 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.
Prerequisite: Grade of C or better in COMM 323 and COMM 322; 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: Grade of C or better in 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.
Prerequisite: Grade of C or better in COMM 230/JOUR 230.

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 338/AFST 338 Critical Race Discourse  
Credits 3. 3 Lecture Hours.  
Critical analysis of communication and dialogue on race; causes and  
symptoms of structural racism; social/racial hierarchies as they influence  
and are influenced by communication and dialogue.  
Prerequisites: Junior or senior classification or approval of instructor.  
Cross Listing: AFST 338/COMM 338.

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 343 Communication and Cultural Discourse  
Credits 3. 3 Lecture Hours.  
Examination of key concepts and theories relevant to communicating in  
an increasingly diverse world; consideration of the mutual constitution  
of culture and communication; investigation of multiple axes of identity;  
critical/cultural approach; public advocacy project.  
Prerequisites: Junior or senior classification or approval of instructor.

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 346 Media, Culture and Identity  
Credits 3. 3 Lecture Hours.  
Media representations relating to power, privilege and difference;  
communication theories and concepts centered on how media and  
technology-use shape, and are shaped by, identity; critical analysis of  
media as sites for negotiation and construction of identities such as  
gender, race, ethnicity, sexuality, social class, physical/mental ability,  
nationality and religion; reflection on and analysis of bias, prejudice,  
discrimination, power, equity and privilege.  
Prerequisites: Junior or Senior classification or approval of instructor.

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 Money, Power and Communication  
Credits 3. 3 Lecture Hours.  
Interrelationships between money and power and communication;  
the influence of media and communication on power and money;  
communication law and policy; the political economy of local, national,  
and global communication networks.  
Prerequisite: Junior or senior classification or approval of instructor.

COMM 356 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; COMM-365 also taught at  
Galveston campus.  
Cross Listing: JOUR 365/COMM 365.

COMM 367 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 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 403 Media, Children and Adolescents  
Credits 3. 3 Lecture Hours.  
Critical analysis of popular culture and mass media issues related to  
children and adolescents; deconstruction of media created by, for and  
about children and youth.  
Prerequisite: Junior or senior classification or approval of instructor.

COMM 407/WGST 407 Gender, Race and 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.  

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; also taught at Galveston campus.  

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.

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.
Prerequisite: Junior or senior classification or approval of instructor.

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.

COMM 483 Health Communication Practicum
Credits 0-1. 0-1 Other Hours.
Directed individual health communication practicum.
Prerequisites: Junior or senior classification and approval of instructor.

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.

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.

COMM 486 Directed Individual Study of... 
Credits 0 to 3. 0 to 3 Other Hours.
Directed individual communication, diversity, social justice capstone experience.

COMM 487 Communication, Diversity and Social Justice Capstone Experience
Credits 0-1. 0-1 Other Hours.
Directed individual communication, diversity, social justice capstone experience.

COMM 488 Global Media Practicum
Credits 0-1. 0-1 Other Hours.
Directed global media experience.

COMM 489 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.

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.

COMM - Communication (COMM)