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, HHUM 107, and PHIL 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 204 Public Speaking for Digital Platforms
Credits 3. 3 Lecture Hours. Training for composition, delivery, recording, and editing of speeches specifically designed for sharing and distribution on online platforms and social media.

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, steaming media, publishing, teleconferencing, and social networking. Prerequisite: Enrollment in communication or telecommunication media studies majors, USLA-BA-JNS concentration, or JOUR minor. Cross Listing: JOUR 230/COMM 230.

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 265 Voices of Democracy - United States
Credits 3. 3 Lecture Hours. Survey of significant and diverse United States-American oratory pertaining to national identity; critical analysis of important speeches in their historical, political, social, and philosophical contexts.

COMM - Communication (COMM)
COMM 275/JOUR 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. Cross Listing: JOUR 275/COMM 275.

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 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: JOUR 302 and POLS 302.

COMM 303/JOUR 305 Communication Data Applications
Credits 3. 3 Lecture Hours. Overview of communication using big data; data management, extraction and visualization; message construction, message critique; uses and applications in the field of communication and media for evidence-based arguments, persuasion, education and digital storytelling. Prerequisite: Junior or senior classification. Cross Listing: JOUR 305/COMM 303.

COMM 304/JOUR 306 Digital Communication Analytics and Metrics
Credits 3. 3 Lecture Hours. Digital communication analytics; extraction of information and knowledge from digital communication data; application of data-analytics to social media marketing, demographic analyses of web users, optimization and connection of results across digital tactics; applications of special interest to fields of strategic communication, public relations, advertising, integrated marketing communication, social media strategy and journalism. Prerequisite: Grade of B or better in COMM 275/JOUR 275, COMM 323, or JOUR 200; junior or senior classification. Cross Listing: JOUR 306/COMM 304.

COMM 305 Theories of Communication
Credits 3. 3 Lecture Hours. Theoretical approaches to human communication, including selected theories of language behavior, interpersonal, small group and organizational interaction, persuasion, technology and mass communication. 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: 6 hours of MATH 140, 142, 151, 152, PHIL 240, or STAT 201.

COMM 309 Research Method Projects
Credits 3. 3 Lecture Hours. Research methods in communication including experimental, survey, interpretive and critical methods; emphasis on research design, data collection, analysis, interpretation and presentation; project based. Prerequisites: Grade of C or better in COMM 308; STAT 201 or 303; junior or senior classification.

COMM 310 Communication Intervention
Credits 3. 3 Lecture Hours. Communication interventions for personal, organizational, and institutional change; survey of major communication intervention theories in contexts such as voting, purchasing, joining, or adopting; individual-level, interpersonal level, and community-level models of change; application of social science-based models to guide communication intervention strategies effectively. Prerequisite: Junior or senior classification.
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 316/PSYC 316 Media Psychology
Credits 3.3 Lecture Hours. Examine the role of media and its impact on human behavior, emotions and thoughts; topics include mass media, social media and how they influence individual and societal functioning across a range of important psychological topics; e.g., self-image, sexual behavior, mental health, violence. Prerequisites: PBSI 107. Cross Listing: PSYC 316.

COMM 317/JOUR 317 Social Media Law
Credits 3.3 Lecture Hours. Laws and regulations applied to social media, including communication law applied to enduring issues in the social media context; legal problems unique to social media; free speech, commercial speech and employment law as they affect individual users of social media as well as groups and organizations promoting points of view or products via social media, and employers. Prerequisite: Junior or senior classification or approval of instructor. Cross Listing: JOUR 317/COMM 317.

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: Grade of C or better in COMM 232, 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 326 Event and Communication Planning
Credits 3.3 Lecture Hours. Role of integrated communication in event planning; approaches for implementation in specific contexts such as conferences, professional meetings, celebratory events and programs for community outreach; professional, interpersonal and organizational coordination of information, people and budget; theory-informed action (praxis) approach. Prerequisites: Junior or senior classification, or approval of instructor.

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; also taught at Qatar campus.

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 in a Diverse World  
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 and cultural approach; critical investigation of topics concerning communication, diversity, equity and inclusion; public advocacy project. Prerequisite: Junior or senior classification or approval of instructor.

COMM 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 and JOUR 345.

COMM 346/JOUR 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. Cross Listing: JOUR 346/COMM 346.

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 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; COMM-365 also taught at Galveston and Qatar campuses. 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 377 Entrepreneurship and New Media  
Credits 3.3 Lecture Hours. Communicative principles and skills necessary to launch future multimedia entrepreneurial endeavors in a saturated digital environment; exploration of shift in the entrepreneurial landscape; emphasis on collaborative communication methods as a means to free market success. Prerequisite: Grade of C or better in COMM 275/JOUR 275; 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. Cross Listing: WGST 407/COMM 407.

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 423 Communicating Latinidad
Credits 3. 3 Lecture Hours. Examination of communication by and about Latinos; analysis of critical and historical orientation; topics include social movements, organizational and institutional discourse, and media. Prerequisite: Junior or senior classification or approval of instructor.

COMM 425/AFST 425 Communication and Black Freedom Dreams
Credits 3. 3 Lecture Hours. Examination of historical and contemporary communication practices of Black freedom activities, movements, and organizations in the United States and around the globe. Prerequisite: Junior or senior classification. 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. 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. Cross Listing: FILM 445/COMM 435.

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 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 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, critical or other approaches to study how communication practices influence the construction of social issues. **Prerequisites:** Junior or senior classification.

COMM 467 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. **Prerequisites:** Junior or senior classification.

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. **Prerequisites:** Junior or senior classification.

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/JOUR 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. **Prerequisite:** Junior or senior classification or approval of instructor. **Cross Listing:** RELS 480 COMM 480.

COMM 482 Advanced Studies in Health Humanities  
**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, HHUM 107, ENGL 292, ENGL 342, COMM 342, WGST 342, or ENGL 395; junior or senior classification. **Cross Listing:** ENGL 482 and HHUM 482.