

COMMUNICATION

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The Department of Communication offers a curriculum designed to provide variety and flexibility in meeting a broad range of academic and professional interests in human communication, mass media and the theatre arts. Courses and sequences offered are supportive of occupational preparation in a variety of areas, particularly education, law, politics, personnel management, public relations, print and broadcast journalism, salesmanship, theology, mass media, counseling, advertising, arts management and the entertainment services. Consult the department for recommended courses.

BACCALAUREATE DEGREES

The Department of Communication offers work leading to the degrees of Bachelor of Arts and Bachelor of Science in Education. Both degrees require the completion of 124 hours and the completion of a minor.

Bachelor of Arts with a Major in Communication

A student seeking a Bachelor of Arts degree with a major in communication will choose one area of emphasis from the following: communication studies, advertising, broadcasting, journalism, public relations, theatre. The degree requires the completion of a minor. Ten hours of foreign language are required for the Bachelor of Arts degree.

General Education Degree Requirements* Bachelor of Arts

	<i>Hours</i>
Basic Skills.....	15
Core Courses.....	17
Natural Sciences.....	8
Languages and Cultures.....	3
Fine Arts.....	3
Economy and Society.....	3
	49

* Refer to general education specific requirements and options, page 47.

I. Core Requirements	
Freshman/Sophomore Requirements	
COMM 200 Introduction to Mass Communication.....	3
COMM 201 Introduction to Communication Writing.....	3
COMM 307 Advanced Speech Communication.....	3
Junior/Senior Requirements	
COMM 598 Communication Careers in Society.....	3
COMM 629 Theories of Human Communication.....	3
	15
II. Professional Career Courses	
(Select one group of courses - 9 credit hours).....	9
Advertising	
COMM 230 Principles of Advertising.....	3
COMM 330 Advertising Copywriting.....	3
COMM 717 Research Procedures in Communication.....	3
Broadcasting	
COMM 274 Introduction to Audio and Video Production.....	3
COMM 374 Broadcast Writing.....	3
COMM 475 Audio Production <i>or</i>	
COMM 575 Television Production I.....	3
Journalism - News Editorial	
COMM 225 Reporting.....	3
COMM 350 Editing.....	3
COMM 415 Reporting Public Affairs.....	3
Journalism - Photojournalism	
COMM 276 Photojournalism I.....	3
COMM 435 Photojournalism II.....	3
COMM 638 Professional Photojournalism/Picture Editing.....	3
Public Relations	
COMM 277 Introduction to Public Relations.....	3
COMM 576 Writing for Public Relations.....	3
COMM 717 Research Procedures in Communication.....	3
Theatre	
COMM 205 Performance Studies I.....	3
COMM 263 Technical Production I.....	3
COMM 544 Stage Direction.....	3
III. Applied Communication	
(Select two courses - 6 credit hours).....	6
COMM 205 Performance Studies I.....	3
COMM 225 Reporting.....	3
COMM 254 Acting Studies.....	3
COMM 263 Technical Production I.....	3
COMM 274 Introduction to Audio and Video Production.....	3
COMM 276 Photojournalism I.....	3
COMM 309 Forensic Practices (limit of 3 hours).....	1
COMM 330 Advertising Copywriting.....	3
COMM 335 Feature Writing.....	3
COMM 350 Editing.....	3
COMM 374 Broadcast Writing.....	3
COMM 375 Broadcast Announcing.....	3
COMM 415 Reporting Public Affairs.....	3
COMM 435 Photojournalism II.....	3
COMM 475 Audio Production.....	3
COMM 537 Integrated Electronic Communication.....	3
COMM 575 Television Production I.....	3
COMM 576 Writing for Public Relations.....	3
COMM 638 Professional Photojournalism/Picture Editing.....	3
COMM 642 Documentary Photojournalism/Electronic Imaging.....	3
COMM 676 Television Production II.....	3
COMM 774 Corporate Video Production.....	3
IV. Communication Management	
(Select one course - 3 credit hours).....	3
COMM 450 Small Group Communication.....	3
COMM 463 Technical Production II.....	3
COMM 479 Techniques for Teaching Speech.....	3
COMM 511 School Publications.....	3
COMM 544 Stage Direction.....	3
COMM 626 Law of Mass Communication.....	3
COMM 674 Media Buying and Selling.....	3
COMM 702 Mass Media Management.....	3
COMM 705 Classroom Communication.....	1-3
COMM 717 Research Procedures in Communication.....	3
COMM 731 Advertising Campaigns.....	3
COMM 755 Organizational Communication.....	3
COMM 765 Strategic Planning for Communication Campaigns.....	3
V. Communication and Society	
(Select one course - 3 credit hours).....	3
COMM 230 Principles of Advertising.....	3
COMM 277 Introduction to Public Relations.....	3
COMM 295 Theatre History: ().....	3
COMM 367 Oral Interpretation of Literature.....	3
COMM 405 Performance Studies II.....	3
COMM 623 History of Mass Communication.....	3
COMM 625 Advanced Performance ().....	3
COMM 710 Theatre in Education.....	3
COMM 721 Philosophy and Ethics in Mass Communication.....	3
COMM 726 Media Analysis and Criticism ().....	3
COMM 730 Interpersonal Communication.....	3
COMM 775 Case Studies in Public Relations.....	3
VI. Communication Practices	
(Select one course - 3 credit hours).....	3
COMM 210/410 Activity.....	1
COMM 340 Publications Practice.....	3
COMM 440 Topics in Theatre ().....	1
COMM 441/640/740 Topics in Communication ().....	1
COMM 460/660 Project in Theatre ().....	1
COMM 550/750 News Media Internship.....	1-3
COMM 690 Internship in Applied Communication ().....	1-4
One course in Communication Management or Communication and Society.....	3

VII. Free Elective in Communication3
 One course in the Department of Communication, numbered 300 or above..... 3

Bachelor of Science in Education

The Bachelor of Science in Education degree is designed for students preparing to teach speech communication and drama in the secondary school and is designed to meet state certification requirements.

The student majoring in communication may earn the Bachelor of Science in Education degree with a concentration in the first teaching option detailed below. The degree requires the completion of an approved minor.

Students should consult the appropriate sections of this catalog for the general requirements for the degree and for the specific regulations concerning admission to teacher education, required professional courses and the professional semester.

General Education Degree Requirements*

Bachelor of Science in Education Hours

Basic Skills.....18
 Core Courses.....17
 Natural Sciences.....8
 Languages and Cultures.....3
 Fine Arts.....3
 Economy and Society.....3
 52

* Refer to general education degree requirements for students preparing to teach secondary school. See page 48. Also see scholastic achievement requirements on common core courses for admission to teacher education for secondary teaching majors, page 174.

SECONDARY TEACHING SEQUENCE

I. Core Requirements Hours

COMM 200 Introduction to Mass Communication..... 3
 COMM 201 Introduction to Communication Writing.....3
 COMM 307 Advanced Speech Communication.....3
 COMM 598 Communication Careers in Society.....3
 COMM 629 Theories of Human Communication.....3
 15

II. First Teaching Option

COMM 205 Performance Studies I..... 3
 COMM 254 Acting Studies.....3
 COMM 263 Technical Production I.....3
 COMM 274 Introduction to Audio and Video Production3
 COMM 295 Theatre History: (.....).....3
 COMM 309 Forensic Practices (must include 1 hour debate theory).....2-3
 COMM 367 Oral Interpretation of Literature.....3
 COMM 450 Small Group Communication.....3
 COMM 544 Stage Direction.....3
 26-27

III. Professional Education Requirements

CURIN 305 Explorations in Education*.....2
 CURIN 306 Pre-Professional Laboratory I*.....1
 PSYCH 263 Developmental Psychology.....3
 PSYCH 357 Educational Psychology.....3
 COMM 479 Techniques for Teaching Speech.....3
 SSLS 510 Overview of Education for Exceptional Students.....3
 CURIN 520 Middle and Secondary Reading3

Admission to Teacher Education (sophomore)
 Admission to Professional Semester (junior)
 Professional Semester (senior).....17

CURIN 458 Methods and Curriculum3
 CURIN 462 Secondary and Middle Level Education.....3
 CURIN 464 Foundations of Measurement and Evaluation.....3
 CURIN 480 Supervised Teaching in the Secondary School5
 CURIN 482 Supervised Teaching in the Secondary School5
 COMM 579 Supervised Student Teaching and Follow-Up of Teachers.....2
 35

Minor in Communication (Teaching)

Second Teaching Option

Hours

COMM 200 Introduction to Mass Communication 3
 COMM 205 Performance Studies I.....3
 COMM 207 Speech Communication (general ed).....(3)
 COMM 263 Technical Production I.....3
 COMM 274 Introduction to Audio and Video Production3
 COMM 295 Theatre History: (.....).....3
 COMM 307 Advanced Speech Communication.....3
 COMM 309 Forensic Practices (must include 1 hour debate theory).....2-3

COMM 479 Techniques for Teaching Speech.....3
 COMM 544 Stage Direction3
 One additional course from Option I list of required courses32-33

Minor in Journalism (Teaching)

Second Teaching Field in Journalism

Journalism is a second teaching field for persons completing another secondary certification program.

COMM 200 Introduction to Mass Communication.....3
 COMM 225 Reporting.....3
 COMM 276 Photojournalism I.....3
 COMM 335 Feature Writing.....3
 COMM 350 Editing.....3
 COMM 415 Reporting Public Affairs.....3
 COMM 511 School Publications3
 COMM 626 Law of Mass Communication24

Minor in Communication

A communication minor requires completion of 24

hours, as follows:

COMM 200 Introduction to Mass Communication..... 3
 COMM 629 Theories of Human Communication3
 Remaining 18 hours to be selected with approval of a Department of Communication faculty member.....18
 24

Minor in Journalism

COMM 200 Introduction to Mass Communication.....3
 COMM 225 Reporting.....3
 COMM 276 Photojournalism I.....3
 COMM 350 Editing.....3
 COMM 626 Law of Mass Communication.....3
 Approved electives.....9
 24

GRADUATE DEGREE

Master of Arts with a Major in Communication

The applicant for admission to study for the degree of Master of Arts with a major in communication shall present evidence of completion of sufficient work in undergraduate courses to furnish adequate background for graduate study in the field.

The minimum TOEFL score for international graduate students who wish to major in communication is 550 and the minimum SPEAK TEST score is 230.

Degree concentrations are offered in applied communication, communication education, interpersonal/ rhetorical communication, and theatre.

Applied communication courses provide advanced preparation for students pursuing careers in telecommunications, journalism, organizational communication, public relations, the ministry, and the theatre arts.

Communication education courses are designed for beginning and experienced secondary and college teachers in speech communication, theatre, and journalism. Inter- personal/rhetorical courses provide advanced study in dyadic and public communication for personal enrichment, further graduate study, and the professions. It is the purpose of the department not only to contribute to students' preparation for occupations in these fields but also to encourage thoughtful and continuing study in subjects of individual interest.

The minimum course requirement for the master's degree Option I (which includes COMM 890 Research and Thesis) is 30 hours; Option II (which includes six hours of research problem) is 32 hours; Option III (which includes six hours of

research seminars) is 32 hours. COMM 815 Introduction to Graduate Study is required for all options. The remaining courses may be elected with the approval of the advisor, in accordance with the student's particular educational back-ground and experience and his or her degree objective: employment in a teaching or a nonteaching field, additional graduate study, or personal enrichment.

Graduate students who wish to prepare to teach in the community college may elect to complete the community college teacher program in conjunction with the regular requirements of the Master of Arts degree with a major in communication. Interested students should consult the section of the graduate catalog which outlines general regulations for the community college teacher program.

DESCRIPTION OF COURSES

UNDERGRADUATE

COMM 105. Performance Appreciation. 3 hours. Principles, techniques, and criteria for viewing, enjoying, and evaluating the performing arts, including live theatre performance, film, video/audio tape, and dance.

COMM 106. Theatre Activity. 3 hours. Principles and techniques of theatre activity. Experiential work in playwriting, directing, acting, design, technical work, costume, makeup, lighting. Materials selected and organized to provide the student with sufficient knowledge and experience for personal enjoyment of participation in theatrical activities.

COMM 200. Introduction to Mass Communication. 3 hours. A general introduction to print, electronic cinema, public relations, advertising, and other forms of mass communication in their past, present, and future forms. An examination of the role of the media in society.

COMM 201. Introduction to Communication Writing. 3 hours. Training in writing skills for professional communication careers. Focus on gathering information and production of written communications designed to accomplish specific goals. Introduction to basic software applications in communication. Prerequisite: ENGL 101 English Composition or ENGL 103 English Composition and COMM 200 Introduction to Mass Communication may be concurrent.

COMM 205. Performance Studies I. 3 hours. Introduction to the field of performance studies. Content includes the study of theories of human play, forms of social and artistic role play, and the origins of human performance. Prerequisite: COMM 105 Performance Appreciation or permission of instructor.

COMM 207. Speech Communication. 3 hours. An elementary course designed to give the student an understanding of the requirements for effective speaking and listening and an opportunity to increase skills in each. Both semesters. Prerequisite: ENGL 101 or 103 English Composition or equivalent, or permission of instructor.

COMM 210. Activity. 1 hour. Participation in an approved departmental activity. Permission of instructor. May be repeated for a maximum of 3 hours. To be graded Pass/Fail.

COMM 225. Reporting. 3 hours. Theory and practice in the gathering, writing, and interpretation of news for press, radio, and television. Prerequisite: COMM 200 Introduction to Mass Communication or COMM 201 Introduction to Communication Writing.

COMM 230. Principles of Advertising. 3 hours. Basic principles of advertising including theory and production of advertisements for media. Historic development of advertising industry and impact of advertising on society.

COMM 254. Acting Studies. 3 hours. The fundamentals of acting technique through the creative approach. Emphasis on motivation, characterization, and believability. Participation in one one-act play and outside crew work required. Spring.

COMM 263. Technical Production I. 3 hours. Introduction to the technical elements of theatre, film, open television and dance with emphasis on stage craft construction techniques and basics of lighting and sound production. Extensive hands on experience. Includes laboratory.

COMM 274. Introduction to Audio and Video Production. 3 hours. Basic audio and video techniques, as well as writing and performance for electronic media. Prerequisites: COMM 200 Introduction to Mass Communication (or may be taken concurrently) or with permission of instructor.

COMM 276. Photojournalism I. 3 hours. Basic camera and darkroom techniques; elements of lighting and composition. Use of photography in communications and reporting. Caption writing, editing, picture stories. Prerequisites: COMM 200 Introduction to Mass Communication and permission of instructor.

COMM 277. Introduction to Public Relations. 3 hours. Introduction to basic public relations skills and theories, including an overview of public relations functions and history.

COMM 295. Theatre History (____). 3 hours. Examination and analysis of representative dramatic texts, performance styles, audience reception, theatre

architecture, and the societal/cultural impact of specified eras in theatre history. Original source documents (including plays), past and present histories, and past and present criticism will be utilized as key methods of inquiry and analysis. May be repeated for different eras.

COMM 307. Advanced Speech Communication. 3 hours. Relevant communication theory as applied to various communication formats including public speaking and small groups. Prerequisite: COMM 207 Speech Communication or permission of instructor.

COMM 309. Forensic Practices. 1-6 hours. An activity course designed to develop research and delivery skills through in-class analysis and participation in intercollegiate debate and individual events. May be repeated for a total of six hours. Prerequisite: Permission of instructor.

COMM 330. Advertising Copywriting. 3 hours. Basic elements of advertising copywriting including writing for the various media formats. Message structure, strategy, and development. Introduction to advertising research. Prerequisite: COMM 230 Principles of Advertising or permission of instructor.

COMM 335. Feature Writing. 3 hours. Examination, analysis and writing of feature stories, special articles and process/problem centered stories used by newspapers, magazines and other media which inform, entertain or investigate problems. Prerequisite: COMM 225 Reporting or permission of instructor. May be taken for honors.

COMM 340. Publications Practice. 3 hours. Practical experience as a contributor to the *Collegio* or *Kanza* staffs. Receiving reporting, writing, photojournalism, design and/or editing assignments and completing them under deadline for potential publication. Prerequisite: COMM 225 Reporting and/or COMM 276 Photojournalism I.

COMM 350. Editing. 3 hours. Theory and practice in copy editing and display of the news, primarily in newspapers and the press services. Prerequisite: COMM 225 Reporting.

COMM 367. Oral Interpretation of Literature. 3 hours. Analysis of prose and poetry, with practice in communicating orally both the intellectual and the emotional meanings of the printed page. Prerequisite: COMM 207 Speech Communication or permission of instructor.

COMM 374. Broadcast Writing. 3 hours. The principles and practice of Aural Writing. Students will be asked to write television and radio scripts for news, commercials and promotions. Prerequisites: COMM 200 Introduction to Mass Communication and COMM 274 Introduction to Audio and Video Production or permission of instructor.

COMM 375. Broadcast Announcing. 3 hours. The fundamentals of radio and television announcing, including appropriate techniques for use of microphone, voice, and copy. Prerequisite: COMM 274 Introduction to Audio and Video Production.

COMM 405. Performance Studies II. 3 hours. Comparative study of selected themes in dramatic presentations within the context of performance theory, theories of authorship and genre. Prerequisite: COMM 205 Performance Studies I. May be taken for honors.

COMM 410. Activity. 1-3 hours. Participation in an approved department activity. Permission of instructor. May be repeated for a maximum of 3 hours. To be graded Pass/Fail.

COMM 415. Reporting Public Affairs. 3 hours. Problems and techniques in reporting judicial and legislative proceedings, governmental and urban affairs. Prerequisites: COMM 350 Editing or permission of instructor. May be taken for honors.

COMM 435. Photojournalism II. 3 hours. Photography for publication. Advanced camera and darkroom techniques; news, sports and feature assignments; editing and layout for picture stories; theories and legal guidelines of photojournalism. Work designed for use in student or professional publications. Prerequisite: COMM 276 Photojournalism I or permission of instructor.

COMM 440. Topics in Theatre (____). 1-3 hours. Special investigations in selected areas of theatre arts. May be repeated when subject matter is different for a maximum of 6 hours.

COMM 441. Topics in Communication (____). 1-3 hours. Special investigations in the field of communication. May be repeated when subject matter is different, for a maximum of 6 hours. Prerequisite: Permission of instructor.

COMM 450. Small Group Communication. 3 hours. Analysis of communication behavior in the small group, with emphasis on small group theory, research, and application to specific forms of group discussion. May be taken for honors.

COMM 460. Project in Theatre (____). 1-3 hours. Study and practical theatrical experience in a selected aspect of theatre. May be repeated if subject matter is different. Prerequisite: Permission of instructor.

COMM 463. Technical Production II. 3 hours. Basic design and execution of costumes, makeup and properties for theatre, film, opera, television and dance. Emphasis on historical styles, pattern drafting and accessories in the costumes. Extensive hands-on experience. Includes laboratory.

COMM 475. Audio Production. 3 hours. Study and practice in the techniques of audio production. Emphasis on new audio technologies. Prerequisite: COMM 274 Introduction to Audio and Video Production. May be taken for honors.

COMM 479. Techniques for Teaching Speech. 3 hours. Techniques, methods, and course content used in teaching speech and theatre in the secondary

school. To be taken before the professional semester. The student is strongly encouraged to take SSLS 510 Overview of Education for Exceptional Students and CURIN 520 Middle and Secondary Reading prior to enrolling in COMM 479. Prerequisite: Admission to teacher education and PSYCH 357 Educational Psychology.

COMM 511. School Publications. 3 hours. Philosophy and principles of advising and producing student newspapers, yearbooks, and magazines, along with supervising and operating photography staffs and darkrooms. Prerequisite: COMM 200 Introduction to Mass Communication or permission of instructor.

COMM 537. Integrated Electronic Communication. 3 hours. Creation, manipulation, and use of digitized visual imaging, infographics, desk-top publishing and electronic presentation software to create integrated publications and presentations as related to communications. Prerequisites: COMM 200 Introduction to Mass Communication. May be taken for honors.

COMM 544. Stage Direction. 3 hours. The fundamentals of stage direction. Emphasis on script analysis, paper blocking, preparation of the script for actors, technicians and managers. Provides experience in directing a one-act play. May be taken for honors.

COMM 550. News Media Internship. 1-3 hours. Practical experience. A minimum of 40 hours per credit hour on local and campus publications, radio and television excluding student publications. Prerequisite: Permission of instructor. May be repeated for a maximum of 3 hours.

COMM 575. Television Production I. 3 hours. The study and practice of fundamental skills in news, sports and feature reporting. Students will also be involved in weekly live cable programs, learning all elements of studio television production. Prerequisites: COMM 274 Introduction to Audio and Video Production and COMM 374 Broadcast Writing or permission of instructor. May be taken for honors.

COMM 576. Writing for Public Relations. 3 hours. Study, analysis and practice in writing news, publicity and feature stories for public relations media or public relations use by the media. Prerequisite: COMM 225 Reporting or permission of instructor.

COMM 579. Supervised Student Teaching and Follow-Up of Teachers. 2 hours. Departmental representatives will visit each student teacher during the professional semester. Additionally, departmental representatives will follow up with each area student during the first year of teaching with assistance and support. Dual enrollment in the professional semester is required. Offered on a Pass-Fail basis only.

COMM 598. Communication Careers in Society. 3 hours. Assessment of communication majors for preparation to enter the communication fields. Examination of ethical, technological and social implications for the communication professional environment. Prerequisite: Senior standing in Communication or permission of instructor. May be taken on a Pass/Fail basis with permission of instructor.

COMM 601. Intercultural Communication. 3 hours. The exploration of the cultural foundation of values, perceptions and behaviors as it relates to communication across cultures. Topics include: language, non-verbal behavior, prejudices, ethnocentrism, value orientations, kinship, food and the arts.

COMM 623. History of Mass Communication. 3 hours. The history of newspapers, radio, television and magazines, and the freedom of expression they represent in the United States from the seventeenth century to the present. Prerequisite: COMM 200 Introduction to Mass Communication or permission of instructor. May be taken for honors.

COMM 625. Advanced Performance (____). 3 hours. Advanced study of various theatre performance formats. Emphasis may include acting and/or directing. Laboratory work for groups and individuals. May be repeated if content is different. Prerequisite: COMM 254 Acting Studies and COMM 544 Stage Direction, or permission of instructor. May be taken for honors.

COMM 626. Law of Mass Communication. 3 hours. Law cases and the principles they have established for the conduct of mass communications in the United States. Prerequisite: COMM 200 Introduction to Mass Communication, junior standing, or permission of instructor. May be taken for honors.

COMM 629. Theories of Human Communication. 3 hours. Study of contemporary theoretical approaches to the multi-disciplinary study of human communication. Concentration on the application of theories to professional communication career situations. Prerequisite: Junior standing. May be taken for honors.

COMM 638. Professional Photojournalism/Picture Editing. 3 hours. Principles, techniques and professional practices expected of photojournalists in professional media environments and media-related organizations. Theory and practice of picture editing for professional publications and photographic editorial illustrations. Prerequisite: COMM 435 Photojournalism II or permission of instructor.

COMM 640. Topics in Communication (____). 1-3 hours. Special investigation in the field of speech and communication. May be repeated when subject matter is different for a maximum of 6 hours. Prerequisite: Permission of instructor.

COMM 642. Documentary Photojournalism/Electronic Imaging. 3 hours. History and practice of documentary and in-depth photojournalism. Advanced techniques, practice and theory of electronic imaging of photographs for professional news organizations and media-related organizations. Prerequisite: COMM 435 Photojournalism II or permission of instructor.

COMM 660. Project in Theatre (____). 3 hours. Advanced study and practical theatrical experience in a selected aspect of theatre. Prerequisite: Permission of instructor. May be repeated if subject matter is different.

COMM 674. Media Buying and Selling. 3 hours. Study and analysis of commercial media buying and selling techniques, including application of various computer software programs to media decision making, media research techniques and practice in media buying and selling techniques. Prerequisite: COMM 230 Principles of Advertising or permission of instructor. May be taken for honors.

COMM 676. Television Production II. 3 hours. Advanced study and application of video techniques and skills, primarily in news reporting and field production. Students will train as directors and producers for weekly live cable program as well as produce in-depth television programming. Prerequisites: COMM 374 Broadcast Writing and COMM 575 Television Production I or permission of instructor. May be taken for honors.

COMM 690. Internship in Applied Communication (____). 1-4 hours. A training program providing opportunity to work with professional practitioners in such fields as broadcasting, public relations, organizational communication or theatre. Credit allowed will depend on the nature of the internship assignment. May be repeated for a maximum of 4 hours. Prerequisite: Permission of the advisor.

SENIOR-GRADUATE

COMM 701. Visual Communication. 3 hours. Advanced research and theory-based course designed to explore practices, uses and effects of visual communication (newspaper, magazine and television photojournalism, typography and communications graphics in journalism, advertising and public relations) from a mass media perspective. Students perform extensive review of literature and participate in a research project in visual communication. Prerequisites: COMM 537 Integrated Electronic Communication and junior standing or permission of instructor.

COMM 702. Mass Media Management. 3 hours. Analysis of electronic print and persuasive media, marketing and promotion. Study of management principles and theories as well as case studies. Analysis of legal, social, and psychological elements of managing media organizations. May be taken for honors.

COMM 705. Classroom Communication. 1-3 hours. Analysis and application of communication theory to the classroom situation. Emphasis on the improvement of communication skills for both teachers and students at levels K-12.

COMM 708. Problems in Teaching the Basic Speech Course. 1 hour. Problems of teaching the college course in basic speech, with particular emphasis on the evaluation of student speeches. Prerequisite: Permission of instructor. May be repeated for a total of 4 hours.

COMM 710. Theatre in Education. 3 hours. Exploration of the principles and function of drama skills as a teaching tool within the middle and high school curriculum, through experiential work and a concentrated study of the major theories in the field.

COMM 717. Research Procedures in Communication. 3 hours. Introduction to issues in data collection research design, and data analysis, with emphasis on laboratory and field settings. Prerequisite: COMM 629 Theories of Human Communication (recommended). May be taken for honors.

COMM 721. Philosophy and Ethics in Mass Communication. 3 hours. The application of selected principles of philosophy and ethics to the practices of the mass media. Prerequisite: COMM 200 Introduction to Mass Communication.

COMM 726. Media Analysis and Criticism (____). 3 hours. Various levels of media analysis and criticism, including production analysis, sociological, critical and ideological analysis of media form and contents. Prerequisites: COMM 200 Introduction to Mass Communication or permission of instructor. May be repeated when content is different. May be taken for honors.

COMM 730. Interpersonal Communication. 3 hours. Advanced survey course in interpersonal communication theory. Application of communication theory to professional and interpersonal situations. Prerequisite: COMM 629 Theories of Human Communication or permission of instructor. May be taken for honors.

COMM 731. Advertising Campaigns. 3 hours. Analysis of theoretic basis for long range advertising campaigns including formative and evaluative research. Historical development of various advertising formats. Prerequisite: COMM 230 Principles of Advertising, or permission of instructor. May be taken for honors.

COMM 740. Topics in Communication (____). 1-3 hours. Special investigation in the field of speech communication. May be repeated when subject matter is different for a maximum of 6 hours. Prerequisite: Permission of instructor.

COMM 750. News Media Internship. 1-3 hours. Practical experience. A minimum of 40 hours per credit hour on local publications, radio and television excluding student publications. Prerequisite: Permission of the instructor and appropriate training. May be repeated for maximum of 3 hours.

COMM 755. Organizational Communication. 3 hours. Structure and function of communication in organizations, with emphasis on concepts and theoretic principles needed for effective management of organizational communication processes. Review of specific techniques designed to facilitate effective organizational management. Prerequisite: COMM 629 Theories of Communication or permission of instructor. May be taken for honors.

COMM 765. Strategic Planning for Communication Campaigns. 3 hours. Application of communication theory to a variety of communication campaigns. Emphasis on the use of formative research in the development stage and evaluative research in the evaluation stage of the campaign. Prerequisite: COMM 717 Research Procedures in Communication. May be taken for honors.

COMM 774. Corporate Video Production. 3 hours. Advanced application in producing industrial or corporate video. Techniques include broadcast

announcing, script writing, extensive field production, A/B roll editing and graphics for industrial production. Prerequisites: COMM 274 Introduction to Audio and Video Production, COMM 374 Broadcast Writing, COMM 575 Television Production I and COMM 676 Television Production II or permission of instructor.

COMM 775. Case Studies in Public Relations. 3 hours. Public relations problems of business and civic organizations. Analysis of actual and proposed solutions. Prerequisite: COMM 277 Introduction to Public Relations and COMM 629 Theories of Human Communication or permission of instructor. May be taken for honors.

GRADUATE

COMM 815. Introduction to Graduate Study. 3 hours. Acquaints the student with the possibilities for research in the communication field and provides some experience in research and professional writing.

COMM 840. Topics in Communication (____). 1-3 hours. Special investigation in the field of speech communication. May be repeated when subject matter is different for a maximum of 6 hours. Prerequisite: Permission of instructor.

COMM 845. Project in Theatre (____). 3 hours. Advanced study and practical theatrical experience in a selected aspect of theatre. May be repeated if subject matter is different. Prerequisite: Permission of instructor.

COMM 850. Seminar in International Communication. 3 hours. An examination of the role of communications in national development, and of the flow of news and information, entertainment, advertising, and other cultural products.

COMM 863. Technical Production III (____). 3 hours. The intensive investigation of theory and practice in theatre design. Emphasis may be on scenic, costume or lighting. May be repeated if subject matter is different.

COMM 865. Seminar in Applied Communication (____). 3 hours. The intensive investigation of a selected aspect of applied communication. May be repeated if subject matter is different.

COMM 870. Seminar in Mass Communication Theory. 3 hours. An examination of the focus of mass communication theory and research, from early theories to current perspectives.

COMM 871. Seminar in Human Communication Theory. 3 hours. An investigation of the foundations of human communication theory and the relationship to contemporary theoretical ideas and research outcomes. It includes communication contexts, research methods, and professional applications.

COMM 873. Seminar in Theatre (____). 3 hours. The intensive investigation of a selected aspect of theatre. May be repeated if subject matter is different.

COMM 880. Seminar in Public Communication (____). 3 hours. Intensive investigation of selected aspects of public communication such as the study of social movements, or contemporary political communication events. May be repeated if subject matter is different.

SSLS 882. College Teaching Internship. 3 hours. (See Department of Special Services and Administrative Services for course description). Recommended for those preparing to teach in the junior college.

COMM 883. Readings in Theatre Art (____). 1-3 hours. Directed readings and special investigations in selected areas of theatre arts. May be repeated when subject matter is different.

COMM 884. Readings in Communication (____). 1-3 hours. Directed readings and special investigations in selected areas of communication. May be repeated when subject matter is different.

COMM 890. Research and Thesis. 1-6 hours. Provides experience in a high quality of research and in the organization and writing of a graduate thesis. May be repeated for a maximum of 6 hours.

COMM 891. Research Problem. 1-6 hours. May be repeated for a maximum of 6 hours.