

Communication Program

Purpose Statement

The Communication program aims to develop majors who can communicate through a variety of channels with diverse audiences. Students who complete the major in communication can expect to develop

- Confidence and competence in presentations.
- Effective, productive, and ethical communication skills for building personal and organizational relationships.
- Knowledge about the mass media and how those media affect how we communicate.
- Knowledge of how advertising and publicity messages are used and the ability to craft such messages.
- Skill in using communication technology and in evaluating how technology affects communication.
- The ability to effectively communicate within and across gender and cultures.
- Strategies for effectively managing conflict.
- Competence in constructing and analyzing arguments intended to influence beliefs, attitudes, values, and practices.
- Knowledge of theories that explain interpersonal, organizational, and mass mediated communication, and competence in systematic inquiry, including an understanding of the limitations of conclusions reached.
- Strategies to collect accurate information through observation, interviews, and research.
- Ability to recognize and correct errors in standard written English and in improving the style and structure of written texts.

Students who complete the **applied communication emphasis** will develop competence in

- Ability to effectively communicate within and across gender and cultures.
- Strategies for effectively managing conflict.
- Competence in constructing and analyzing arguments intended to influence beliefs, attitudes, values and practices.

Students who complete the **digital communication emphasis** will develop competence in

- Skill in obtaining still images, audio, and video, and combining these media with text to tell stories effectively.
- Recognizing and correcting errors in standard written English and in improving the style and structure of written texts.
- Competence in designing, laying out, and publishing content online and in print.

Communication Major

Students adopting the communication major will complete all of the communication core courses and then will complete the coursework in either the applied communication track or the digital communication track.

Communication Core Courses

- G-CM 120** Introduction to Human Communication (3 hours)
- CM 135** Media Writing (3 hours)
- G-CM 140** Public Speaking (3 hours)
- CM 210** Multimedia Storytelling I (3 hours)
- G-AR 220** Graphic Design for non-art majors (3 hours)
- *G-CM 221** Intercultural Communication (3 hours)
- G-MA 221** Elementary Applied Statistics (4 hours)
- CM 305** Editing (3 hours)
- CM 310** Public Relations (3 hours)
- *EN 313** Advanced Expository Writing (3 hours)
- CM 315/320** Journalism/Video Practicum (2 hours) [One practicum *must be* print journalism]
- CM 350** Web Design I (3 hours)
- CM 375** Junior Seminar in Communication (1 hour)
- *CM 475A** Sr. Seminar in Research (2 hours)
- *CM 475B** Senior Project in Communication (1 hour)

Applied Communication Track

- *G-CM 130** Interpersonal Communication (3 hours)
- CM 240** Gender Communication (3 hours)
- CM 325** Conflict Communication (3 hours)
- CM 330** Persuasion (3 hours)

Total: 52 hours

Digital Communication Track

AR 130 Design Software (2 hours)
AR205 Multi-Media Software (2 hours)
CM320 Video Practicum (1 hour)
AR335 Interactive Software (3 hours)
CM410 Multimedia Storytelling II (3 hours)
CM440 Web Design II (3 hours)

Total: 54 hours

Competency Exam

Students who plan to major in Communication must pass a writing competency exam. This exam will be offered in the spring semester, before pre-enrollment for the fall. Transfer students will take the exam early in their first semester at the college. Students who fail the exam may re-take it after participating in guided study and practice of writing.

Communication Minor

A minor in communication consists of **G-CM 120** Introduction to Human Communication (3 hours), and any other 17 hours of communication course. Journalism and Video Practica may make up no more than four hours of coursework in the minor.

Communication & English Course Descriptions

Course Descriptions - Communication

G-CM 120 Introduction to Human Communication

3 hours

An introduction to the elements of the communication process in its personal and social aspects. Students will examine the breadth of the field of communication including intrapersonal, interpersonal, small group, mass media, organizational, intercultural, and public communication. Students will examine how humans use emerging media—websites, online channels, social media sites, etc.—to create a sense of self, express themselves to others, and to gain a fuller picture of the generalized other in society. Written communication skills will be emphasized through specific assignments. (Fall, Spring)

G-CM 130 Interpersonal Communication

3 hours (Language Intensive)

An oral communication course designed to acquaint students with the basic concepts of human communication as well as the more specialized skills needed to develop and maintain interpersonal relationships. Self-concept, self-disclosure, perception, relationship development, and mass media portrayals of interpersonal relationships are among the major units covered. (Fall)

CM 135 Media Writing

3 hours

A study of contemporary media emphasizing information media literacy and reporting and writing the news for various media including web, broadcast media, and social media. (Fall)

G-CM 140 Public Speaking

3 hours

Study and practice of a wide range of formal and informal public speaking activities. Students will focus on developing an extemporaneous delivery of speeches based on experience with and research of topics. Students will practice multiple types of speeches including speeches to inform, to persuade, and for special occasions. (Fall, Spring)

CM 210 Multimedia Storytelling

3 hours

An introduction to the use of text, graphics, audio, and video for telling multimedia stories. Prior completion of CM135 Journalism and AR203 Photography I recommended but not required. (Spring, even years)

G-CM 218 Business and Professional Communication

3 hours (Language Intensive)

This course is designed to expose students to strategies for effective communication in a business environment. Students will learn skills to improve both oral and written communication. Topics include using technology to enhance presentations, nonverbal communication in the workplace, and communicating about discrimination. (Fall, Spring)

G-CM 221 Intercultural Communication

3 hours (Language Intensive)

This course provides a broad overview of the study in communication both between and within nations, cultures, and subcultures. Students will investigate issues related to communication between people of different cultural orientations and also examine how cultural others are misperceived in interpersonal interactions and misrepresented in the media. Students will examine tensions between cultures and discuss ways to approach them by delving into specific cultural and communication rituals different from our own. Films will be used to study different cultural elements and concepts. (Spring, even years; Interterm, odd years)

CM 240 Gender Communication

3 hours

This course examines the influence of gender on communication in interpersonal, instructional, organizational and mass mediated contexts. Topics of examination include interpersonal violence, discrimination, and other contemporary social problems. Focus will be given to understanding gender as a cultural group. (Spring, even years.)

CM 305 Editing

3 hours

An introduction to editing. Students learn how to correct, tighten and clarify texts and how to apply design principles to a variety of documents and publications. (Fall, odd years)

CM 310 Public Relations

3 hours

A service learning course that allows the study of the fundamental principles, strategies, and skills used in contemporary public relations. The course aims to give students practice in analyzing and responding ethically to PR issues and in researching, planning, writing, and designing a variety of PR materials. Students will examine how PR professionals use social media to send campaign messages to various publics. Students will work as a class on a PR campaign for a non-profit organization. Prerequisite of Junior standing or instructor permission. (Spring, odd years)

CM 315 Journalism Practica

1 hour each

Experience for students on the campus newspaper or other student publication. May be repeated, with not more than two hours in any one emphasis and six hours maximum. (Fall, spring)

CM 315A Journalism Practicum: Reporting

Gathering and writing news for the campus paper or other student publication. Prerequisite: Consent of publication's faculty adviser.

CM 315B Journalism Practicum: Editing

Copy editing, headline writing, and production management for the campus newspaper or other student publication. Prerequisite: Selection by the board of publications to an editorial position or consent of the publication's adviser.

CM 315c Journalism Practicum: Layout and Design

Designing and creating camera-ready copy using a desktop publishing system. Prerequisite: Selection by the board of publications to an editorial position or consent of the publication's adviser.

CM 315D Journalism Practicum: Advertising

Selling and designing advertisements for the campus publications. Prerequisite: Selection by the board of publications to an advertising position.

CM 315e Journalism Practicum: Photojournalism

Taking, developing, and printing photographs for student publications. Prerequisite: AR 203 Photography or consent of the publication's adviser.

CM 315F Journalism Practicum: Multimedia

Developing multimedia stories for online student publications. Prerequisite: CM 210 Multimedia Storytelling or consent of the publication's adviser.

CM 325 Conflict Communication

3 hours

This course examines issues related to sources of conflict in communication. Orientations to conflict and the management of conflict will be examined. A critique and synthesis of conceptual approaches and research is covered that pertains to conflict in interpersonal, organizational, and public communication settings. (Fall, odd years)

CM 330 Persuasion

3 hours

An examination of theories of persuasion, persuasion variables, principles of effective persuasion, and persuasion in interpersonal, small group, organizational and mediated contexts. In addition to studying verbal persuasion, students will examine the nature of visual persuasion in everyday life, learn how to manipulate the formal elements of visual imagery to deliver a persuasive message, discover how visual imagery influences behavior, develop strategies to protect themselves from the unwanted messages images convey, and learn how to use persuasion wisely in their own creations. (Fall, even years)

CM 350 Web Design I

3 hours

An introduction to web design and web usability to standards-compliant web sites built with HTML and CSS. (Interterm)

CM 375 Junior Seminar in Communication

1 hour

This course will cover an in-depth study of media theory and ethics. Students will consider how media impact their audiences. Case studies will be examined to enhance the understanding of ethical decision-making. (Fall)

CM 440 Web Design II

3 hours

Students will learn skills needed to competently create and maintain web pages in a professional communication.

CM 475A Senior Seminar in Communication Research

2 hours (Language Intensive)

This course will introduce qualitative and quantitative research methods. Students will learn how to search for, comprehend, and create research documents. Ethics and professional conduct will be included in classroom discussions. Class time will also be devoted to the discussion of post college plans including job searching, resume writing, cover letter creation, and interviewing. (Fall)

CM475B Senior Project in Communication

1 hour (Language Intensive)

Each student will complete a service learning thesis project using communication skills learned throughout the program. The projects will be presented in a public forum at the end of the semester. (Spring)

CM 388 Career Connections in Communication

4-8 hours

An internship in a career-related position. For communication majors and minors only.

Individual courses Available

295/495 Field Experience (1-4 hours)

299/499 Independent Study (1-4 hours)

388 Career Connections (4-8 hours)

445 Readings and Research (1-4 hours)

Course Descriptions - Composition And Linguistics

G-EN 110 College Rhetoric I

3 hours

A course designed to help students develop college-level skills in writing. Required of all entering freshmen. (Fall)

G-EN 111 College Rhetoric II

3 hours

A continuation of EN 110, designed to help students develop college-level skills in writing and information literacy with an emphasis on writing from research. Required of all entering freshmen. (Spring)

EN 230 Linguistics

2 hours

An introductory course in linguistics to introduce students to the discipline and help them analyze the structure, phonology, morphology, and syntax of the English language. Includes some study of families of languages and fundamental differences among languages around the world. (Fall)

EN 313 Advanced Expository Writing

3 hours (Language Intensive)

An advanced study of the theory and practice of rhetoric, including practice of the techniques of creative non-fiction. (Spring)

EN 335 Advanced English Grammar

2 hours

Systematic study of the structure of the English language and a consideration of current theories of analysis. (Spring)

EN 350 Theory and Practice of Tutoring Writing

0-1 hour

An introduction to the theory of composition and writing pedagogy and guided practice in responding to student writing. Required of students before or during their first semester as tutors in the college's Writing Lab. (Every semester, as needed)

EN 351 Practicum in Tutoring Writing

0-1 hour

Experience in reading and responding responsibly to student writing as a tutor in the college's Writing Lab. Prerequisite: EN 350 Theory and Practice of Tutoring Writing. Required of students who tutor in the college's Writing Lab (except those enrolled in EN 350). (Every semester)

EN 420 Creative Writing

3 hours

Study and practice in writing original poetry and fiction. (Drama is an option for those who desire it.) Establishing a writing discipline is emphasized. Upper-level students only unless instructor permission is granted. (Spring, odd years)

EN 430 History and Structure of English

2 hours

A study of the development of the English language and a descriptive structural grammar of English, emphasizing the phonology, morphology and the syntax of current English. Social and regional English will be analyzed as well as differences in oral and written English. Prerequisite: EN 230. (Spring, odd years)

Course Descriptions - Literature

G-EN 210 Masterpieces of World Literature

3-4 hours (Language Intensive if taken for 4 hours)

A study of masterworks of world literatures, from beginnings through the twentieth century. (Fall)

G-EN 220 Contemporary World Literature

3-4 hours (Language Intensive if taken for 4 hours)

A study of important contemporary works from various world cultures. (Spring)

G-EN 235 Selected Topics in Literature

3-4 hours

A focused study of the literature of a particular group, period, or region. Topics vary. (Interterm)

EN 250 American Literature I

3 hours

A study of writers and works (including Native American works) dating from European explorations of the New World to 1865. (Fall, even years)

G-EN 255 American Literature II

3-4 hours (Language Intensive if taken for 4 hours)

A study of writers and works dating from 1865 to the present. Effort is made to fairly represent works by Native Americans and American minorities. Language- intensive if taken for 4 credit hours. (Spring, odd years)

G-EN 270 Fiction

3-4 hours (Language Intensive if taken for 4 hours)

An introduction to the elements of fiction and the historical development of the genre. Emphasis is upon development of critical reading skills.

Writing of short fiction is also required. Language-intensive if taken for 4 credit hours. (Fall, odd years)

EN 320 Young Adult Literature

2 hours

A review of the literature and themes appealing to young adults. The course includes selection and evaluation of literature and methods of presenting literature to young adults. Designed for educators. (Spring, odd years)

EN 340 British Literature I

3-4 hours

A study of major writers and works from the earliest times through Shakespeare. (Fall, odd years)

EN 345 British Literature II

3-4 hours

A study of major writers and works from Romanticism through the 20th century. (Spring, even years)

G-EN 370 Poetry

3-4 hours (Language Intensive if taken for 4 hours)

A study of poets and poetic techniques. Some writing of poetry required. (Spring, odd years)

EN 375 Junior Seminar in English

1 hour

A study of literary theory and techniques of literary analysis, both classical and contemporary. (Fall)

EN 445 Readings and Research in English

1-4 hours

Special research and intensive reading on special topics, genres, movements. Open only to students with 12 hours of course work or more in English. (by appointment only)

EN 475 Seminar in English

2 hours

A capstone course for English majors. Students will produce a major critical project demonstrating competencies in speech, writing, and information literacy. Completing a creative thesis is an option, but requires an application and faculty approval. Students may enroll for the course spring, interterm, or fall during the senior year; the course meets throughout the year.