

# Communication Program

## Purpose Statement

The mission of the communication department is to prepare competent communicators by providing students a foundation in communication theory and practice that will enhance their personal, civic, and professional lives.

Students who complete the communication major can expect to develop

- the ability to express audience-centered messages clearly in both speaking and writing.
- confidence and competence in speaking encounters whether for public presentations or for building interpersonal and professional relationships.
- strategies for overcoming communication barriers.
- media literacy including knowledge about how media are created and how media affect how we communicate.

Students who complete the digital media major with the communication emphasis will develop competence in

- the ability to express audience-centered messages clearly in both speaking and writing.
- obtaining still images, audio, and video, and combining these media with text to tell stories effectively.
- designing, laying out, and publishing content online and in print.
- media literacy including knowledge about how media are created and how media affect how we communicate.

## Communication Major

**G-CM 120** Introduction to Human Communication (3 hours)

**\*G-CM 130** Interpersonal Communication (3 hours)

**CM 135** Media Writing (3 hours)

**G-CM 140** Public Speaking (3 hours)

**CM 210** Multimedia Storytelling (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 240** Gender Communication (3 hours)

**CM 305** Editing (3 hours)

**CM 310** Public Relations (3 hours)

**\*EN 313** Advanced Expository Writing (3 hours)

**CM 315** Communication Practica (2 hours)

**CM 325** Conflict Communication (3 hours)

**CM 330** Persuasion and Social Influence (3 hours)

**CM 350** Web Design I (3 hours)

**CM 375** Junior Seminar in Communication (1 hour)

**\*CM 475A** Senior Seminar in Communication Research (2 hours)

**\*CM 475B** Senior Project in Communication (1 hour)

*Total: 52 hours*

## Digital Media Major

All students completing the digital media major must complete the core courses (25 credit hours). They will then elect to complete the courses in either the communication **or** the visual design emphasis.

### Core Courses

**AR 130** Design Software (2 hours)

**AR 205** Multimedia Software (2 hours)

**AR 230** Graphic Design I (3 hours)

**CM 330** Persuasion and Social Influence (3 hours)

**AR 335** Moving Image Software (3 hours)

**CM 350/AR 340** Web Design I (3 hours)

**CM 360** Videography I (3 hours)

**CM 440/AR 450** Web Design II (3 hours)

**CM 410** Videography II (3 hours)

*Total: 25 hours*

### Choose one area of emphasis:

#### Communication Emphasis

**G-CM 120** Introduction to Human Communications (3 hours)  
**CM 135** Media Writing (3 hours)  
**CM 210** Multimedia Storytelling I (3 hours)  
**G-CM 221** Intercultural Communication (3 hours)  
**CM 305** Editing (3 hours)  
**EN 315** Expository Writing (3 hours)  
**CM 315** Communication Practica (2 hours)  
**CM 310** Public Relations and Social Media Campaign (3 hours)  
**CM 375** Junior Seminar (1 hour)  
**CM 475A** Senior Seminar in Communication Research (2 hours)  
**CM 475B** Senior Project in Communication (1 hour)

*Total: 27 hours*

### OR:

#### Visual Design Emphasis

**AR 103** Elementary Design (3 hours)  
**AR 203** Photography I (2 hours)  
**AR 235** Graphic Design II (3 hours)  
**AR 260** UX/UI Prototyping (2 hours)  
**AR 265** UX/UI Application (2 hours)  
**AR 303** Photography II (3 hours)  
**AR 320** Typography/Logo Branding (2 hours)  
**AR 330** Graphic Design III (3 hours)  
**AR 333** Commercial Photography I (3 hours)  
**AR 475G** Graphic Design IV (3 hours)  
**AR 470** Graphic Design Senior Show (1 hour)

*Total: 27 hours*

#### Suggested Supporting Courses for either emphasis

**BA 221** Marketing  
**BA 322** Advertising and Promotion  
**BA 327** Consumer Behavior  
**BA 427** Marketing Research  
**ET 101** Creativity and Innovation

### Competency Exam

Students who plan to major in communication, or the communication emphasis of the digital media major, 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 courses. Communication practica may make up no more than four hours of coursework in the minor.

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## Communication 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, 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. (Spring)

### **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, Interterm, 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. (Fall)

### **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 and Social Media Campaigns**

*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 Communication Practica (A - G listed below) 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 Communication Practicum: Reporting**

*1 hour*

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

**CM 315B Communication Practicum: Editing**

*1 hour*

Copy editing, headline writing, and production management for the campus newspaper or other student publication. Prerequisite: Selection by faculty advisor and Editor-in-Chief to an editorial position or consent of the publication's adviser.

**CM 315C Communication Practicum: Layout and Design**

*1 hour*

Designing and creating copy using a desktop publishing system. Prerequisite: Selection by faculty advisor and Editor-in-Chief to an editorial position or consent of the publication's adviser.

**CM 315D Communication Practicum: Advertising**

*1 hour*

Selling and designing advertisements for the campus publications. Prerequisite: Selection by faculty advisor and Editor-in-Chief to an editorial position or consent of the publication's adviser.

**CM 315E Communication Practicum: Photojournalism**

*1 hour*

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

**CM 315F Communication Practicum: Multimedia**

*1 hour*

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

**CM 315G Communication Practicum: Video**

*1 hour*

Theory and practice of video production through hands-on video experience. Students will practice shooting and editing video from live-action events. Editing software choice is up to the student, though Adobe Premiere Pro is highly recommended. Elective for communication major and minor to meet communication practicum requirement. Prerequisite: CM210 Multimedia Storytelling.

**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. (Spring, odd years)

**CM 330 Persuasion and Social Influence**

*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, 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)

**CM 350 Web Design I (Cross-Listed with AR 340 Web Design I)**

*3 hours*

An introduction to web design, web usability, and standards-compliant web sites built with HTML and CSS. Prerequisite: AR 130 Design Software. AR 230 Graphic Design I recommended but not required. (Interterm)

**CM 360 Videography I**

*3 hours*

Video production for promotional videos, title sequences, and commercials, with a duration under 1 minute. Students will practice shooting and editing video, and producing graphics, for creative sequences that promote different subjects. Prerequisite: CM 210 Multimedia Storytelling. (Fall)

**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 410 Videography II**

*3 hours*

Short-form video production for news items, short films, and documentaries. Includes the use of photography, video, audio, and graphics for telling compelling video stories with a duration between 4 and 10 minutes. Students will practice shooting and editing video for various situations with a focus on creativity in film-making. Prerequisite: CM 210 Multimedia Storytelling. (Spring)

**CM 440 Web Design II (Cross-Listed with AR 450)**

*3 hours*

A recap of HTML and CSS and a more detailed exploration of responsive design. Students will utilize grids for layout and explore advanced styling for building dynamic web pages. Focuses on the skills students need to competently create and maintain their work, using best practices advocated by professional web designers. Prerequisite: CM 340 Web Design I. (Spring)

**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.

**Special Course Options**

**295/495** Field Experience (1-4 hours)

**297** Study Abroad (12-16 hours)

**299/499** Independent Study (1-4 hours)

**388** Career Connections (3-10 hours)

**445** Readings and Research (1-4 hours)