School of Communication & Journalism

Majors from the School of Communication and Journalism are employed as news and sports reporters, anchors, film editors, cinematographers, producers, public relations specialists, not-for-profit managers, magazine writers, legislative aides, HR managers, account executives, research associates, project managers, and public affairs directors. The School offers undergraduate degree programs in Communication, Journalism, Public Relations, and Media Studies. These programs offer students opportunities to create and understand the transmission and reception of messages within specific contexts.

Students must comply with these requirements to be admitted to any of the four majors in the School of Communication and Journalism:

Communication (COMM)

Students must apply for admission to the COMM major. Before applying, students must: 1) Have a minimum of a 2.3 GPA in ENGL 1120 and a core Social Science course (may not use a History course); 2) Complete ENGL 1120, CMJN 2100 or 2103, and a Core Social Science course with a C or better; 3) Successfully complete COMM 1000 or COMM 1003 with a B or better; 4) Successfully complete 30 hours of degree-applicable course credits (including AP and proficiency credits); and 5) Write a 300-word essay. Note: Students who transfer to Auburn University must apply to the COMM major and complete one semester at Auburn before applying for admission.

Journalism (JRNL)

Students must apply for admission to the JRNL major. Before applying, students must: 1) Have a minimum of a 2.3 GPA in ENGL 1120 and a Core Social Science course; 2) Complete ENGL 1120, CMJN 2100 or CMJN 2103, and a Core Social Science course with a C or better; 3) Successfully pass JRNL 1AA0 or JRNL 1100 with a “B” or better; 4) Complete JRNL 2210 or JRNL 2213 with a “C” or better; 5) Successfully complete 30 hours of degree-applicable course credits (including AP and proficiency credits); and 6) Write a 300-word essay. Note: Students who transfer to Auburn University must apply to the JRNL major and complete one semester at Auburn University before applying for admission.

Media Studies (MDIA or MDIV)

Students must apply for admission to the MDIA major. Before applying, students must: 1) Have a minimum of a 2.3 GPA in ENGL 1120 and a Core Social Science course; 2) Complete ENGL 1120, CMJN 2100 or CMJN 2103, and a Core Social Science course with a C or better; 3) Successfully complete COMM 1000 or COMM 1003 with a B or better; 4) Successfully complete 30 hours of degree-applicable course credits (including AP and proficiency credits); and 5) Write a 300-word essay. Note: Students who transfer to Auburn University must apply to the MDIA major and complete one semester at Auburn University before applying for admission.

Public Relations (PRCM)

Students must apply for admission to the PRCM major. Before applying, students must: 1) Have a minimum of a 2.3 GPA in ENGL 1120 and a Core Social Science course; 2) Complete ENGL 1120, CMJN 2100 or CMJN 2103, and a Core Social Science course with a C or better; 3) Successfully pass JRNL 1AA0 or JRNL 1100 with a “B” or better; 4) Complete PRCM 2400 with a “C” or better; 5) Successfully complete 30 hours of degree-applicable course credits (including AP and proficiency credits); and 6) Write a 300-word essay. Note: Students who transfer to Auburn University must apply to the PRCM major and complete one semester at Auburn University before applying for admission.

Major

- Communication (http://bulletin.auburn.edu/undergraduate/collegeofliberalarts/departmentofcommunicationjournalismcmjn/communication_major)
- Journalism (http://bulletin.auburn.edu/undergraduate/collegeofliberalarts/departmentofcommunicationjournalismcmjn/journalism_major)
- Public Relations (http://bulletin.auburn.edu/undergraduate/collegeofliberalarts/departmentofcommunicationjournalismcmjn/publicrelations_major)
- Media Studies (http://bulletin.auburn.edu/undergraduate/collegeofliberalarts/departmentofcommunicationjournalismcmjn/radiotelevisionandfilm_major)
- Media Studies — Visual Media Option (http://bulletin.auburn.edu/undergraduate/collegeofliberalarts/departmentofcommunicationjournalismcmjn/mediastudiesvisualmedia_major)
Minor

- Communication (http://bulletin.auburn.edu/undergraduate/collegeofliberalarts/departmentofcommunicationjournalismcmjn/communication_minor)
- Intercultural Communication (http://bulletin.auburn.edu/undergraduate/collegeofliberalarts/departmentofcommunicationjournalismcmjn/interculturalcommunication_minor)
- Journalism (http://bulletin.auburn.edu/undergraduate/collegeofliberalarts/departmentofcommunicationjournalismcmjn/journalism_minor)
- Sports Communication (http://bulletin.auburn.edu/undergraduate/collegeofliberalarts/departmentofcommunicationjournalismcmjn/sportcommunication_minor)

Communication and Journalism Courses

**CMJN 2100/2103 CONCEPTS IN COMMUNICATIONS AND JOURNALISM (3)** LEC. 2. LAB. 1. Introduction to the basic principles of various communication forms, the dominant communication theories, and communication industries. May count either CMJN 2100 or CMJN 2103.

**CMJN 2910 COMMUNICATION AND JOURNALISM PRACTICUM (1-3)** PRA. SU. Departmental Approval. Practical experiences in potential career fields gained while working in professional settings. One to three hours variable credit. Course may be repeated for a maximum of 3 credit hours.

**CMJN 3110/3113 SPORTS MEDIA RELATIONS (3)** LEC. 3. Pr. CMJN 2100 or CMJN 2103. Focuses on the major concepts and theories of the management of sports media relations. Will include discussion of issues, philosophies and cases. May count either sections CMJN 3110 or MDIA 4350.

**CMJN 3210/3213 NEWS AND SPORTS ANNOUNCING (3)** LEC. 3. Pr. CMJN 2100 or CMJN 2103 or Departmental approval. This class focuses on the theory and practical technique of studio and field announcing. Primary emphasis will be placed on announcing for news and sports. Additional attention will be given to voice over announcing.

**CMJN 3350/3353 VISUAL COMMUNICATION (3)** LEC. 3. Visual literacy, cognition, aesthetics, critical evaluation, and technology in human communication, with emphasis on impact of visual media in informative, interpretive, and persuasive message.

**CMJN 3410/3413 INTRODUCTION TO SPORTS VIDEO PRODUCTION (3)** LEC. 2, LST. 1. Introduction to multi-camera live sports production, video and audio editing techniques, how to operate equipment, create basic animated graphics, learn work crew positions and understand a script. Students will complete work for the SEC Network and War Eagle Productions.

**CMJN 3510/3513 CONTROL ROOM OPERATIONS (3)** LEC. 3. Introduction to various control room positions and equipment associated with a live broadcast. Students will learn the skills needed to set up, adjust and operate production equipment before and during broadcasts.

**CMJN 3650/3653 RHETORIC OF SPORTS (3)** LEC. 3. Examination of sports in the public sphere, using rhetorical theories to understand how sports contribute to social issues such as identity, community, ethnicity, gender, and politics. May count either CMJN 3650 or COMM 3650.

**CMJN 4000/4003 MASS MEDIA LAW AND REGULATION (3)** LEC. 3. Pr. CMJN 2100 or CMJN 2103. and junior or senior standing. Laws and regulations that govern journalists, media content and industries.

**CMJN 4323 SPORTS MEDIA MANAGEMENT (3)** DSL. 3. Addresses principles and practices of managing sports media properties across multiple platforms.

**CMJN 4340/4343 MASS COMMUNICATION AND FAMILY (3)** LEC. 3. Examination of the relationship between the American family and the mass communication industry.

**CMJN 4370/4373 MASS COMMUNICATION AND RELIGION (3)** LEC. 3. Examines the relationship between mass communication and religion. Portrayals and influences will be analyzed.

**CMJN 4400/4403 GENDER COMMUNICATION (3)** LEC. 3. Examination of the ways in which gender is created, maintained, and/or changed through communication.
CMJN 4410/4413 ADVANCED SPORTS VIDEO PRODUCTION (3) LEC. 2, LST. 1. Pr. CMJN 3410. This course is designed to give students in-depth training that covers advanced video editing techniques and effects. In addition, students will gain experience with advanced camera operation and techniques, focusing on high-quality production throughout the process.

CMJN 4430/4433 SPORTS, MEDIA AND SOCIETY (3) LEC. 3. Cultural and professional implications of the relationship between sports and media. May count either CMJN 4430 or JRNL 4430.

CMJN 4510/4513 SPORTS STORYTELLING & VIDEO PROFILES (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and (CMJN 3410 or CMJN 3413) and (JRNL 1100 or JRNL 1AA0) and (JRNL 2210 or JRNL 2213). Technology has changed the landscape of how sports stories are seen and ingested today. Students will explore the art of sports storytelling and learn the foundational skills needed to effectively use cameras, lighting, editing equipment and other industry-standard tools to tell a visual story.

CMJN 4610 LIVE SPORTS PRODUCING (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and (JRNL 1100 or JRNL 1AA0) and (JRNL 2210 or JRNL 2213) and CMJN 3510. Students will learn how to produce live events for broadcast and in-venue video boards. Students will gain the necessary knowledge and skills for producing a high-quality live event. This includes preparation, decision making skills and industry-standard terminology.

CMJN 4970/4973 SPECIAL TOPICS IN COMMUNICATION AND JOURNALISM (3) LEC. 3. Specialized topics related to the study and practice of Communication, Journalism, Media Studies and/or Public Relations. Course may be repeated for a maximum of 6 credit hours.

CMJN 5100 CMJN ABROAD (3) AAB. 3. Explores theory, research, and practice in the fields of communication, media, and public relations in an international context. May count either CMJN 5100 or CMJN 6100.

CMJN 6100 CMJN ABROAD (3) AAB. 3. Explores theory, research, and practice in the fields of communication, media, and public relations in an international context. May count either CMJN 5100 or CMJN 6100.

Communication Courses

COMM 1000/1003 PUBLIC SPEAKING (3) LEC. 3. Oral communication theory and practice in a public speaking setting, with emphasis on content, organization, delivery, and adaptation to the audience.

COMM 1007 HONORS PUBLIC SPEAKING (3) LEC. 3. Pr. Honors College. This course will focus on numerous elements of oral communication - public speaking, group communication and interpersonal communication. This is different from a typical speech class that focuses solely on public speaking. An emphasis will also be placed on debate(forensics).

COMM 2010/2013 COMMUNICATION IN SOCIETY (3) LEC. 3. Theory underlying the construction of rhetorical messages as well as critical perspectives for the analysis of public discourse. May count either COMM 2010 or COMM 2013.

COMM 2400/2403 INTRODUCTION TO WORKPLACE COMMUNICATION (3) LEC. 3. Communication in modern organizations, emphasizing practice in areas such as interviewing, managing meeting, and conducting professional presentations. May count either COMM 2400 or COMM 2403.

COMM 2410/2413 SMALL GROUP COMMUNICATION (3) LEC. 3. Theory and practice of competent communication in task-oriented small group settings such as committees. Topics include roles, leadership, decision making, problem solving, and conflict management. May count either COMM 2410 or COMM 2413.

COMM 3100/3103 ADVANCED PUBLIC SPEAKING (3) LEC. 3. Pr. COMM 1000 or COMM 1003. Refining the knowledge and skills necessary for communicating clearly and effectively in oral presentations. May count either COMM 3100 or COMM 3103.

COMM 3110/3113 PERSUASION (3) LEC. 3. Understanding and analyzing persuasive messages. Survey of theoretical approaches to attitude formation and change. Developing skills as a critical evaluator of persuasive messages. May count either COMM 3110 or COMM 3113.

COMM 3300/3303 COMMUNICATION AND CONFLICT (3) LEC. 3. Enhance awareness of and develop skills in managing conflict processes in interpersonal relationships. May count either COMM 3300 or COMM 3303.

COMM 3400/3403 ORGANIZATIONAL COMMUNICATION (3) LEC. 3. This course examines theory, approaches, and processes associated with organizational communication. May count either COMM 3400 or COMM 3403.

COMM 3450/3453 INTERCULTURAL COMMUNICATION (3) LEC. 3. Different types of problems encountered when communicating with different cultures. May count either COMM 3450 or COMM 3453.
COMM 3500/3503 FOUNDATIONS OF HUMAN COMMUNICATION (3) LEC. 3. Pr. CMJN 2100 or CMJN 2103. Theories examining the nature of human communication. May count either COMM 3500 or COMM 3503.

COMM 3510/3513 RESEARCH IN HUMAN COMMUNICATION (3) LEC. 3. Pr. CMJN 2100 or CMJN 2103. Introduction to and application of quantitative and qualitative methods of communication research. May count either COMM 3510 or COMM 3513.

COMM 3600/3603 FOUNDATIONS OF RHETORIC AND SOCIAL INFLUENCE (3) LEC. 3. Pr. CMJN 2100 or CMJN 2103. Rhetorical theory from its classical roots to contemporary thinkers. Relates rhetorical theory and analysis to understanding persuasive discourse in our society. May count either COMM 3600 or COMM 3603.

COMM 3610/3613 RESEARCH IN RHETORIC AND SOCIAL INFLUENCE (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103). Exploration of how to perform a critical analysis of various rhetorical artifacts. May count either COMM 3610 or COMM 3613.

COMM 3700/3703 ARGUMENTATION (3) LEC. 3. Examination of the critical tools necessary to evaluate arguments in current public discourse. May count either COMM 3700 or COMM 3703.

COMM 3800/3803 FAMILY COMMUNICATION (3) LEC. 3. Examines communication theory and research as applied to the family context (broadly defined). May count either COMM 3800 or COMM 3803.

COMM 3970/3973 SPECIAL TOPICS IN COMMUNICATION (3-6) LEC. Topics that range beyond what is covered in other courses within the COMM curriculum. Specific subject matter is left up to the individual instructor. Course may be repeated for a maximum of 6 credit hours.

COMM 4100/4103 COMMUNICATION STRATEGIES OF SOCIAL MOVEMENTS (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and (COMM 3500 or COMM 3503) and (COMM 3600 or COMM 3603) and (COMM 3510 or COMM 3513 or COMM 3610 or COMM 3613). and Declared major in AGCO, COMM, JRNL, PRCM, MDIA, MDIV or Departmental approval. Examination of persuasive strategies used in social movements to attract members, solidify support, and effect social change. May count either COMM 4100 or COMM 4103.

COMM 4410/4413 THEORIES OF LEADERSHIP (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and (COMM 3500 or COMM 3503) and (COMM 3600 or COMM 3603) and (COMM 3510 or COMM 3513 or COMM 3610 or COMM 3613). and Declared major in AGCO, COMM, JRNL, PRCM, MDIA, or MDIV or Departmental approval. Examination of theory and research in leadership as a communication variable and behavioral practice in small group and organizational settings. May count either COMM 4410 or COMM 4413.

COMM 4420/4423 COMMUNICATION AND CREATIVITY (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and (COMM 3600 or COMM 3603) and (COMM 3500 or COMM 3503) and (COMM 3510 or COMM 3513 or COMM 3610 or COMM 3613). and Declared major in AGCO, COMM, JRNL, PRCM, MDIA, or MDIV or Departmental approval. This course examines creativity research and its practical applications, particularly in collaborative settings. May count either COMM 4420 or COMM 4423.

COMM 4430/4433 COMMUNICATION TRAINING AND CONSULTING (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and (COMM 3500 or COMM 3503) and (COMM 3600 or COMM 3603) and (COMM 3510 or COMM 3513 or COMM 3610 or COMM 3613). Declared major in AGCO, COMM, JRNL, PRCM, MDIA, MDIV, or Departmental approval. Introduction to theoretical and practical issues involved in communication training and consulting.

COMM 4480/4483 HEALTH PROMOTION MESSAGE AND DESIGN (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and (COMM 3500 or COMM 3503) and (COMM 3600 or COMM 3603) and (COMM 3510 or COMM 3513 or COMM 3610 or COMM 3613). and Declared major in AGCO, COMM, JRNL, PRCM, MDIA, or Departmental approval. Introduction to theoretical and practical issues involved in communication training and consulting.

COMM 4490/4493 HEALTH MEDIA & COMMUNICATION (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and (COMM 3500 or COMM 3503) and (COMM 3600 or COMM 3603) and (COMM 3510 or COMM 3513 or COMM 3610 or COMM 3613). and Departmental approval. Explores the quality and accuracy of mediated health messages, their effect on public understanding of disease and health, and their influence on individual health behaviors and interactions. Must have a declared major in AGCO, COMM, JRNL, PRCM, MDIA, or Departmental approval.

COMM 4500/4503 COMMUNICATION AND COGNITION (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and (COMM 3500 or COMM 3503) and (COMM 3600 or COMM 3603) and (COMM 3510 or COMM 3513 or COMM 3610 or COMM 3613). Declared major in AGCO, COMM, JRNL, PRCM, MDIA, or Departmental approval. Explores the relationship between cognitive and affective influences on communication in interpersonal and social interactions. May count either COMM 4500 or COMM 4503.
COMM 4700/4703 LEGAL COMMUNICATION (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and (COMM 3600 or COMM 3603) and (COMM 3500 or COMM 3503) and (COMM 3510 or COMM 3513 or COMM 3610 or COMM 3613). and Declared major in AGCO, COMM, JRNL, PRCM, MDIA, MDIV, or Departmental approval. Examination of communication processes in legal contexts. May count either COMM 4700 or COMM 4703.

COMM 4800/4803 INTERPERSONAL COMMUNICATION (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and (COMM 3500 or COMM 3503) and (COMM 3600 or COMM 3603) and (COMM 3510 or COMM 3513 or COMM 3610 or COMM 3613). and Declared major in AGCO, COMM, JRNL, PRCM, MDIA, MDIV or Departmental approval. Relationship between communication and the formation of self-identity and maintenance of relationships. May count either COMM 4800 or COMM 4803.

COMM 4810/4813 NONVERBAL COMMUNICATION (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and (COMM 3500 or COMM 3503) and (COMM 3600 or COMM 3613) and (COMM 3510 or COMM 3513 or COMM 3610 or COMM 3613). and Declared major in AGCO, COMM, JRNL, PRCM, MDIA, MDIV or Departmental approval. Theory of non-language based communication and the impact of these messages on the overall communication process. May count either COMM 4810 or COMM 4813.

COMM 4920 INTERNSHIP (3) INT. 200. Pr. (CMJN 2100 or CMJN 2103) and (COMM 3500 or COMM 3503) and (COMM 3600 or COMM 3603). and Admission to Internship Program. Declared major in COMM. Opportunity to apply classroom experience to career setting. Internship must be a supervised, closely monitored work experience, appropriate to the major, that takes place in a professional setting.

COMM 4930 DIRECTED STUDIES IN COMMUNICATION (3) IND. 3. Pr. (CMJN 2100 or CMJN 2103) and (COMM 3500 or COMM 3503) and (COMM 3600 or COMM 3603) and (COMM 3510 or COMM 3513 or COMM 3610 or COMM 3613). and Declared major in AGCO, COMM, JRNL, PRCM, MDIA, MDIV or Departmental approval. Independent study on a specific topic of interest not already addressed in any regular COMM course.

COMM 4967 HONORS SPECIAL PROBLEMS (1-3) IND. Pr. Honors College. COMM 3613. Pr. (CMJN 2100 or CMJN 2103) and (COMM 3600 or COMM 3603) and (COMM 3500 or COMM 3503) and (COMM 3510 or COMM 3513 or COMM 3610 or COMM 3613). and Declared major in AGCO, COMM, JRNL, PRCM, MDIA, MDIV or Departmental approval. Honors level independent study on a specific topic of interest not already addressed in any regular COMM course. Course may be repeated for a maximum of 3 credit hours.

COMM 4970/4973 SPECIAL TOPICS IN COMMUNICATION (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and (COMM 3500 or COMM 3503) and (COMM 3600 or COMM 3603) and (COMM 3510 or COMM 3513 or COMM 3610 or COMM 3613). and Declared major in AGCO, COMM, JRNL, PRCM, MDIA, MDIV or Departmental approval. Topics in communication. Course may be repeated with a change in topic. Course may be repeated for a maximum of 3 credit hours.

COMM 4997 HONORS THESIS (1-3) IND. Pr. Honors College. COMM 3600 or COMM 3603 and COMM 3500 or COMM 3503. and CMJN 2100 or CMJN 2103. and COMM 3510 or COMM 3513 or COMM 3610 or COMM 3613. Pr. (CMJN 2100 or CMJN 2103) and (COMM 3600 or COMM 3603) and (COMM 3500 or COMM 3503) and (COMM 3510 or COMM 3513 or COMM 3610 or COMM 3613). and Declared major in AGCO, COMM, JRNL, PRCM, MDIA, MDIV or Departmental approval. 2.3 GPA. Departmental approval. Course may be repeated for a maximum of 3 credit hours.

COMM 5430/5433 GENDER, WORK, AND COMMUNICATION (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and (COMM 3500 or COMM 3503) and (COMM 3600 or COMM 3603) and (COMM 3510 or COMM 3513 or COMM 3610 or COMM 3613). History, theory, and concepts central to the study of gender, work, and communication. May count either COMM 5430 or COMM 5433.

COMM 5470/5473 HEALTH COMMUNICATION (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and (COMM 3600 or COMM 3603) and (COMM 3500 or COMM 3503) and (COMM 3510 or COMM 3513 or COMM 3610 or COMM 3613). History, theory, and concepts central to the study and practice of health communication. May count either COMM 5470 or COMM 5473.

COMM 5600/5603 POLITICAL COMMUNICATION (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and (COMM 3600 or COMM 3603) and (COMM 3500 or COMM 3503) and (COMM 3510 or COMM 3513 or COMM 3610 or COMM 3613). History, theory, and concepts central to the study and practice of political communication. Students will be exposed to relevant theories and ideas and asked to apply this knowledge to current political activity. May count either COMM 5600 or COMM 5603.

COMM 5700/5703 DISCOURSE IN SOCIAL LIFE (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and (COMM 3500 or COMM 3503) and (COMM 3600 or COMM 3603) and (COMM 3510 or COMM 3513 or COMM 3610 or COMM 3613). and Declared major in AGCO, COMM, JRNL, PRCM, MDIA, MDIV or Departmental approval. Examines the functions of language and social interaction as they reflect and shape our identity in various contexts. May count COMM 5700 or 5703 or 6700.
COMM 6300 SEX, GENDER, AND SPORT (3) LEC. 3. Focuses on sport, as a gendered institution. The course examines intersections of gender with age, sexual orientation, social class, gender identity, race and ethnicity and politics.

COMM 6430 GENDER, WORK, AND COMMUNICATION (3) LEC. 3. History, theory, and concepts central to the study of gender, work, and communication.

COMM 6470 HEALTH COMMUNICATION (3) LEC. 3. History, theory, and concepts central to the study and practice of health communication.

COMM 6600 POLITICAL COMMUNICATION (3) LEC. 3. This course will examine the communication strategies involved in the varied contexts of politics. Students will be exposed to relevant theories and ideas and asked to apply this knowledge to current political activity.

COMM 6700 DISCOURSE IN SOCIAL LIFE (3) LEC. 3. Advanced approaches to language and social interaction as they reflect and shape identity of self, relationships, and group memberships. Graduate students only

COMM 7000 COMMUNICATION THEORY (3) LEC. 3. Critical examination of contemporary theories in communication.

COMM 7010 QUALITATIVE METHODS OF COMMUNICATION RESEARCH (3) LEC. 3. Qualitative research in communication; emphasis on understanding and engaging in a variety of qualitative methods.

COMM 7020 QUANTITATIVE METHODS OF COMMUNICATION RESEARCH (3) LEC. 3. Quantitative research in communication; emphasis on understanding and doing empirical research.

COMM 7230 RHETORICAL CRITICISM (3) LEC. 3. Advanced methods in rhetorical criticism, including tools for the analysis of persuasive messages.

COMM 7300 APPROACHES TO STUDYING LANGUAGE AND SOCIAL INTERACTION (3) LEC. 3. Major approaches to studying language and social interaction that collectively make up discourse analysis.

COMM 7410 DEVELOPMENT OF RHETORICAL THEORY (3) LEC. 3. Historical survey of rhetorical theory from ancient to contemporary era; special attention to the role of rhetoric in shaping attitudes towards persuasion.

COMM 7420 SEMINAR IN PERSUASION AND ATTITUDE CHANGE (3) LEC. 3. Critical examination of current theory and research in the persuasive act and its effects.

COMM 7430 SEMINAR IN AMERICAN PUBLIC ADDRESS (3) LEC. 3. Investigation of key issues and debates that have emerged in post-World War II America.

COMM 7440 SEMINAR IN ARGUMENTATION AND DEBATE (3) SEM. 3. Analysis of the fundamental theories of argumentation.

COMM 7450 SEMINAR IN INTRAPERSONAL PROCESSES IN COMMUNICATION (3) SEM. 3. Theories of cognitive and affective processing of information during speaking and listening.

COMM 7460 SEMINAR IN INTERPERSONAL COMMUNICATION (3) SEM. 3. Theories of the structure and function of interpersonal (dyadic) communication focusing on conversational behavior, traits, relationships, and persuasion.

COMM 7470 SEMINAR IN SMALL GROUP COMMUNICATION (3) SEM. 3. Advanced study of the principles of communication as they apply to the small group setting.

COMM 7480 SEMINAR IN ORGANIZATIONAL COMMUNICATION (3) SEM. 3. In-depth approach to the study of communication processes within the setting of modern organizations.

COMM 7490 HEALTH COMMUNICATION (3) LEC. 3. Examination and application of social science research approaches to the study of health communication.

COMM 7500 GENDER COMMUNICATION (3) LEC. 3. Exploration of current theories and research on the relationship between communication and gender.

COMM 7600 MASS COMMUNICATION THEORY (3) LEC. 3. Exploration of major areas of concern to the theoretical study of mass communication and the social impact of mediated messages.
COMM 7610 STUDIES IN POPULAR CULTURE AND MASS COMMUNICATION (3) LEC. 3. Critical approaches to identifying, interpreting and experiencing popular culture texts within historical, cultural and communication contexts.

COMM 7620 BROADCAST PROGRAMMING AND CRITICISM (3) LEC. 3. Exploration of critical, theoretical, and organizational issues relevant to programming and the production of culture within mass media environments.

COMM 7630 MEDIA MANAGEMENT (3) LEC. 3. In-depth analysis of current management issues specific to media managers in a multi-cultural world.

COMM 7640 SEMINAR IN FILM THEORY AND CRITICISM (3) SEM. 3. Exploration of classical and contemporary film theories and criticism.

COMM 7650 THE MASS MEDIA AND AMERICAN POLITICS (3) LEC. 3. Examination of the role of the mass communication system in the American political system.

COMM 7660 CULTURAL STUDIES IN MASS MEDIA (3) LEC. 3. Examination of communication research approaches to the study of culture and media.

COMM 7670 CONTEMPORARY ISSUES IN FIRST AMENDMENT LAW (3) LEC. 3. Exploration of controversial issues and cases in First Amendment Law that have been recently decided, are currently before courts, and have shaped the constitutional landscape in the United States.

COMM 7680 SPORTS, MEDIA, AND CULTURE (3) LEC. 3. Cultural implications of the relationship between sports and media.

COMM 7810 PUBLIC RELATIONS THEORY (3) LEC. 3. Current areas of concern in the theoretical study of public relations.

COMM 7820 PUBLIC RELATIONS CAMPAIGNS (3) LEC. 3. Application of public relations and communication concepts to campaign challenges.

COMM 7830 PUBLIC RELATIONS CASE STUDIES (3) LEC. 3. Examination of research on public relations case studies to provide a theoretical basis for analyzing similar situations in on the job.

COMM 7840 COMMUNICATION TRAINING AND CONSULTING (3) LEC. 3. Theory, concepts, and skills needed to be an effective communication trainer or consultant.

COMM 7930 DIRECTED STUDIES (1-3) IND. Conferences, readings, research, and reports in general communication, mass communication, or public relations. Course may be repeated for a maximum of 3 credit hours.

COMM 7970 SPECIAL TOPICS IN COMMUNICATION (3) SEM. 3. Advanced treatment of contemporary topics, trends, current research findings, and opportunities. Course may be repeated for credit with change in topic.

COMM 7980 NON-THESIS PROJECT IN COMMUNICATION (3-6) LEC. SU. Pr. COMM 7000 and COMM 7010 and COMM 7020. and Minimum 27 graduate hours. Professional experience in communication area of interest. Must include managerial experience. Only 3 hours will apply to the degree. Course may be repeated for a maximum of 6 credit hours.

COMM 7990 RESEARCH AND THESIS (1-6) MST. Course may be repeated with change in topics.

Journalism Courses

JRNL 1100/1103 JOURNALISM FUNDAMENTALS (3) LEC. 3. Emphasis on Associated Press Stylebook, word usage, and spelling for students interested in print, broadcast, public relations, and web-based writing.

JRNL 1AA0 JOURNALISM FUNDAMENTALS ENTRANCE EXAM (0) LAB. 1.5. SU. JRNL 1AA0 is an exam option for students who are required to take JRNL 1100. The course will test students on spelling, grammar, Associated Press Style and word usage to mirror content covered in the in-person course. This course is not repeatable.

JRNL 2210/2213 NEWSWRITING (3) LEC. 3. Pr. JRNL 1100 or JRNL 1AA0. With a minimum grade of "B" in JRNL 1100. Introduction to newswriting techniques, with emphasis on learning news values, recognizing parts of a story, and writing stories that meet standards of accuracy, grammar, style, spelling, law, and ethics.

JRNL 2310/2313 REPORTING (3) LEC. 3. Pr. JRNL 1100 or JRNL 1AA0 and JRNL 2210. With a minimum grade of "B" in JRNL 1100. Preparation for careers in gathering and telling the news. Course emphasizes the writing of accurate, clear, and meaningful news stories for print and digital formats.
JRNL 2320/2323 ADVISING STUDENT PUBLICATIONS (3) LEC. 3. Primarily for non-journalism and non-communication majors. Role and responsibilities of the publication adviser in high school and college.

JRNL 3010/3013 DIGITAL NEWS PRODUCTION (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and JRNL 1100 or JRNL 1AA0. with a minimum grade of "B" in JRNL 1100 and Declared major in AGCO, COMM, JRNL, PRCM, MDIA or MDIV. Introduction to the basics of digital video production. Emphasis on techniques used in producing newscasts for broadcast, web and mobile devices.

JRNL 3020/3023 DIGITAL NEWS REPORTING (3) LEC. 3. Pr. JRNL 1100 and JRNL 1AA0 and JRNL 3010 and (CMJN 2100 or CMJN 2103), with a minimum grade of "B" in JRNL 1100 and Declared major in AGCO, COMM, JRNL, PRCM, MDIA or MDIV. Writing and reporting digital news stories on deadline for broadcast, online, social media, and mobile outlets.

JRNL 3103 GLOBAL JOURNALISM AND MEDIA SYSTEMS (3) DSL. 3. The Internet and social media have created a world more connected than ever. Examines the economic, political, technological, and cultural changes that impact media and journalism globally.

JRNL 3110 INTRODUCTION TO APPLIED JOURNALISM (3) LEC. 3. Pr. JRNL 1100 or JRNL 1AA0 and JRNL 2210 and JRNL 2310 and (CMJN 2100 or CMJN 2103). with a minimum grade of "B" in JRNL 1100 and Declared major in AGCO, COMM, JRNL, PRCM, MDIV or MDIA. Introduction to how a media organization operates; provides an opportunity for students to gain practical, hands-on journalism experience.

JRNL 3220/3223 MAGAZINE AND FEATURE WRITING (3) LEC. 3. Pr. JRNL 1100 or JRNL 1AA0 and (CMJN 2100 or CMJN 2103) and JRNL 2210. with a minimum grade of "B" in JRNL 1100 and Declared major in AGCO, COMM, JRNL, PRCM, MDIA or MDIV. Introduction to writing colorful, human-interest non-fiction pieces that illustrate drama and impact. Students will learn how to pitch their ideas to editors in print and digital markets.

JRNL 3410/3413 PHOTOJOURNALISM (3) LEC. 3. Pr. JRNL 1100 or JRNL 1AA0 and (CMJN 2100 or CMJN 2103) and JRNL 2210. with a minimum grade of "B" in JRNL 1100 and Declared major in AGCO, COMM, JRNL, PRCM, MDIA or MDIV. Uses, techniques, and processes of digital photography for the newspaper, magazine, and web-based industries. Operations of digital SLRs and Photoshop and techniques for variety of assignments are addressed.

JRNL 3470/3473 EDITING AND DESIGN (3) LEC. 3. Pr. JRNL 1100 or JRNL 1AA0 and JRNL 2210 and (CMJN 2100 or CMJN 2103). with a minimum grade of "B" in JRNL 1100 and Declared major in AGCO, COMM, JRNL, PRCM, MDIA or MDIV. Introduction to the basics of design, layout, headline writing, typography, use of color, and selection of images for visual impact. Students will learn how to design news, sports, and magazine layouts, using Adobe InDesign and Photoshop.

JRNL 3510/3513 MULTIMEDIA JOURNALISM (3) LEC. 3. Pr. JRNL 1100 or JRNL 1AA0 and (CMJN 2100 or CMJN 2103) and JRNL 2210. with a minimum grade of "B" in JRNL 1100 and Declared major in AGCO, COMM, JRNL, PRCM, MDIA or MDIV. Introduction to multimedia journalistic storytelling. Reporting and production course where students use various technologies to produce journalism stories for digital platforms.

JRNL 3530/3533 SPORTS REPORTING (3) LEC. 3. Pr. JRNL 1100 or JRNL 1AA0 and (CMJN 2100 or CMJN 2103) and JRNL 2210 or (CMJN 2100 or CMJN 2103). with a minimum grade of "B" in JRNL 1100 and Declared major in AGCO, COMM, JRNL, PRCM, MDIA or MDIV. Sports reporting for print, broadcast, and online media, with emphasis on interviewing athletes, covering sporting events, and learning about issues surrounding sports.

JRNL 4230/4233 ADVANCED REPORTING (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and JRNL 1100 or JRNL 1AA0 and JRNL 2210 and JRNL 2310 and (JRNL 3220 and JRNL 3020) or (JRNL 3220 and JRNL 3530) or (JRNL 3020 or JRNL 3530). with a minimum grade of "B" in JRNL 1100 and Declared major in AGCO, COMM, JRNL, PRCM, MDIA or MDIV. Developing and writing news stories under deadline pressure; investigative and interpretative reporting.

JRNL 4320/4323 ENTREPRENEURIAL JOURNALISM (3) LEC. 3. Pr. JRNL 1100 and (CMJN 2100 or CMJN 2103). with a minimum grade of "B" in JRNL 1100 and Declared major in AGCO, COMM, JRNL, PRCM, MDIA or MDIV. or Departmental approval. Emphasis on content, advertising, audience, and marketing in news organizations and applying entrepreneurial principles to journalism start-ups.

JRNL 4410/4413 JOURNALISM HISTORY (3) LEC. 3. Issues facing the American press, from colonial times to the present, with emphasis on regional and state issues.

JRNL 4417 HONORS JOURNALISM HISTORY (3) LEC. 3. Pr. Honors College. Issues facing the American press, from colonial times to the present, with emphasis on regional and state issues. Credit will not be given for both JRNL 4410 and JRNL 4417.
JRNL 4470/4473 ADVANCED MAGAZINE AND FEATURE WRITING (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and JRNL 1100 or JRNL 1AA0 and JRNL 2210 and JRNL 2310 and JRNL 3220 and (JRNL 3020 or JRNL 3530). with a minimum grade of "B" in JRNL 1100 and Declared major in AGCO, COMM, JRNL, PRCM, MDIA or MDIV. Emphasis on creating long-form, non-fiction articles for print and digital publications through graceful and innovative writing techniques and skillful reporting.

JRNL 4480/4483 ADVANCED PUBLICATION DESIGN (3) LEC. 3. Pr. JRNL 1100 or JRNL 1AA0 and CMJN 2100 or CMJN 2103 and JRNL 2210 and JRNL 3470. with a minimum grade of "B" in JRNL 1100 and Declared major in AGCO, COMM, JRNL, PRCM, MDIA, MDIV or Departmental approval. Desktop publishing to produce print publications, including brochures and newsletters, and with exposure to web page, advertising, and magazine design.


JRNL 4530 ADVANCED SPORTS REPORTING (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and (JRNL 1100 and JRNL 2210 and JRNL 3530). JRNL 4530 provides the capstone course experience for students in the sports journalism emphasis. Students will build skills in areas such as writing long form articles, personality features, enterprise reporting, oral history projects, and comprehensive game coverage, and working with tight deadlines.

JRNL 4870/4873 COMMUNITY JOURNALISM (3) LEC. 3. Pr. JRNL 1100 or JRNL 1AA0 and JRNL 2210 and (CMJN 2100 or CMJN 2103). with a minimum grade of "B" in JRNL 1100. Civic role of community journalists.

JRNL 4930 DIRECTED STUDIES (1-4) IND. Research and analysis of specific areas of journalism. Course may be repeated for a maximum of 6 credit hours.

JRNL 4967 HONORS SPECIAL PROBLEMS (1-3) LEC. 3. Pr. Honors College or departmental approval. Course may be repeated for a maximum of 3 credit hours.

JRNL 4970 SPECIAL TOPICS IN JOURNALISM (3) AAB. 3. Pr. JRNL 1100 or JRNL 1AA0 and JRNL 2210 and (JRNL 3020 or JRNL 3220 or JRNL 3530) and (JRNL 3010 or JRNL 3110 or JRNL 3410 or JRNL 3470 or JRNL 3510). With a minimum grade of "B" in JRNL 1100 and one specialized reporting course and one journalism production course and Declared major in JRNL. Opportunity to apply classroom experience to career setting. Internship must be a supervised, closely monitored work experience, appropriate to the major, that takes place in a professional setting. Admission to internship program.

JRNL 4997 HONORS THESIS (1-3) IND. Pr. Honors College or departmental approval. Course may be repeated for a maximum of 3 credit hours.

Media Studies Courses

MDIA 2350/2353 INTRODUCTION TO FILM STUDIES (3) LEC. 2. LAB. 2. Introduction to film analysis, modes of film practice and critical approaches to the study of cinema. May count either MDIA 2350/MDIA 2353 or RTVF 2350/RTVF 2353.

MDIA 2420/2423 INTRODUCTION TO FILMMAKING (3) STU. 3. Pr. CMJN 2100 or CMJN 2103. A studio course introducing students to the theory and practice of cinematography and editing for the short film.

MDIA 2700/2703 INTRODUCTION TO VISUAL MEDIA (3) STU. 3. Pr. CMJN 2100 or CMJN 2103. A studio course introducing students to concepts and techniques of digital image-making for the short film.

MDIA 2800 MULTIMEDIA PRODUCTION (3) LEC. 3. Introduction to basic multimedia production, with emphasis on radio and web-based audio/visual production. May count either MDIA 2800 or MDIA 2420 and MDIA 2800 or RTVF 2800.

MDIA 3100/3103 INTERMEDIATE FILMMAKING (3) STU. 3. Pr. MDIA 2420 and MDIA 2700. An intermediate studio course in which students develop sound design skills for the short film.

MDIA 3110/3113 CINEMATOGRAPHY (3) STU. 3. Pr. MDIA 2420 and MDIA 2700. An intermediate studio course in which students explore the art of filmmaking through methods and techniques of cinematography for the short film. The course structure will emphasize short scene studies which focus on visual outcomes including cameras technology, motion, lighting, composition and post-production.

MDIA 3120/3123 FILM EDITING (3) STU. 3. An intermediate studio course in which students explore the theory and practice of editing for the short film.
MDIA 3210/3213 SOUNDTRACKS, MUSIC AND MEDIA (3) LEC. 3. Historical, artistic, sociocultural and economic contexts of music and media.

MDIA 3300/3303 FOUNDATION OF MASS COMMUNICATION (3) LEC. 3. Pr. CMJN 2100 or CMJN 2103. Historical and theoretical bases of mass communication in the U. S., emphasizing social, cultural, regulatory and economic aspects. May count either MDIA 3300/MDIA 3303 or RTVF 3300/RTVF 3303.

MDIA 3320/3323 GENDER AND SEXUALITY IN MEDIA (3) LEC. 3. Pr. (MDIA 2350 or MDIA 2353) and (CMJN 2100 or CMJN 2103). This course is focused on the relationship between gender, sexuality, identity and the media, looking at key theories, representation, audience engagement and industrial imperatives.

MDIA 3350/3353 WRITING FOR TELEVISION AND FILM (3) LEC. 3. Pr. CMJN 2100 or CMJN 2103. The study, practice, and development of writing skills and techniques for radio, television, and film, including commercials, features, PSAs, and dramatic scripts. Declared major in AGCO, COMM, JRNL, MDIA, MDIV or PRCM. May count either MDIA 3350 or MDIA 3380 and MDIA 3350 or RTVF 3350.

MDIA 3363 AUDIO STORYTELLING AND PODCASTING (3) DSL. 3. Pr. CMJN 2100 or CMJN 2103. This course teaches students how to tell stories with audio and how to design and produce audio podcasts. Students will produce a variety of audio stories, culminating with designing and producing a short podcast series and will learn about intellectual property issues related to audio production, podcast genres, and podcast distribution and promotion.

MDIA 3370/3373 GLOBAL MEDIA (3) LEC. 3. Pr. MDIA 2350 or MDIA 2353. Global media is focused on the complex global dimensions of media production, distribution and reception, with a primary focus on entertainment media.

MDIA 3380/3383 REPRODUCING POPULAR CULTURE (3) LEC. 3. Postmodern study on the widespread recycling of media artifacts. May count either MDIA 3380 or RTVF 3380.

MDIA 3600/3603 FILM GENRES (3) LEC. 3. Pr. MDIA 2350 or MDIA 2352. A critical examination of popular film genres and how they have been used historically within the film industry, film studies, media criticism and popular culture.

MDIA 3650/3653 MEDIA INDUSTRIES (3) LEC. 3. The course provides students a comprehensive overview of how the media industries work, why they work as they do, and the broader theoretical and practical implications of the media industries.

MDIA 3700/3703 AUDIENCES AND FAN CULTURE (3) LEC. 3. Pr. MDIA 2350 and MDIA 2353. This course explores theories of the audience in media and cultural studies, the history of studying media audiences, while also considering contemporary scholarship, technology, identity and fan communities.

MDIA 3750/3753 RACE AND AMERICAN FILM HISTORY (3) LEC. 3. Pr. MDIA 2350 or MDIA 2352. A critical examination of the historical and social constructions of race and ethnicity in popular U.S. films.

MDIA 3820/3823 SEQUENCE DESIGN (3) STU. 3. Pr. MDIA 2420 and MDIA 2700. An intermediate studio course in which students develop animation skills for title design.

MDIA 3970/3973 SPECIAL TOPICS (3) AAB. 3. Topics in Media Studies at the intermediate level. Course may be repeated for a maximum of 6 credit hours.

MDIA 4200/4203 HISTORY OF AMERICAN BROADCASTING (3) LEC. 3. Pr. MDIA 3300 or MDIA 3303 or RTVF 3300 or RTVF 3303 or CMJN 2100 or CMJN 2103. The social, economic and technological evolution of radio and television in the United States. Declared major in AGCO, COMM, JRNL, MDIA, MDIV or PRCM. May count either MDIA 4200 or RTVF 4200.

MDIA 4210/4213 POPULAR CULTURE AND MASS MEDIA (3) LEC. 3. Pr. (MDIA 3300 or MDIA 3303 or RTVF 3300 or RTVF 3303) and (CMJN 2100 or CMJN 2103). Examines myths, icons, rituals, heroes, celebrities, genres, narratives, stereotypes as experienced and presented within communication processes. Declared major in AGCO, COMM, JRNL, MDIA, MDIV or PRCM. May count either MDIA 4210 or RTVF 4210.

MDIA 4250/4253 SCREEN CULTURE (3) LEC. 3. Pr. MDIA 3300 or MDIA 3303. A critical study of the historical development and the cultural meanings of dominant screen technologies (film screens, TVs, computer screens, mobile devices).

MDIA 4300/4303 BROADCAST PROGRAMMING AND CRITICISM (3) LEC. 3. Pr. (MDIA 3300 or MDIA 3303 or RTVF 3300 or RTVF 3303) and (CMJN 2100 or CMJN 2103). Introduces critical, theoretical, and organizational concepts, strategies, processes, and frameworks for programming for mass media systems. Declared major in AGCO, COMM, JRNL, MDIA, MDIV or PRCM.
MDIA 4310/4313 MEDIA AND SOCIETY (3) LEC. 3. Pr. (MDIA 3300 or MDIA 3303 or RTVF 3300 or RTVF 3303) and (CMJN 2100 or CMJN 2103). Examination of the relationship between the mass communication industry and a mass society. Declared major in AGCO, COMM, JRNL, MDIA, MDIV or PRCM.

MDIA 4390/4393 FILM AUTHORS (3) LEC. 2. LAB. 1. Pr. (MDIA 3300 or MDIA 3303 or RTVF 3300 or RTVF 3303) and (CMJN 2100 or CMJN 2103). In-depth study of one or more filmmakers important to the development of film as a popular art form. Declared major in AGCO, COMM, JRNL, MDIA or PRCM. May count either MDIA 4390 or RTVF 4390.

MDIA 4400/4403 ADVERTISING AND CONSUMER CULTURE (3) LEC. 3. Pr. MDIA 3300 or MDIA 3303. This course is a critical examination of the relationship between the advertising industries and the media industries and how they have influenced each other as well as mainstream US culture.

MDIA 4420/4423 HISTORY OF MEDIA TECHNOLOGY (3) LEC. 3. Pr. (MDIA 3300 or MDIA 3303 or RTVF 3300 or RTVF 3303) and (CMJN 2100 or CMJN 2103). History of media technology from 18th-21st centuries. Declared major in AGCO, COMM, JRNL, MDIA or PRCM. May count either MDIA 4420 or RTVF 4420.

MDIA 4503 CULTURE AND TECHNOLOGY (3) DSL. 3. Pr. MDIA 3303 or MDIA 3303 and CMJN 2100 or CMJN 2103. MDIA 4500 explores the complex interrelations between culture and technology within a range of interdisciplinary academic, professional and global settings and contexts. These perspectives include social, historical, economic, philosophical, political, aesthetic, organizational, religious, creative, the arts--popular and fine-- (literature, film, performance, music, design) and the communication processes. The course will identify significant impacts, influences and issues surrounding modern technology and culture, while broadly and specifically exploring the forces and factors behind technological and cultural change. The course framework features the presentation and analysis of meaningful texts from radio, print, television, film, music, the Internet, the arts, advertising, and other interpersonal and mass mediated modes of communication and culture that illustrate relevant concepts and themes.

MDIA 4580/4583 FAME, CELEBRITY, AND MEDIA CULTURE (3) LEC. 3. Pr. (MDIA 3300 or MDIA 3303 or RTVF 3300 or RTVF 3303) and CMJN 2100 or CMJN 2103. Examination of celebrity and fame as distinguishing cultural phenomena. Declared major in AGCO, COMM, JRNL, MDIA, MDIV or PRCM. May count either MDIA 4580 or RTVF 4580.

MDIA 4600/4603 ADAPTATION FOR THE SHORT FILM (3) LEC. 3. Pr. MDIA 3100 or RTVF 3100 or RTVF 3103 or RTVF 3107. A survey of ways in which film can be adapted from pre-existing sources to create new works that stand on their own. Declared major in AGCO, COMM, JRNL, MDIA, MDIV or PRCM. May count either MDIA 4600 or RTVF 4600.

MDIA 4920 INTERNSHIP (3) INT. 200. Pr. CMJN 2100 or CMJN 2103 and MDIA 3300 or MDIA 3303. Opportunity to apply classroom experience to career setting. Internship must be a supervised, closely monitored work experience, appropriate to the major, that takes place in a professional setting.

MDIA 4930/4933 DIRECTED STUDIES (3) IND. 3. Pr. (MDIA 3300 or MDIA 3303 or RTVF 3300 or RTVF 3303) and (CMJN 2100 or CMJN 2103). Study of narrowly-defined MDIA topic not already covered in the MDIA curriculum and under the direction of an MDIA faculty. May be repeated with a change in topic. Declared major in AGCO, COMM, JRNL, MDIA, MDIV or PRCM. May count either MDIA 4970 or RTVF 4970. Course may be repeated for a maximum of 6 credit hours.

MDIA 4940/4943 VISUAL MEDIA PROJECTS (3) STU. 3. Pr. MDIA 3100. Capstone course in which students work as a team on an advanced visual media project.

MDIA 4970/4973 SPECIAL TOPICS (3) LEC. 3. Pr. (MDIA 3300 or MDIA 3303) and (CMJN 2100 or CMJN 2103). Topics in Media Studies at the advanced level. Course may be repeated for a maximum of 6 credit hours.

Public Relations Commu Courses

PRCM 2400/2403 FOUNDATIONS OF PUBLIC RELATIONS (3) LEC. 3. This course is designed to be an overview of the functions, practices and growing application of public relations in both private industry and the public sector. May count either PRCM 2400 /PRCM 2043 or PRCM 3040/PRCM 3043.

PRCM 2500/2503 PUBLIC RELATIONS CASE STUDIES (3) LEC. 3. Pr. JRNL 1100 or JRNL 1AA0 and (CMJN 2100 or CMJN 2103) and (PRCM 2400 or PRCM 2403 or PRCM 3040 or PRCM 3043). JRNL 1100 with a minimum grade of "B" in JRNL 1100. This is a course designed to provide Public Relations students with an understanding of both effective and ineffective methods of PR through studying actual cases from the field itself. May count either PRCM 2500/PRCM 2503 OR PRCM 3050/PRCM 3053.
PRCM 3000/3003 MULTIMEDIA WRITING FOR PUBLIC RELATIONS (3) LEC. 3. Pr. JRNL 1100 or JRNL 1AA0 and (PRCM 2500 or PRCM 2503) and (CMJN 2100 or CMJN 2103) and (PRCM 2400 or PRCM 2403 or PRCM 3040 or PRCM 3043). JRNL 1100 with a minimum grade of “B” in JRNL 1100. PRCM or AGCO major only. This course will have an emphasis on communication tactics; plan, write and produce public relations tools; audience and media selection; print and electronic media. May count either PRCM 3000 or PRCM 4080.

PRCM 3080/3083 INTERNATIONAL PUBLIC RELATIONS (3) LEC. 3. Pr. CMJN 2100 or CMJN 2103. Exploration of public relations theory, research, and practice in an international context.

PRCM 3090/3093 PUBLIC RELATIONS IN POLITICAL PROCESSES (3) LEC. 3. Pr. CMJN 2100 or CMJN 2103. Surveys of the intersection of politics and public relations, emphasizing theoretical and practical principles in political processes.

PRCM 3260/3263 STRATEGIC COMMUNICATION IN PUBLIC RELATIONS (3) LEC. 3. Pr. JRNL 1100 and (CMJN 2100 or CMJN 2103) and (PRCM 2400 or PRCM 2403). JRNL 1100 with a minimum grade of “B” in JRNL 1100. Framework for the strategy and integration of messages within public relations.

PRCM 3270/3273 PUBLIC RELATIONS IN THE NOT-FOR-PROFIT ARENA (3) LEC. 3. Pr. CMJN 2100 or CMJN 2103. Nonprofit organizations and foundations and the role of public relations within those organizations.

PRCM 3280/3283 SOCIAL MEDIA AND PUBLIC RELATIONS (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and JRNL 1100 or JRNL 1AA0 and (PRCM 2400 or PRCM 2403 or PRCM 3040 or PRCM 3043) and (PRCM 2500 or PRCM 2503). JRNL 1100 with a minimum grade of “B” in JRNL 1100. Declared major in AGCO or PRCM. Examination of how new social media impact public relations strategies.

PRCM 4020/4023 DIGITAL STYLE AND DESIGN IN PUBLIC RELATIONS MESSAGES (3) LEC. 3. Pr. JRNL 1100 or JRNL 1AA0 and (CMJN 2100 or CMJN 2103) and (PRCM 2400 or PRCM 2403 or PRCM 3040 or PRCM 3043) and (PRCM 2500 or PRCM 2503). JRNL 1100 with a minimum grade of “B” in JRNL 1100. PRCM or AGCO major only. Introduction to the use of style and design in public relations messages. Departmental approval or Declared major in AGCO or PRCM.

PRCM 4400/4403 PUBLIC RELATIONS RESEARCH (3) LEC. 3. Pr. JRNL 1100 or JRNL 1AA0 and (CMJN 2100 or CMJN 2103) and (PRCM 2400 or PRCM 2403) and (PRCM 2500 or PRCM 2503 or PRCM 3040 or PRCM 3043). JRNL 1100 with a minimum grade of “B” in JRNL 1100. Application of theory, research data, and problem-solving techniques in the development of comprehensive public relations strategies. May count either PRCM 4500 or PRCM 4510.

PRCM 4500/4503 PUBLIC RELATIONS CAMPAIGNS (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and JRNL 1100 or JRNL 1AA0 and (PRCM 2400 or PRCM 2403) and (PRCM 2500 or PRCM 2503 or PRCM 3040 or PRCM 3043) and PRCM 3000 and PRCM 4400. JRNL 1100 with a minimum grade of “B” in JRNL 1100. Independent Study on a specific topic of interest not already addressed in any regular PRCM course.

PRCM 4920 INTERNSHIP (3) AAB/INT. 200. Pr. CMJN 2100 or CMJN 2103 and PRCM 2400 or PRCM 2403. Opportunity to apply classroom experience in career setting. Internship must be a supervised, closely monitored work experience, appropriate to the major, that takes place in a professional setting.

PRCM 4930 DIRECTED STUDIES IN PUBLIC RELATIONS (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and (PRCM 2400 or PRCM 2403) and (CMJN 2100 or CMJN 2103). with a minimum grade of “B” in JRNL 1100. Independent Study on a specific topic of interest not already addressed in any regular PRCM course.

PRCM 4970/4973 SPECIAL TOPICS IN PUBLIC RELATIONS (3) LEC. 3. Pr. JRNL 1100 and (PRCM 3040 or PRCM 3043) and (CMJN 2100 or CMJN 2103) and (PRCM 2500 or PRCM 2503). with a minimum grade of “B” in JRNL 1100. Focus on narrowly defined PRCM topics not already covered in the current PRCM curriculum.

Communication and Journalism Courses

CMJN 2100/2103 CONCEPTS IN COMMUNICATIONS AND JOURNALISM (3) LEC. 2. LAB. 1. Introduction to the basic principles of various communication forms, the dominant communication theories, and communication industries. May count either CMJN 2100 or CMJN 2103.

CMJN 2910 COMMUNICATION AND JOURNALISM PRACTICUM (1-3) PRA. SU. Departmental Approval. Practical experiences in potential career fields gained while working in professional settings. One to three hours variable credit. Course may be repeated for a maximum of 3 credit hours.
CMJN 3110/3113 SPORTS MEDIA RELATIONS (3) LEC. 3. Pr. CMJN 2100 or CMJN 2103. Focuses on the major concepts and theories of the management of sports media relations. Will include discussion of issues, philosophies and cases. May count either sections CMJN 3110 or MDIA 4350.

CMJN 3210/3213 NEWS AND SPORTS ANNOUNCING (3) LEC. 3. Pr. CMJN 2100 or CMJN 2103 or Departmental approval. This class focuses on the theory and practical technique of studio and field announcing. Primary emphasis will be placed on announcing for news and sports. Additional attention will be given to voice over announcing.

CMJN 3350/3353 VISUAL COMMUNICATION (3) LEC. 3. Visual literacy, cognition, aesthetics, critical evaluation, and technology in human communication, with emphasis on impact of visual media in informative, interpretive, and persuasive message.

CMJN 3410/3413 INTRODUCTION TO SPORTS VIDEO PRODUCTION (3) LEC. 2, LST. 1. Introduction to multi-camera live sports production, video and audio editing techniques, how to operate equipment, create basic animated graphics, learn work crew positions and understand a script. Students will complete work for the SEC Network and War Eagle Productions.

CMJN 3510/3513 CONTROL ROOM OPERATIONS (3) LEC. 3. Introduction to various control room positions and equipment associated with a live broadcast. Students will learn the skills needed to set up, adjust and operate production equipment before and during broadcasts.

CMJN 3650/3653 RHETORIC OF SPORTS (3) LEC. 3. Examination of sports in the public sphere, using rhetorical theories to understand how sports contribute to social issues such as identity, community, ethnicity, gender, and politics. May count either CMJN 3650 or COMM 3650.

CMJN 4000/4003 MASS MEDIA LAW AND REGULATION (3) LEC. 3. Pr. CMJN 2100 or CMJN 2103. and junior or senior standing. Laws and regulations that govern journalists, media content and industries.

CMJN 4323 SPORTS MEDIA MANAGEMENT (3) DSL. 3. Addresses principles and practices of managing sports media properties across multiple platforms.

CMJN 4340/4343 MASS COMMUNICATION AND FAMILY (3) LEC. 3. Examination of the relationship between the American family and the mass communication industry.

CMJN 4370/4373 MASS COMMUNICATION AND RELIGION (3) LEC. 3. Examines the relationship between mass communication and religion. Portrayals and influences will be analyzed.

CMJN 4400/4403 GENDER COMMUNICATION (3) LEC. 3. Examination of the ways in which gender is created, maintained, and/or changed through communication.

CMJN 4410/4413 ADVANCED SPORTS VIDEO PRODUCTION (3) LEC. 2, LST. 1. Pr. CMJN 3410. This course is designed to give students in-depth training that covers advanced video editing techniques and effects. In addition, students will gain experience with advanced camera operation and techniques, focusing on high-quality production throughout the process.

CMJN 4430/4433 SPORTS, MEDIA AND SOCIETY (3) LEC. 3. Cultural and professional implications of the relationship between sports and media. May count either CMJN 4430 or JRNL 4430.

CMJN 4510/4513 SPORTS STORYTELLING & VIDEO PROFILES (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and (CMJN 3410 or CMJN 3413) and (JRNL 1100 or JRNL 1AA0) and (JRNL 2210 or JRNL 2213). Technology has changed the landscape of how sports stories are seen and ingested today. Students will explore the art of sports storytelling and learn the foundational skills needed to effectively use cameras, lighting, editing equipment and other industry-standard tools to tell a visual story.

CMJN 4610 LIVE SPORTS PRODUCING (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and (JRNL 1100 or JRNL 1AA0) and (JRNL 2210 or JRNL 2213) and CMJN 3510. Students will learn how to produce live events for broadcast and in-venue video boards. Students will gain the necessary knowledge and skills for producing a high-quality live event. This includes preparation, decision making skills and industry-standard terminology.

CMJN 4970/4973 SPECIAL TOPICS IN COMMUNICATION AND JOURNALISM (3) LEC. 3. Specialized topics related to the study and practice of Communication, Journalism, Media Studies and/or Public Relations. Course may be repeated for a maximum of 6 credit hours.

CMJN 5100 CMJN ABROAD (3) AAB. 3. Explores theory, research, and practice in the fields of communication, media, and public relations in an international context. May count either CMJN 5100 or CMJN 6100.
CMJN 6100 CMJN ABROAD (3) AAB. 3. Explores theory, research, and practice in the fields of communication, media, and public relations in an international context. May count either CMJN 5100 or CMJN 6100.

Communication Courses

COMM 1000/1003 PUBLIC SPEAKING (3) LEC. 3. Oral communication theory and practice in a public speaking setting, with emphasis on content, organization, delivery, and adaptation to the audience.

COMM 1007 HONORS PUBLIC SPEAKING (3) LEC. 3. Pr. Honors College. This course will focus on numerous elements of oral communication - public speaking, group communication and interpersonal communication. This is different from a typical speech class that focuses solely on public speaking. An emphasis will also be placed on debate (forensics).

COMM 2010/2013 COMMUNICATION IN SOCIETY (3) LEC. 3. Theory underlying the construction of rhetorical messages as well as critical perspectives for the analysis of public discourse. May count either COMM 2010 or COMM 2013.

COMM 2400/2403 INTRODUCTION TO WORKPLACE COMMUNICATION (3) LEC. 3. Communication in modern organizations, emphasizing practice in areas such as interviewing, managing meeting, and conducting professional presentations. May count either COMM 2400 or COMM 2403.

COMM 2410/2413 SMALL GROUP COMMUNICATION (3) LEC. 3. Theory and practice of competent communication in task-oriented small group settings such as committees. Topics include roles, leadership, decision making, problem solving, and conflict management. May count either COMM 2410 or COMM 2413.

COMM 3100/3103 ADVANCED PUBLIC SPEAKING (3) LEC. 3. Pr. COMM 1000 or COMM 1003. Refining the knowledge and skills necessary for communicating clearly and effectively in oral presentations. May count either COMM 3100 or COMM 3103.

COMM 3110/3113 PERSUASION (3) LEC. 3. Understanding and analyzing persuasive messages. Survey of theoretical approaches to attitude formation and change. Developing skills as a critical evaluator of persuasive messages. May count either COMM 3110 or COMM 3113.

COMM 3300/3303 COMMUNICATION AND CONFLICT (3) LEC. 3. Enhance awareness of and develop skills in managing conflict processes in interpersonal relationships. May count either COMM 3300 or COMM 3303.

COMM 3400/3403 ORGANIZATIONAL COMMUNICATION (3) LEC. 3. This course examines theory, approaches, and processes associated with organizational communication. May count either COMM 3400 or COMM 3403.

COMM 3450/3453 INTERCULTURAL COMMUNICATION (3) LEC. 3. Different types of problems encountered when communicating with different cultures. May count either COMM 3450 or COMM 3453.

COMM 3500/3503 FOUNDATIONS OF HUMAN COMMUNICATION (3) LEC. 3. Pr. CMJN 2100 or CMJN 2103. Theories examining the nature of human communication. May count either COMM 3500 or COMM 3503.

COMM 3510/3513 RESEARCH IN HUMAN COMMUNICATION (3) LEC. 3. Pr. CMJN 2100 or CMJN 2103. Introduction to and application of quantitative and qualitative methods of communication research. May count either COMM 3510 or COMM 3513.

COMM 3600/3603 FOUNDATIONS OF RHETORIC AND SOCIAL INFLUENCE (3) LEC. 3. Pr. CMJN 2100 or CMJN 2103. Rhetorical theory from its classical roots to contemporary thinkers. Relates rhetorical theory and analysis to understanding persuasive discourse in our society. May count either COMM 3600 or COMM 3603.

COMM 3610/3613 RESEARCH IN RHETORIC AND SOCIAL INFLUENCE (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103). Exploration of how to perform a critical analysis of various rhetorical artifacts. May count either COMM 3610 or COMM 3613.

COMM 3700/3703 ARGUMENTATION (3) LEC. 3. Examination of the critical tools necessary to evaluate arguments in current public discourse. May count either COMM 3700 or COMM 3703.

COMM 3800/3803 FAMILY COMMUNICATION (3) LEC. 3. Examines communication theory and research as applied to the family context (broadly defined). May count either COMM 3800 or COMM 3803.

COMM 3970/3973 SPECIAL TOPICS IN COMMUNICATION (3-6) LEC. Topics that range beyond what is covered in other courses within the COMM curriculum. Specific subject matter is left up to the individual instructor. Course may be repeated for a maximum of 6 credit hours.
COMM 4100/4103 COMMUNICATION STRATEGIES OF SOCIAL MOVEMENTS (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and (COMM 3500 or COMM 3503) and (COMM 3600 or COMM 3603) and (COMM 3510 or COMM 3513 or COMM 3610 or COMM 3613). and Declared major in AGCO, COMM, JRNL, PRCM, MDIA, MDIV or Departmental approval. Examination of persuasive strategies used in social movements to attract members, solidify support, and effect social change. May count either COMM 4100 or COMM 4103.

COMM 4410/4413 THEORIES OF LEADERSHIP (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and (COMM 3500 or COMM 3503) and (COMM 3600 or COMM 3603) and (COMM 3510 or COMM 3513 or COMM 3610 or COMM 3613). and Declared major in AGCO, COMM, JRNL, PRCM, MDIA, MDIV or Departmental approval. Examination of theory and research in leadership as a communication variable and behavioral practice in small group and organizational settings. May count either COMM 4410 or COMM 4413.

COMM 4420/4423 COMMUNICATION AND CREATIVITY (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and (COMM 3600 or COMM 3603) and (COMM 3500 or COMM 3503) and (COMM 3510 or COMM 3513 or COMM 3610 or COMM 3613). Declared major in AGCO, COMM, JRNL, PRCM, MDIA, MDIV, or Departmental approval. This course examines creativity research and its practical applications, particularly in collaborative settings. May count either COMM 4420 or COMM 4423.

COMM 4430/4433 COMMUNICATION TRAINING AND CONSULTING (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and (COMM 3500 or COMM 3503) and (COMM 3600 or COMM 3603) and (COMM 3510 or COMM 3513 or COMM 3610 or COMM 3613). Declared major in AGCO, COMM, JRNL, PRCM, MDIA, MDIV, or Departmental approval. Introduction to theoretical and practical issues involved in communication training and consulting.

COMM 4480/4483 HEALTH PROMOTION MESSAGE AND DESIGN (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and (COMM 3600 or COMM 3603) and (COMM 3500 or COMM 3503) and (COMM 3510 or COMM 3513 or COMM 3610 or COMM 3613). and Declared major in AGCO, COMM, JRNL, PRCM, MDIA, MDIV, or Departmental approval. Introduction to theory, practice, and ethics of health message and design as related to health promotion and behavior change. May count either COMM 4480 or COMM 4483.

COMM 4490/4493 HEALTH MEDIA & COMMUNICATION (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and (COMM 3600 or COMM 3603) and (COMM 3500 or COMM 3503) and (COMM 3510 or COMM 3513 or COMM 3610 or COMM 3613) or departmental approval. Explores the quality and accuracy of mediated health messages, their effect on public understanding of disease and health, and their influence on individual health behaviors and interactions. Must have a declared major in AGCO, COMM, JRNL, PRCM, MDIA, MDIV, COMM 4500/4503 COMMUNICATION AND COGNITION (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and (COMM 3600 or COMM 3603) and (COMM 3500 or COMM 3503) and (COMM 3510 or COMM 3513 or COMM 3610 or COMM 3613). and Declared major in AGCO, COMM, JRNL, PRCM, MDIA, MDIV, or Departmental approval. Explores theory and research related to cognitive and affective influences on communication in interpersonal and social interactions. May count either COMM 4500 or COMM 4503.

COMM 4700/4703 LEGAL COMMUNICATION (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and (COMM 3600 or COMM 3603) and (COMM 3500 or COMM 3503) and (COMM 3510 or COMM 3513 or COMM 3610 or COMM 3613). and Declared major in AGCO, COMM, JRNL, PRCM, MDIA, MDIV, or Departmental approval. Examination of communication processes in legal contexts. May count either COMM 4700 or COMM 4703.

COMM 4800/4803 INTERPERSONAL COMMUNICATION (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and (COMM 3500 or COMM 3503) and (COMM 3600 or COMM 3603) and (COMM 3510 or COMM 3513 or COMM 3610 or COMM 3613). and Declared major in AGCO, COMM, JRNL, PRCM, MDIA, MDIV, or Departmental approval. Relationship between communication and the formation of self-identity and maintenance of relationships. May count either COMM 4800 or COMM 4803.

COMM 4810/4813 NONVERBAL COMMUNICATION (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and (COMM 3500 or COMM 3503) and (COMM 3600 or COMM 3603) and (COMM 3510 or COMM 3513 or COMM 3610 or COMM 3613). and Declared major in AGCO, COMM, JRNL, PRCM, MDIA, MDIV, or Departmental approval. Theory of non-language based communication and the impact of these messages on the overall communication process. May count either COMM 4810 or COMM 4813.

COMM 4920 INTERNSHIP (3) INT. 200. Pr. (CMJN 2100 or CMJN 2103) and (COMM 3500 or COMM 3503) and (COMM 3600 or COMM 3603). and Admission to Internship Program. Declared major in COMM. Opportunity to apply classroom experience to career setting. Internship must be a supervised, closely monitored work experience, appropriate to the major, that takes place in a professional setting.

COMM 4930 DIRECTED STUDIES IN COMMUNICATION (3) IND. 3. Pr. (CMJN 2100 or CMJN 2103) and (COMM 3500 or COMM 3503) and (COMM 3600 or COMM 3603) and (COMM 3510 or COMM 3513 or COMM 3610 or COMM 3613). and Declared major in AGCO, COMM, JRNL, PRCM, MDIA, MDIV, or Departmental approval. Independent study on a specific topic of interest not already addressed in any regular COMM course.
COMM 4967 HONORS SPECIAL PROBLEMS (1-3) IND. Pr. Honors College. COMM 3613. Pr. (CMJN 2100 or CMJN 2103) and (COMM 3600 or COMM 3603) and (COMM 3500 or COMM 3503) and (COMM 3510 or COMM 3513 or COMM 3610 or COMM 3613). and Declared major in AGCO, COMM, JRNL, PRCM, MDIA, MDIV or Departmental approval. Honors level independent study on a specific topic of interest not already addressed in any regular COMM course. Course may be repeated for a maximum of 3 credit hours.

COMM 4970/4973 SPECIAL TOPICS IN COMMUNICATION (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and (COMM 3500 or COMM 3503) and (COMM 3600 or COMM 3603) and (COMM 3510 or COMM 3513 or COMM 3610 or COMM 3613). and Declared major in AGCO, COMM, JRNL, PRCM, MDIA, MDIV or Departmental approval. Topics in communication. Course may be repeated with a change in topic. Course may be repeated for a maximum of 6 credit hours.

COMM 4997 HONORS THESIS (1-3) IND. Pr. Honors College. COMM 3600 or COMM 3603 and COMM 3500 or COMM 3503. and CMJN 2100 or CMJN 2103. and COMM 3510 or COMM 3513 or COMM 3610 or COMM 3613. Pr. (CMJN 2100 or CMJN 2103) and (COMM 3600 or COMM 3603) and (COMM 3500 or COMM 3503) and (COMM 3510 or COMM 3513 or COMM 3610 or COMM 3613). and Declared major in AGCO, COMM, JRNL, PRCM, MDIA, MDIV or Departmental approval. 2.3 GPA. Departmental approval. Course may be repeated for a maximum of 3 credit hours.

COMM 5430/5433 GENDER, WORK, AND COMMUNICATION (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and (COMM 3500 or COMM 3503) and (COMM 3600 or COMM 3603) and (COMM 3510 or COMM 3513 or COMM 3610 or COMM 3613). History, theory, and concepts central to the study of gender, work, and communication. May count either COMM 5430 or COMM 5433.

COMM 5470/5473 HEALTH COMMUNICATION (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and (COMM 3500 or COMM 3503) and (COMM 3600 or COMM 3603) and (COMM 3510 or COMM 3513 or COMM 3610 or COMM 3613). History, theory, and concepts central to the study and practice of health communication. May count either COMM 5470 or COMM 5473.

COMM 5600/5603 POLITICAL COMMUNICATION (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and (COMM 3500 or COMM 3503) and (COMM 3600 or COMM 3603) and (COMM 3510 or COMM 3513 or COMM 3610 or COMM 3613). and Declared major in AGCO, COMM, JRNL, PRCM, MDIA, MDIV or Departmental approval. Examines communication strategies involved in the varied contexts of politics. Students will be exposed to relevant theories and ideas and asked to apply this knowledge to current political activity. May count either COMM 5600 or COMM 5603.

COMM 5700/5703 DISCOURSE IN SOCIAL LIFE (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and (COMM 3600 or COMM 3603) and (COMM 3500 or COMM 3503) and (COMM 3510 or COMM 3513 or COMM 3610 or COMM 3613). and Declared major in AGCO, COMM, JRNL, PRCM, MDIA, MDIV or Departmental approval. Examines the functions of language and social interaction as they reflect and shape our identity in various contexts. May count COMM 5700 or 5703 or 6700.

COMM 6300 SEX, GENDER, AND SPORT (3) LEC. 3. Focuses on sport, as a gendered institution. The course examines intersections of gender with age, sexual orientation, social class, gender identity, race and ethnicity and politics.

COMM 6430 GENDER, WORK, AND COMMUNICATION (3) LEC. 3. History, theory, and concepts central to the study of gender, work, and communication.

COMM 6470 HEALTH COMMUNICATION (3) LEC. 3. History, theory, and concepts central to the study and practice of health communication.

COMM 6600 POLITICAL COMMUNICATION (3) LEC. 3. This course will examine the communication strategies involved in the varied contexts of politics. Students will be exposed to relevant theories and ideas and asked to apply this knowledge to current political activity.

COMM 6700 DISCOURSE IN SOCIAL LIFE (3) LEC. 3. Advanced approaches to language and social interaction as they reflect and shape identity of self, relationships, and group memberships. Graduate students only

COMM 7000 COMMUNICATION THEORY (3) LEC. 3. Critical examination of contemporary theories in communication.

COMM 7010 QUALITATIVE METHODS OF COMMUNICATION RESEARCH (3) LEC. 3. Qualitative research in communication; emphasis on understanding and engaging in a variety of qualitative methods.

COMM 7020 QUANTITATIVE METHODS OF COMMUNICATION RESEARCH (3) LEC. 3. Quantitative research in communication; emphasis on understanding and doing empirical research.

COMM 7230 RHETORICAL CRITICISM (3) LEC. 3. Advanced methods in rhetorical criticism, including tools for the analysis of persuasive messages.
COMM 7300 APPROACHES TO STUDYING LANGUAGE AND SOCIAL INTERACTION (3) LEC. 3. Major approaches to studying language and social interaction that collectively make up discourse analysis.

COMM 7410 DEVELOPMENT OF RHETORICAL THEORY (3) LEC. 3. Historical survey of rhetorical theory from ancient to contemporary era; special attention to the role of rhetoric in shaping attitudes towards persuasion.

COMM 7420 SEMINAR IN PERSUASION AND ATTITUDE CHANGE (3) LEC. 3. Critical examination of current theory and research in the persuasive act and its effects.

COMM 7430 SEMINAR IN AMERICAN PUBLIC ADDRESS (3) LEC. 3. Investigation of key issues and debates that have emerged in post-World War II America.

COMM 7440 SEMINAR IN ARGUMENTATION AND DEBAT (3) SEM. 3. Analysis of the fundamental theories of argumentation.

COMM 7450 SEMINAR IN INTRAPERSONAL PROCESSES IN COMMUNICATION (3) SEM. 3. Theories of cognitive and affective processing of information during speaking and listening.

COMM 7460 SEMINAR IN INTERPERSONAL COMMUNICATION (3) SEM. 3. Theories of the structure and function of interpersonal (dyadic) communication focusing on conversational behavior, traits, relationships, and persuasion.

COMM 7470 SEMINAR IN SMALL GROUP COMMUNICATION (3) SEM. 3. Advanced study of the principles of communication as they apply to the small group setting.

COMM 7480 SEMINAR IN ORGANIZATIONAL COMMUNICATION (3) SEM. 3. In-depth approach to the study of communication processes within the setting of modern organizations.

COMM 7490 HEALTH COMMUNICATION (3) LEC. 3. Examination and application of social science research approaches to the study of health communication.

COMM 7500 GENDER COMMUNICATION (3) LEC. 3. Exploration of current theories and research on the relationship between communication and gender.

COMM 7600 MASS COMMUNICATION THEORY (3) LEC. 3. Exploration of major areas of concern to the theoretical study of mass communication and the social impact of mediated messages.

COMM 7610 STUDIES IN POPULAR CULTURE AND MASS COMMUNICATION (3) LEC. 3. Critical approaches to identifying, interpreting and experiencing popular culture texts within historical, cultural and communication contexts.

COMM 7620 BROADCAST PROGRAMMING AND CRITICISM (3) LEC. 3. Exploration of critical, theoretical, and organizational issues relevant to programming and the production of culture within mass media environments.

COMM 7630 MEDIA MANAGEMENT (3) LEC. 3. In-depth analysis of current management issues specific to media managers in a multi-cultural world.

COMM 7640 SEMINAR IN FILM THEORY AND CRITICISM (3) SEM. 3. Exploration of classical and contemporary film theories and criticism.

COMM 7650 THE MASS MEDIA AND AMERICAN POLITICS (3) LEC. 3. Examination of the role of the mass communication system in the American political system.

COMM 7660 CULTURAL STUDIES IN MASS MEDIA (3) LEC. 3. Examination of communication research approaches to the study of culture and media.

COMM 7670 CONTEMPORARY ISSUES IN FIRST AMENDMENT LAW (3) LEC. 3. Exploration of controversial issues and cases in First Amendment Law that have been recently decided, are currently before courts, and have shaped the constitutional landscape in the United States.

COMM 7680 SPORTS, MEDIA, AND CULTURE (3) LEC. 3. Cultural implications of the relationship between sports and media.

COMM 7810 PUBLIC RELATIONS THEORY (3) LEC. 3. Current areas of concern in the theoretical study of public relations.

COMM 7820 PUBLIC RELATIONS CAMPAIGNS (3) LEC. 3. Application of public relations and communication concepts to campaign challenges.
COMM 7830 PUBLIC RELATIONS CASE STUDIES (3) LEC. 3. Examination of research on public relations case studies to provide a theoretical basis for analyzing similar situations in on the job.

COMM 7840 COMMUNICATION TRAINING AND CONSULTING (3) LEC. 3. Theory, concepts, and skills needed to be an effective communication trainer or consultant.

COMM 7930 DIRECTED STUDIES (1-3) IND. Conferences, readings, research, and reports in general communication, mass communication, or public relations. Course may be repeated for a maximum of 3 credit hours.

COMM 7970 SPECIAL TOPICS IN COMMUNICATION (3) SEM. 3. Advanced treatment of contemporary topics, trends, current research findings, and opportunities. Course may be repeated for credit with change in topic.

COMM 7980 NON-THESIS PROJECT IN COMMUNICATION (3-6) LEC. SU. Pr. COMM 7000 and COMM 7010 and COMM 7020. and Minimum 27 graduate hours. Professional experience in communication area of interest. Must include managerial experience. Only 3 hours will apply to the degree. Course may be repeated for a maximum of 6 credit hours.

COMM 7990 RESEARCH AND THESIS (1-6) MST. Course may be repeated with change in topics.

Journalism Courses

JRNL 1100/1103 JOURNALISM FUNDAMENTALS (3) LEC. 3. Emphasis on Associated Press Stylebook, word usage, and spelling for students interested in print, broadcast, public relations, and web-based writing.

JRNL 1AA0 JOURNALISM FUNDAMENTALS ENTRANCE EXAM (0) LAB. 1.5. SU. JRNL 1AA0 is an exam option for students who are required to take JRNL 1100. The course will test students on spelling, grammar, Associated Press Style and word usage to mirror content covered in the in-person course. This course is not repeatable.

JRNL 2210/2213 NEWSWRITING (3) LEC. 3. Pr. JRNL 1100 or JRNL 1AA0. With a minimum grade of "B" in JRNL 1100. Introduction to newswriting techniques, with emphasis on learning news values, recognizing parts of a story, and writing stories that meet standards of accuracy, grammar, style, spelling, law, and ethics.

JRNL 2310/2313 REPORTING (3) LEC. 3. Pr. JRNL 1100 or JRNL 1AA0 and JRNL 2210. With a minimum grade of "B" in JRNL 1100. Preparation for careers in gathering and telling the news. Course emphasizes the writing of accurate, clear, and meaningful news stories for print and digital formats.

JRNL 2320/2323 ADVISING STUDENT PUBLICATIONS (3) LEC. 3. Primarily for non-journalism and non-communication majors. Role and responsibilities of the publication adviser in high school and college.

JRNL 3010/3013 DIGITAL NEWS PRODUCTION (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and JRNL 1100 or JRNL 1AA0. with a minimum grade of "B" in JRNL 1100 and Declared major in AGCO, COMM, JRNL, PRCM, MDIA or MDIV. Introduction to the basics of digital video production. Emphasis on techniques used in producing newscasts for broadcast, web and mobile devices.

JRNL 3020/3023 DIGITAL NEWS REPORTING (3) LEC. 3. Pr. JRNL 1100 and JRNL 1AA0 and JRNL 3010 and (CMJN 2100 or CMJN 2103), with a minimum grade of "B" in JRNL 1100 and Declared major in AGCO, COMM, JRNL, PRCM, MDIA or MDIV. Writing and reporting digital news stories on deadline for broadcast, online, social media, and mobile outlets.

JRNL 3103 GLOBAL JOURNALISM AND MEDIA SYSTEMS (3) DSL. 3. The Internet and social media have created a world more connected than ever. Examines the economic, political, technological, and cultural changes that impact media and journalism globally.

JRNL 3110 INTRODUCTION TO APPLIED JOURNALISM (3) LEC. 3. Pr. JRNL 1100 or JRNL 1AA0 and JRNL 2210 and JRNL 2310 and (CMJN 2100 or CMJN 2103), with a minimum grade of "B" in JRNL 1100 and Declared major in AGCO, COMM, JRNL, PRCM, MDIV or MDIA. Introduction to how a media organization operates; provides an opportunity for students to gain practical, hands-on journalism experience.

JRNL 3220/3223 MAGAZINE AND FEATURE WRITING (3) LEC. 3. Pr. JRNL 1100 or JRNL 1AA0 and (CMJN 2100 or CMJN 2103) and JRNL 2210. with a minimum grade of "B" in JRNL 1100 and Declared major in AGCO, COMM, JRNL, PRCM, MDIA or MDIV. Introduction to writing colorful, human-interest non-fiction pieces that illustrate drama and impact. Students will learn how to pitch their ideas to editors in print and digital markets.
JRNL 3410/3413 PHOTOJOURNALISM (3) LEC. 3. Pr. JRNL 1100 or JRNL 1AA0 and (CMJN 2100 or CMJN 2103) and JRNL 2210. with a minimum grade of "B" in JRNL 1100 and Declared major in AGCO, COMM, JRNL, PRCM, MDIA or MDIV. Uses, techniques, and processes of digital photography for the newspaper, magazine, and web-based industries. Operations of digital SLRs and Photoshop and techniques for variety of assignments are addressed.

JRNL 3470/3473 EDITING AND DESIGN (3) LEC. 3. Pr. JRNL 1100 or JRNL 1AA0 and JRNL 2210 and (CMJN 2100 or CMJN 2103). with a minimum grade of "B" in JRNL 1100 and Declared major in AGCO, COMM, JRNL, PRCM, MDIA or MDIV. Introduction to the basics of design, layout, headline writing, typography, use of color, and selection of images for visual impact. Students will learn how to design news, sports, and magazine layouts, using Adobe InDesign and Photoshop.

JRNL 3510/3513 MULTIMEDIA JOURNALISM (3) LEC. 3. Pr. JRNL 1100 or JRNL 1AA0 and (CMJN 2100 or CMJN 2103) and JRNL 2210. with a minimum grade of "B" in JRNL 1100 and Declared major in AGCO, COMM, JRNL, PRCM, MDIA or MDIV. Introduction to multimedia journalistic storytelling. Reporting and production course where students use various technologies to produce journalism stories for digital platforms.

JRNL 3530/3533 SPORTS REPORTING (3) LEC. 3. Pr. JRNL 1100 or JRNL 1AA0 and JRNL 2210 or (CMJN 2100 or CMJN 2103). with a minimum grade of "B" in JRNL 1100 and Declared major in AGCO, COMM, JRNL, PRCM, MDIA or MDIV. Sports reporting for print, broadcast, and online media, with emphasis on interviewing athletes, covering sporting events, and learning about issues surrounding sports.

JRNL 4230/4233 ADVANCED REPORTING (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and JRNL 1100 or JRNL 1AA0 and JRNL 2210 and JRNL 2310 and (JRNL 3220 and JRNL 3020) or (JRNL 3220 and JRNL 3530) or (JRNL 3020 or JRNL 3530). with a minimum grade of "B" in JRNL 1100 and Declared major in AGCO, COMM, JRNL, PRCM, MDIA or MDIV. Developing and writing news stories under deadline pressure; investigative and interpretative reporting.

JRNL 4320/4323 ENTREPRENEURIAL JOURNALISM (3) LEC. 3. Pr. JRNL 1100 and (CMJN 2100 or CMJN 2103). with a minimum grade of "B" in JRNL 1100 and Declared major in AGCO, COMM, JRNL, PRCM, MDIA or MDIV. or Departmental approval. Emphasis on content, advertising, audience, and marketing in news organizations and applying entrepreneurial principles to journalism start-ups.

JRNL 4410/4413 JOURNALISM HISTORY (3) LEC. 3. Issues facing the American press, from colonial times to the present, with emphasis on regional and state issues.

JRNL 4417 HONORS JOURNALISM HISTORY (3) LEC. 3. Pr. Honors College. Issues facing the American press, from colonial times to the present, with emphasis on regional and state issues. Credit will not be given for both JRNL 4410 and JRNL 4417.

JRNL 4470/4473 ADVANCED MAGAZINE AND FEATURE WRITING (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and JRNL 1100 or JRNL 1AA0 and JRNL 2210 and JRNL 2310 and JRNL 3220 and (JRNL 3020 or JRNL 3530). with a minimum grade of "B" in JRNL 1100 and Declared major in AGCO, COMM, JRNL, PRCM, MDIA or MDIV. Emphasis on creating long-form, non-fiction articles for print and digital publications through graceful and innovative writing techniques and skillful reporting.

JRNL 4480/4483 ADVANCED PUBLICATION DESIGN (3) LEC. 3. Pr. JRNL 1100 or JRNL 1AA0 and CMJN 2100 or CMJN 2103 and JRNL 2210 and JRNL 3470. with a minimum grade of "B" in JRNL 1100 and Declared major in AGCO, COMM, JRNL, PRCM, MDIA, MDIV or Departmental approval. Desktop publishing to produce print publications, including brochures and newsletters, and with exposure to web page, advertising, and magazine design.


JRNL 4530 ADVANCED SPORTS REPORTING (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and (JRNL 1100 and JRNL 2210 and JRNL 3530). JRNL 4530 provides the capstone course experience for students in the sports journalism emphasis. Students will build skills in areas such as writing long form articles, personality features, enterprise reporting, oral history projects, and comprehensive game coverage, and working with tight deadlines.

JRNL 4870/4873 COMMUNITY JOURNALISM (3) LEC. 3. Pr. JRNL 1100 or JRNL 1AA0 and JRNL 2210 and (CMJN 2100 or CMJN 2103). with a minimum grade of "B" in JRNL 1100. Civic role of community journalists.

JRNL 4920 JOURNALISM INTERNSHIP (3) INT. 3. Pr. (CMJN 2100 or CMJN 2103) and JRNL 1100 or JRNL 1AA0 and JRNL 2210 and JRNL 2310 and (JRNL 3020 or JRNL 3220 or JRNL 3530) and (JRNL 3010 or JRNL 3110 or JRNL 3410 or JRNL 3470 or JRNL 3510). With a minimum grade of "B" in JRNL 1100 and one specialized reporting course and one journalism production course and Declared major in JRNL. Opportunity to apply classroom experience to career setting. Internship must be a supervised, closely monitored work experience, appropriate to the major, that takes place in a professional setting. Admission to internship program.
JRNL 4930 DIRECTED STUDIES (1-4) IND. Research and analysis of specific areas of journalism. Course may be repeated for a maximum of 6 credit hours.

JRNL 4967 HONORS SPECIAL PROBLEMS (1-3) LEC. 3. Pr. Honors College or departmental approval. Course may be repeated for a maximum of 3 credit hours.

JRNL 4970 SPECIAL TOPICS IN JOURNALISM (3) AAB. 3. Pr. JRNL 1100 or JRNL 1AA0 and JRNL 2210. with a minimum grade of B in JRNL 1100 and Declared major in AGCO, COMM, JRNL, PRCM, MDIA or MDIV. Study of narrowly defined journalism topics not already covered in the current JRNL curriculum. Course may be repeated for a maximum of 6 credit hours.

JRNL 4997 HONORS THESIS (1-3) IND. Pr. Honors College or departmental approval. Course may be repeated for a maximum of 3 credit hours.

Media Studies Courses

MDIA 2350/2353 INTRODUCTION TO FILM STUDIES (3) LEC. 2. LAB. 2. Introduction to film analysis, modes of film practice and critical approaches to the study of cinema. May count either MDIA 2350/MDIA 2353 or RTVF 2350/RTVF 2353.

MDIA 2420/2423 INTRODUCTION TO FILMMAKING (3) STU. 3. Pr. CMJN 2100 or CMJN 2103. A studio course introducing students to the theory and practice of cinematography and editing for the short film.

MDIA 2700/2703 INTRODUCTION TO VISUAL MEDIA (3) STU. 3. Pr. CMJN 2100 or CMJN 2103. A studio course introducing students to concepts and techniques of digital image-making for the short film.

MDIA 2800 MULTIMEDIA PRODUCTION (3) LEC. 3. Introduction to basic multimedia production, with emphasis on radio and web-based audio/visual production. May count either MDIA 2800 or MDIA 2420 and MDIA 2800 or RTVF 2800.

MDIA 3100/3103 INTERMEDIATE FILMMAKING (3) STU. 3. Pr. MDIA 2420 and MDIA 2700. An intermediate studio course in which students develop sound design skills for the short film.

MDIA 3110/3113 CINEMATOGRAPHY (3) STU. 3. Pr. MDIA 2420 and MDIA 2700. An intermediate studio course in which students explore the art of filmmaking through methods and techniques of cinematography for the short film. The course structure will emphasize short scene studies which focus on visual outcomes including cameras technology, motion, lighting, composition and post-production.

MDIA 3120/3123 FILM EDITING (3) STU. 3. An intermediate studio course in which students explore the theory and practice of editing for the short film.

MDIA 3210/3213 SOUNDTRACKS, MUSIC AND MEDIA (3) LEC. 3. Historical, artistic, sociocultural and economic contexts of music and media.

MDIA 3300/3303 FOUNDATION OF MASS COMMUNICATION (3) LEC. 3. Pr. CMJN 2100 or CMJN 2103. Historical and theoretical bases of mass communication in the U. S., emphasizing social, cultural, regulatory and economic aspects. May count either MDIA 3300/MDIA 3303 or RTVF 3300/RTVF 3303.

MDIA 3320/3323 GENDER AND SEXUALITY IN MEDIA (3) LEC. 3. Pr. (MDIA 2350 or MDIA 2353) and (CMJN 2100 or CMJN 2103). This course is focused on the relationship between gender, sexuality, identity and the media, looking at key theories, representation, audience engagement and industrial imperatives.

MDIA 3350/3353 WRITING FOR TELEVISION AND FILM (3) LEC. 3. Pr. CMJN 2100 or CMJN 2103. The study, practice, and development of writing skills and techniques for radio, television, and film, including commercials, features, PSAs, and dramatic scripts. Declared major in AGCO, COMM, JRNL, MDIA, MDIV or PRCM. May count either MDIA 3350 or MDIA 3380 and MDIA 3350 or RTVF 3350.

MDIA 3363 AUDIO STORYTELLING AND PODCASTING (3) DSL. 3. Pr. CMJN 2100 or CMJN 2103. This course teaches students how to tell stories with audio and how to design and produce audio podcasts. Students will produce a variety of audio stories, culminating with designing and producing a short podcast series and will learn about intellectual property issues related to audio production, podcast genres, and podcast distribution and promotion.

MDIA 3370/3373 GLOBAL MEDIA (3) LEC. 3. Pr. MDIA 2350 or MDIA 2353. Global media is focused on the complex global dimensions of media production, distribution and reception, with a primary focus on entertainment media.
MDIA 3580/3583 REPRODUCING POPULAR CULTURE (3) LEC. 3. Postmodern study on the widespread recycling of media artifacts. May count either MDIA 3580 or RTVF 3580.

MDIA 3600/3603 FILM GENRES (3) LEC. 3. Pr. MDIA 2350 or MDIA 2352. A critical examination of popular film genres and how they have been used historically within the film industry, film studies, media criticism and popular culture.

MDIA 3650/3653 MEDIA INDUSTRIES (3) LEC. 3. The course provides students a comprehensive overview of how the media industries work, why they work as they do, and the broader theoretical and practical implications of the media industries.

MDIA 3700/3703 AUDIENCES AND FAN CULTURE (3) LEC. 3. Pr. MDIA 2350 and MDIA 2353. This course explores theories of the audience in media and cultural studies, the history of studying media audiences, while also considering contemporary scholarship, technology, identity and fan communities.

MDIA 3750/3753 RACE AND AMERICAN FILM HISTORY (3) LEC. 3. Pr. MDIA 2350 or MDIA 2352. A critical examination of the historical and social constructions of race and ethnicity in popular U.S. films.

MDIA 3820/3823 SEQUENCE DESIGN (3) STU. 3. Pr. MDIA 2420 and MDIA 2700. An intermediate studio course in which students develop animation skills for title design.

MDIA 3970/3973 SPECIAL TOPICS (3) AAB. 3. Topics in Media Studies at the intermediate level. Course may be repeated for a maximum of 6 credit hours.

MDIA 4200/4203 HISTORY OF AMERICAN BROADCASTING (3) LEC. 3. Pr. MDIA 3300 or MDIA 3303 or RTVF 3300 or RTVF 3303 or CMJN 2100 or CMJN 2103. The social, economic and technological evolution of radio and television in the United States. Declared major in AGCO, COMM, JRNL, MDIA, MDIV or PRCM. May count either MDIA 4200 or RTVF 4200.

MDIA 4210/4213 POPULAR CULTURE AND MASS MEDIA (3) LEC. 3. Pr. (MDIA 3300 or MDIA 3303 or RTVF 3300 or RTVF 3303) and (CMJN 2100 or CMJN 2103). Examines myths, icons, rituals, heroes, celebrities, genres, narratives, stereotypes as experienced and presented within communication processes. Declared major in AGCO, COMM, JRNL, MDIA, MDIV or PRCM. May count either MDIA 4210 or RTVF 4210.

MDIA 4250/4253 SCREEN CULTURE (3) LEC. 3. Pr. MDIA 3300 or MDIA 3303. A critical study of the historical development and the cultural meanings of dominant screen technologies (film screens, TVs, computer screens, mobile devices).

MDIA 4300/4303 BROADCAST PROGRAMMING AND CRITICISM (3) LEC. 3. Pr. (MDIA 3300 or MDIA 3303 or RTVF 3300 or RTVF 3303) and (CMJN 2100 or CMJN 2103). Introduces critical, theoretical, and organizational concepts, strategies, processes, and frameworks for programming for mass media systems. Declared major in AGCO, COMM, JRNL, MDIA, MDIV or PRCM.

MDIA 4310/4313 MEDIA AND SOCIETY (3) LEC. 3. Pr. (MDIA 3300 or MDIA 3303 or RTVF 3300 or RTVF 3303) and (CMJN 2100 or CMJN 2103). Examination of the relationship between the mass communication industry and a mass society. Declared major in AGCO, COMM, JRNL, MDIA, MDIV or PRCM.

MDIA 4390/4393 FILM AUTHORS (3) LEC. 2. LAB. 1. Pr. (MDIA 3300 or MDIA 3303 or RTVF 3300 or RTVF 3303) and (CMJN 2100 or CMJN 2103). In-depth study of one or more filmmakers important to the development of film as a popular art form. Declared major in AGCO, COMM, JRNL, MDIA or PRCM. May count either MDIA 4390 or RTVF 4390.

MDIA 4400/4403 ADVERTISING AND CONSUMER CULTURE (3) LEC. 3. Pr. MDIA 3300 or MDIA 3303. This course is a critical examination of the relationship between the advertising industries and the media industries and how they have influenced each other as well as mainstream US culture.

MDIA 4420/4423 HISTORY OF MEDIA TECHNOLOGY (3) LEC. 3. Pr. (MDIA 3300 or MDIA 3303 or RTVF 3300 or RTVF 3303) and (CMJN 2100 or CMJN 2103). History of media technology from 18th-21st centuries. Declared major in AGCO, COMM, JRNL, MDIA or PRCM. May count either MDIA 4420 or RTVF 4420.
MDIA 4503 CULTURE AND TECHNOLOGY (3) DSL. 3. Pr. MDIA 3303 or MDIA 3303 and CMJN 2100 or CMJN 2103. MDIA 4500 explores the complex interrelations between culture and technology within a range of interdisciplinary academic, professional and global settings and contexts. These perspectives include social, historical, economic, philosophical, political, aesthetic, organizational, religious, creative, the arts--popular and fine--(literature, film, performance, music, design) and the communication processes. The course will identify significant impacts, influences and issues surrounding modern technology and culture, while broadly and specifically exploring the forces and factors behind technological and cultural change. The course framework features the presentation and analysis of meaningful texts from radio, print, television, film, music, the Internet, the arts, advertising, and other interpersonal and mass mediated modes of communication and culture that illustrate relevant concepts and themes.

MDIA 4580/4583 FAME, CELEBRITY, AND MEDIA CULTURE (3) LEC. 3. Pr. (MDIA 3300 or MDIA 3303 or RTVF 3300 or RTVF 3303) and CMJN 2100 or CMJN 2103. Examination of celebrity and fame as distinguishing cultural phenomena. Declared major in AGCO, COMM, JRNL, MDIA, MDIV or PRCM. May count either MDIA 4580 or RTVF 4580.

MDIA 4600/4603 ADAPTATION FOR THE SHORT FILM (3) LEC. 3. Pr. MDIA 3100 or RTVF 3100 or RTVF 3103 or RTVF 3107. A survey of ways in which film can be adapted from pre-existing sources to create new works that stand on their own. Declared major in AGCO, COMM, JRNL, MDIA, MDIV or PRCM. May count either MDIA 4600 or RTVF 4600.

MDIA 4920 INTERNSHIP (3) INT. 200. Pr. CMJN 2100 or CMJN 2103 and MDIA 3300 or MDIA 3303. Opportunity to apply classroom experience to career setting. Internship must be a supervised, closely monitored work experience, appropriate to the major, that takes place in a professional setting.

MDIA 4930/4933 DIRECTED STUDIES (3) IND. 3. Pr. (MDIA 3300 or MDIA 3303 or RTVF 3300 or RTVF 3303) and (CMJN 2100 or CMJN 2103). Study of narrowly-defined MDIA topic not already covered in the MDIA curriculum and under the direction of an MDIA faculty. May be repeated with a change in topic. Declared major in AGCO, COMM, JRNL, MDIA, MDIV or PRCM. May count either MDIA 4970 or RTVF 4970. Course may be repeated for a maximum of 6 credit hours.

MDIA 4940/4943 VISUAL MEDIA PROJECTS (3) STU. 3. Pr. MDIA 3100. Capstone course in which students work as a team on an advanced visual media project.

MDIA 4970/4973 SPECIAL TOPICS (3) LEC. 3. Pr. (MDIA 3300 or MDIA 3303) and (CMJN 2100 or CMJN 2103). Topics in Media Studies at the advanced level. Course may be repeated for a maximum of 6 credit hours.

Public Relations Commu Courses

PRCM 2400/2403 FOUNDATIONS OF PUBLIC RELATIONS (3) LEC. 3. This course is designed to be an overview of the functions, practices and growing application of public relations in both private industry and the public sector. May count either PRCM 2400 /PRCM 2043 or PRCM 3040/PRCM 3043.

PRCM 2500/2503 PUBLIC RELATIONS CASE STUDIES (3) LEC. 3. Pr. JRNL 1100 or JRNL 1AA0 and (CMJN 2100 or CMJN 2103) and (PRCM 2400 or PRCM 2403 or PRCM 3040 or PRCM 3043). JRNL 1100 with a minimum grade of "B" in JRNL 1100. This is a course designed to provide Public Relations students with an understanding of both effective and ineffective methods of PR through studying actual cases from the field itself. May count either PRCM 2500/PRCM 2503 or PRCM 3050/PRCM 3053.

PRCM 3000/3003 MULTIMEDIA WRITING FOR PUBLIC RELATIONS (3) LEC. 3. Pr. JRNL 1100 or JRNL 1AA0 and (PRCM 2500 or PRCM 2503) and (CMJN 2100 or CMJN 2103) and (PRCM 2400 or PRCM 2403 or PRCM 3040 or PRCM 3043). JRNL 1100 with a minimum grade of "B" in JRNL 1100. PRCM or AGCO major only. This course will have an emphasis on communication tactics; plan, write and produce public relations tools; audience and media selection; print and electronic media. May count either PRCM 3000 or PRCM 4080.

PRCM 3080/3083 INTERNATIONAL PUBLIC RELATIONS (3) LEC. 3. Pr. CMJN 2100 or CMJN 2103. Exploration of public relations theory, research, and practice in an international context.

PRCM 3090/3093 PUBLIC RELATIONS IN POLITICAL PROCESSES (3) LEC. 3. Pr. CMJN 2100 or CMJN 2103. Surveys of the intersection of politics and public relations, emphasizing theoretical and practical principles in political processes.

PRCM 3260/3263 STRATEGIC COMMUNICATION IN PUBLIC RELATIONS (3) LEC. 3. Pr. JRNL 1100 and (CMJN 2100 or CMJN 2103) and (PRCM 2400 or PRCM 2403). JRNL 1100 with a minimum grade of "B" in JRNL 1100. Framework for the strategy and integration of messages within public relations.

PRCM 3270/3273 PUBLIC RELATIONS IN THE NOT-FOR-PROFIT ARENA (3) LEC. 3. Pr. CMJN 2100 or CMJN 2103. Nonprofit organizations and foundations and the role of public relations within those organizations.
PRCM 3280/3283 SOCIAL MEDIA AND PUBLIC RELATIONS (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and JRNL 1100 or JRNL 1AA0 and (PRCM 2400 or PRCM 2403 or PRCM 3040 or PRCM 3043) and (PRCM 2500 or PRCM 2503). JRNL 1100 with a minimum grade of "B" in JRNL 1100. Declared major in AGCO or PRCM. Examination of how new social media impact public relations strategies.

PRCM 4020/4023 DIGITAL STYLE AND DESIGN IN PUBLIC RELATIONS MESSAGES (3) LEC. 3. Pr. JRNL 1100 or JRNL 1AA0 and (CMJN 2100 or CMJN 2103) and (PRCM 2400 or PRCM 2403 or PRCM 3040 or PRCM 3043) and (PRCM 2500 or PRCM 2503). JRNL 1100 with a minimum grade of "B" in JRNL 1100. PRCM or AGCO major only. Introduction to the use of style and design in public relations messages. Departmental approval or Declared major in AGCO or PRCM.

PRCM 4400/4403 PUBLIC RELATIONS RESEARCH (3) LEC. 3. Pr. JRNL 1100 or JRNL 1AA0 and (CMJN 2100 or CMJN 2103) and (PRCM 2400 or PRCM 2403) and (PRCM 2500 or PRCM 2503 or PRCM 3040 or PRCM 3043). JRNL 1100 with a minimum grade of "B" in JRNL 1100. PRCM or AGCO major only. Identifying, characterizing and evaluating stakeholder groups and alternative channels of communication; formal research procedures including sampling, instrument design, information gathering, data processing, analysis and reporting. May count either PRCM 4400 or PRCM 4510.

PRCM 4500/4503 PUBLIC RELATIONS CAMPAIGNS (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and JRNL 1100 or JRNL 1AA0 and (PRCM 2400 or PRCM 2403) and (PRCM 2500 or PRCM 2503 or PRCM 3040 or PRCM 3043) and PRCM 3000 and PRCM 4400. JRNL 1100 with a minimum grade of "B" in JRNL 1100. Application of theory, research data, and problem-solving techniques in the development of comprehensive public relations strategies. May count either PRCM 4500 or PRCM 4090.

PRCM 4920 INTERNSHIP (3) AAB/INT. 200. Pr. CMJN 2100 or CMJN 2103 and PRCM 2400 or PRCM 2403. Opportunity to apply classroom experience in career setting. Internship must be a supervised, closely monitored work experience, appropriate to the major, that takes place in a professional setting.

PRCM 4930 DIRECTED STUDIES IN PUBLIC RELATIONS (3) LEC. 3. Pr. JRNL 1100 or JRNL 1AA0 and (PRCM 3040 or PRCM 3043) and (CMJN 2100 or CMJN 2103). with a minimum grade of "B" in JRNL 1100. Independent Study on a specific topic of interest not already addressed in any regular PRCM course.

PRCM 4970/4973 SPECIAL TOPICS IN PUBLIC RELATIONS (3) LEC. 3. Pr. JRNL 1100 and (PRCM 3040 or PRCM 3043) and (CMJN 2100 or CMJN 2103) and (PRCM 2500 or PRCM 2503). with a minimum grade of "B" in JRNL 1100. Focus on narrowly defined PRCM topics not already covered in the current PRCM curriculum.