School of Communication & Journalism

Majors from the School of Communication and Journalism are employed as HR managers, event coordinators, account executives, research associates, project managers, public affairs directors, news and sports reporters, anchors, film editors, cinematographers, producers, public relations specialists, not-for-profit managers, magazine writers, and legislative aides. The School offers undergraduate degree programs and options in Communication (COMM), Film (MFLM), Journalism (JRNL), Journalism-Sports Production (JRSP), Media Studies (MDIA), and Public Relations (PRCM). 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 major. Before applying, students must: 1) Complete CMJN 2100 with a C or better; 2) Complete COMM 1000 with a C or better; 3) Successfully complete 30 hours of degree-applicable course credits (including transfer, AP, and proficiency credits) and be a student in good standing at the time of the application; and, 4) In a well written, 300-word essay, discuss: a) What interests you about human communication; b) What you would like to learn more about; and c) What specific Communication courses would help you achieve your educational and career goals? Please be specific in your response and provide examples (i.e., list specific skills, name specific classes). Students who transfer to Auburn University may apply to the COMM major but must complete at least one semester at Auburn University before admission.

Journalism (JRNL or JRSP)

Students must apply for admission to the major. Before applying, students must: 1) Complete CMJN 2100 with a C or better; 2) Complete the fundamentals class. If the student applies Fall 2023 or later, the student must complete JRNL 1000 with a “C” or better. If the student applies prior to Fall 2023, the student must complete JRNL 1AA0 or JRNL 1100 with a “C” or better; 3) Complete JRNL 2210 with a “C” or better; 4) Successfully complete 30 hours of degree-applicable course credits (including transfer, AP, and proficiency credits) and be a student in good standing at the time of the application; and 5) In a well written a 300-word essay, free of spelling and grammar errors, explaining how the Journalism program fits with your academic and professional goals. Students who transfer to Auburn University may apply to the JRNL/JRSP major but must complete one semester at Auburn University before applying for admission.

Media Studies (MDIA or MFLM)

Students must apply for admission to the major. Before applying, students must: 1) Complete CMJN 2100 with a C or better; 2) Complete MDIA 2350 with a C or better; 3) Successfully complete 30 hours of degree-applicable course credits (including transfer, AP, and AP and proficiency credits) and be a student in good standing at the time of the application; and 4) In a well written 300-word essay, choose any example of a popular film, TV show, popular song, etc., that you find interesting and explain why you find it significant. Next, in 3-5 sentences, tell us what you hope to learn in the MDIA/MFLM program and how the program fits with your academic and professional goals. Please be specific in your response and provide examples when answering each question. Students who transfer to Auburn University may apply to the MDIA/MFLM major but must and complete at least one semester at Auburn University before applying for admission.

Public Relations (PRCM)

Students must apply for admission to the major. Before applying, students must: 1) Complete CMJN 2100 with a C or better; 2) Students must complete their foundations class. Students who began Auburn Fall 2023 or later must complete PRCM 1000 with a “C” or better. Students enrolled at Auburn prior to Fall 2023 must complete JRNL 1AA0 or JRNL 1100 with a “C” or better, or PRCM 1000 with a “C” or better; 3) Complete PRCM 2400 with a “C” or better; 4) Successfully complete 30 hours of degree-applicable course credits (including transfer, AP, and proficiency credits) and be a student in good standing at the time of the application; and 5) In a well written 300-word essay, explain how you expect to contribute to the field of Public Relations and your specific career goals. Students who transfer to Auburn University may apply to the PRCM major but must complete at least one semester at Auburn University before admission.

Majors

- Communication (http://bulletin.auburn.edu/undergraduate/collegeofliberalarts/departmentofcommunicationjournalismcmjn/communication_major/)

- Journalism (http://bulletin.auburn.edu/undergraduate/collegeofliberalarts/departmentofcommunicationjournalismcmjn/journalism_major/)
- Journalism — Sports Production Option (http://bulletin.auburn.edu/undergraduate/collegeofliberalarts/departmentofcommunicationjournalismcmjn/journalismsportsprod_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 — Film Option (http://bulletin.auburn.edu/undergraduate/collegeofliberalarts/departmentofcommunicationjournalismcmjn/mediastudiesviualmedia_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/)
- Media Studies (http://bulletin.auburn.edu/undergraduate/collegeofliberalarts/departmentofcommunicationjournalismcmjn/mediastudies_minor/)
- Public Relations (http://bulletin.auburn.edu/undergraduate/collegeofliberalarts/departmentofcommunicationjournalismcmjn/publicrelations_minor/)
- Sport Communication (http://bulletin.auburn.edu/undergraduate/collegeofliberalarts/departmentofcommunicationjournalismcmjn/sportcommunication_minor/)

Communication Courses

COMM 1000 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 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 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 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 PROFESSIONAL PRESENTATIONS (3) LEC. 3. Pr. COMM 1000 or COMM 1003. Refining the knowledge and skills necessary for communicating clearly and effectively in oral presentations.

COMM 3110 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 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 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 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 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 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 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 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 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 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 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 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.

COMM 4410 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.

COMM 4420 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 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 HEALTH COMMUNICATION CAMPAIGNS (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. 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 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 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 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 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, or 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 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.

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 (COMM 3510 or COMM 3513 or COMM 3610 or COMM 3613). 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. Declared major in COMM. Requires admission to internship program.

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 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 3500 or COMM 3503 and COMM 3600 or COMM 3603. 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 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 GENDER, WORK, AND 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 of gender, work, and communication. May count either COMM 5430 or COMM 5433.

COMM 5440 CURRENT PROBLEMS IN ORGANIZATIONAL COMMUNICATION (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and (COMM 3500 or COMM 3503) and (COMM 3610 or COMM 3613 or COMM 3510 or COMM 3513). Declared major in AGCO, COMM, JRNL, PRCM, MDIA or MDIV. This course examines current issues in organizations through the lens of cutting edge organizational communication theories.

COMM 5450 COMMUNICATION & IMMIGRATION (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 of immigration from a communication perspective. May count either COMM 5450 or COMM 5453.

COMM 5470 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 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). 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.

COMM 5700 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 5970 SPECIAL TOPICS IN COMMUNICATION (3) LEC. 3. Pr. COMM 3500 and COMM 3600 and (COMM 3510 or COMM 3610). Topics in Communication. Course may be repeated with a change in topic. Course may be repeated for a maximum of 6 credit hours.

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 6970 SPECIAL TOPICS IN COMMUNICATION (3) LEC. 3. Advanced treatment of contemporary topics, trends, current research findings, and opportunities not currently offered in the program. Course may be repeated for credit with change in topic. Course may be repeated for a maximum of 6 credit hours.

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 7100 INSTRUCTIONAL COMMUNICATION THEORY & PRACTICE (3) SEM. 3. History, theory, and concepts central to the study and practice of instructional communication.

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 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 7850 PUBLIC RELATIONS ETHICS (3) LEC. 3. This course provides a framework for understanding ethics in public relations. We will discuss ethical behavior and thinking within the context of practicing public relations. Topics discussed will include relationships, accountability, responsibility, advocacy, truth, and transparency.

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.

Communication and Journalism Courses

CMJN 2100 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 3350 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 3650 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 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 4340 MASS COMMUNICATION AND FAMILY (3) LEC. 3. Examination of the relationship between the American family and the mass communication industry.

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

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

CMJN 4430 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 4970 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.

Journalism Courses

JRNL 1000 FOUNDATIONS OF JOURNALISM (3) LEC. 3. An introduction to the field of journalism; including its role in democracy and society, history, and ethics, with an emphasis on media literacy and professional writing skills. This course replaces JRNL 1100. Credit will not be given for both (JRNL 1AA0/1100/1103) and JRNL 1000.

JRNL 1100 JOURNALISM FUNDAMENTALS (3) LEC. 3. Emphasis on Associated Press Stylebook, word usage, and punctuation 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 punctuation, grammar, Associated Press Style and word usage to mirror content covered in the in-person course.

JRNL 2210 NEWSWRITING (3) LEC. 3. Pr. JRNL 1100 or JRNL 1AA0 or JRNL 1000 or PRCM 1000. 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 REPORTING (3) LEC. 3. Pr. JRNL 2210 or JRNL 2213. 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 3010 BROADCAST & DIGITAL NEWS PRODUCTION (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and (JRNL 1100 or JRNL 1103 or JRNL 1AA0 or JRNL 1000 or PRCM 1000). Introduction to the basics of digital video production. Emphasis on techniques used in producing newscasts for broadcast, web and mobile devices.

JRNL 3020 BROADCAST & DIGITAL NEWS REPORTING (3) LEC. 3. Pr. JRNL 2210 and JRNL 3010. Writing and reporting digital news stories on deadline for broadcast, online, social media, and mobile outlets.

JRNL 3100 GLOBAL JOURNALISM AND MEDIA SYSTEMS (3) LEC. 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 2310 or JRNL 2313) and (CMJN 2100 or CMJN 2103). Introduction to how a media organization operates; provides an opportunity for students to gain practical, hands-on journalism experience.

JRNL 3220 MAGAZINE AND FEATURE WRITING (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and (JRNL 2210 or JRNL 2213). 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 PHOTOJOURNALISM (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and (JRNL 2210 or JRNL 2213). 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 EDITING AND DESIGN (3) LEC. 3. Pr. (JRNL 2210 or JRNL 2213) and (CMJN 2100 or CMJN 2103). 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 MULTIMEDIA JOURNALISM (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and (JRNL 2210 or JRNL 2213). Introduction to multimedia journalistic storytelling. Reporting and production course where students use various technologies to produce journalism stories for digital platforms.

JRNL 3530 SPORTS REPORTING (3) LEC. 3. Pr. (JRNL 2210 or JRNL 2213) and (CMJN 2100 or CMJN 2103). Sports reporting for print, broadcast, and online media, with emphasis on interviewing athletes, covering sporting events, and learning about issues surrounding sports.

JRNL 4230 ADVANCED REPORTING (3) LEC. 3. Pr. (JRNL 2313 or JRNL 2310) and (JRNL 3220 or JRNL 3510 or JRNL 3530 or JRNL 3020) and (JRNL 3220 or JRNL 3510 or JRNL 3530 or JRNL 3020). Developing and writing news stories under deadline pressure; investigative and interpretative reporting.

JRNL 4320 ENTREPRENEURIAL JOURNALISM (3) LEC. 3. Pr. (JRNL 1100 or JRNL 1103 or JRNL 1AA0 or PRCM 1000 or JRNL 1000) and (CMJN 2100 or CMJN 2103). Emphasis on content, advertising, audience, and marketing in news organizations and applying entrepreneurial principles to journalism start-ups.

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

JRNL 4470 ADVANCED MAGAZINE AND FEATURE WRITING (3) LEC. 3. Pr. (JRNL 2310 or JRNL 2313) and (JRNL 3220 or JRNL 3223) and (JRNL 3020 or JRNL 3023 or JRNL 3530 or JRNL 3533 or JRNL 3510 or JRNL 3513). Emphasis on creating long-form, non-fiction articles for print and digital publications through graceful and innovative writing techniques and skillful reporting.

JRNL 4490 LITERARY JOURNALISM (3) LEC. 3. Survey course on the best non-fiction produced by journalists.

JRNL 4530 ADVANCED SPORTS REPORTING (3) LEC. 3. Pr. (JRNL 3530 or JRNL 3533). 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 4850 REPORTING ISSUES OF SOCIAL CHANGE (3) LEC. 3. Pr. (JRNL 1100 or JRNL 1103 or JRNL 1AA0 or PRCM 1000 or JRNL 1000). Engagement with solutions-based journalism wherein story narratives about people, communities, and societal issues give voice and weight to problems and solutions.

JRNL 4870 COMMUNITY JOURNALISM (3) LEC. 3. Pr. (JRNL 2210 or JRNL 2213) and (CMJN 2100 or CMJN 2103). Civic role of community journalists.

JRNL 4920 JOURNALISM INTERNSHIP (3) INT. Pr. JRNL 2310 and (JRNL 3020 or JRNL 3220 or JRNL 3510 or JRNL 3530) and (JRNL 3010 or JRNL 3110 or JRNL 3410 or JRNL 3470). 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. Declared major in JRNL. Requires 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 4970 SPECIAL TOPICS IN JOURNALISM (3) AAB. 3. Pr. JRNL 2210. 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.

Journalism-Sports Production Courses

JRSP 3110 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 CMJN 3110 or CMJN 3113 or JRSP 3110.

JRSP 3210 NEWS AND SPORTS ANNOUNCING (3) LEC. 3. Pr. CMJN 2100 or CMJN 2103. 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. May count either CMJN 3210 or JRSP 3210.

JRSP 3410 INTRODUCTION TO SPORTS VIDEO PRODUCTION (3) LEC. 2, DSL/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. May count CMJN 3410 or JRSP 3410.

JRSP 3510 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. May count CMJN 3510 or JRSP 3510.

JRSP 4320 SPORTS MEDIA MANAGEMENT (3) LEC. 3. Pr. CMJN 2100 or CMJN 2103. Addresses principles and practices of managing sports media properties across multiple platforms. May count JRSP 4320 or CMJN 4320.

JRSP 4410 ADVANCED SPORTS VIDEO PRODUCTION (3) LEC. 2, LST. 1. Pr. (CMJN 2100 or CMJN 2103) and (CMJN 3410 or CMJN 3413 or JRSP 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. May count CMJN 4410 or JRSP 4410.

JRSP 4510 SPORTS STORYTELLING & VIDEO PROFILES (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and (CMJN 3410 or JRSP 3410 or CMJN 3413) 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. May count CMJN 4510 or JRSP 4510.

JRSP 4610 LIVE SPORTS PRODUCING (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and (JRNL 2210 or JRNL 2213) and (CMJN 3510 or JRSP 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. May count CMJN 4610 or JRSP 4610.

JRSP 4920 JOURNALISM SPORTS PRODUCTION INTERNSHIP (3) INT. Pr. JRSP 3410 and JRSP 3510. 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. Declared major in JRSP. Requires admission to internship program.

JRSP 4970 SPECIAL TOPICS IN JOURNALISM: SPORTS PRODUCTION (3) LEC. 3. Specialized topics related to the study and practice of sports media production. Course may be repeated for a maximum of 6 credit hours.

Media Studies Courses

MDIA 2350 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.

MDIA 3210 SOUNDTRACKS, MUSIC AND MEDIA (3) LEC. 3. Pr. MDIA 2350 or MDIA 2353. Historical, artistic, sociocultural and economic contexts of music and media.

MDIA 3300 FOUNDATION OF MEDIA STUDIES (3) LEC. 2. LAB. 2. Pr. MDIA 2350 or MDIA 2353. This is a foundational course that provides students with a survey of the key theoretical approaches to studying the cultural, social, political and economic dimensions of entertainment media.

MDIA 3310 HISTORY OF NEW AND EMERGING MEDIA (3) LEC. 3. Pr. MDIA 3300 or MDIA 3303. This course examines the origins and development of the Internet and related platforms including USENET, the World Wide Web, and social media. In the process, the course addresses many of the social, political, economic, and industrial implications that have accompanied the use of the Internet as a communication technology.

MDIA 3320 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 3360 AUDIO STORYTELLING AND PODCASTING (3) STU. 3. Pr. CMJN 2100 or CMJN 2103. Students will gain hands-on experience in producing audio stories and in designing and producing podcasts.

MDIA 3370 GLOBAL MEDIA (3) LEC. 2. LAB. 2. 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 REPRODUCING POPULAR CULTURE (3) LEC. 3. Postmodern study on the widespread recycling of media artifacts. May count either MDIA 3580 or MDIA 3583 or RTVF 3580.

MDIA 3600 FILM GENRES (3) LEC. 2. LAB. 2. Pr. MDIA 2350 or MDIA 2353. 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 MEDIA INDUSTRIES (3) LEC. 2. LAB. 2. Pr. MDIA 2350 or MDIA 2353. 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 AUDIENCES AND FAN CULTURE (3) LEC. 2. LAB. 2. Pr. MDIA 2350 or 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 RACE AND AMERICAN FILM HISTORY (3) LEC. 2. LAB. 2. Pr. MDIA 2350 or MDIA 2353. A critical examination of the historical and social constructions of race and ethnicity in popular U.S. films.

MDIA 3970 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 CULTURAL HISTORY OF BROADCASTING (3) LEC. 2. LAB. 2. Pr. (MDIA 3300 or MDIA 3303) and (CMJN 2100 or CMJN 2103). This course examines the social, political, industrial and cultural forces behind the development of U.S.broadcasting. We will consider broadcasting as an industry, cultural form, art form, and social institution.

MDIA 4210 POPULAR CULTURE STUDIES (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, JRSP, MDIA or PRCM.

MDIA 4250 SCREEN CULTURE (3) LEC. 2. LAB. 2. 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 MEDIA PROGRAMMING (3) LEC. 3. Pr. (MDIA 3300 or MDIA 3303 or RTVF 3300 or RTVF 3303) and (CMJN 2100 or CMJN 2103). Introduces organizational concepts, strategies, processes, and frameworks for programming in various media systems, including broadcast, cable and streaming sources.

MDIA 4310 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 4350 TELEVISION CRITICISM (3) LEC. 3. LAB. 1. Pr. MDIA 3303 or MDIA 3300. This course prepares students to critically analyze television with a deep study of the aesthetics of television coupled with an overview of critical approaches to television research.

MDIA 4390 FILM AUTHORS (3) LEC. 2. LAB. 2. Pr. (MDIA 3300 or MDIA 3303 or RTVF 3300 or RTVF 3303). 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, JRSP, MDIA or PRCM.

MDIA 4400 ADVERTISING AND CONSUMER CULTURE (3) LEC. 2. LAB. 2. 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 HISTORY OF MEDIA TECHNOLOGY (3) LEC. 3. Pr. (MDIA 3300 or MDIA 3303 or RTVF 3300 or RTVF 3303). 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 4500 CULTURE AND TECHNOLOGY (3) LEC. 3. Pr. (MDIA 3300 or MDIA 3303) and (CMJN 2100 or CMJN 2103). This course explores the complex interrelations, issues and impacts between culture and technology through a range of interdisciplinary academic, professional and global settings, contexts and texts.

MDIA 4580 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 MDIA 4583 or RTVF 4580.

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. Declared major in MDIA or MDIV. Requires admission to internship program.

MDIA 4930 DIRECTED STUDIES (3) IND. 3. Pr. MDIA 3300 or MDIA 3303. 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 4930 or MDIA 4933 or MDIA 4970 or RTVF 4970. Course may be repeated for a maximum of 6 credit hours.

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

Media Studies - Film Courses

FILM 2420 INTRODUCTION TO FILMMAKING (3) DSL/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. Pre-MDIA, Pre-MDIV, and declared MDIA/MDIV majors only.

FILM 2700 INTRODUCTION TO VISUAL MEDIA (3) DSL/STU. Pr. CMJN 2100 or CMJN 2103. A studio course introducing students to concepts and techniques of digital image-making for the short film. Pre-MDIA, Pre-MDIV, and declared MDIA/MDIV majors only.

FILM 3100 INTERMEDIATE FILMMAKING (3) DSL/STU. 3. Pr. (MDIA 2420 or FILM 2420) and (MDIA 2700 or MDIA 2703 or FILM 2700). An intermediate studio course in which students develop sound design skills for the short film.

FILM 3110 CINEMATOGRAPHY (3) STU. 3. Pr. (MDIA 2420 or FILM 2420) and (MDIA 2700 or FILM 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.

FILM 3120 FILM EDITING (3) STU. 3. Pr. (MDIA 2700 or FILM 2700) and (MDIA 2420 or FILM 2420). An intermediate studio course in which students explore the theory and practice of editing for the short film.

FILM 3350 SCREENWRITING (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and (MDIA 2350 or MDIA 2353). A writing course introducing students to the basic concepts of screen storytelling and the craft of turning story ideas into screenplays. MDIA and MDIV majors only.

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

FILM 4600 ADAPTATION FOR THE SHORT FILM (3) LEC. 3. Pr. MDIA 3100 or MDIA 3103 or FILM 3100. 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 MDIA 4603 or RTVF 4600.

FILM 4940 VISUAL MEDIA PROJECTS (3) DSL/STU. 3. Pr. MDIA 3100 or MDIA 3103 or FILM 3100. Capstone course in which students work as a team on an advanced visual media project.

Public Relations Commu Courses

PRCM 1000 PR AND MEDIA RELATIONS FUNDAMENTALS (3) DSL/LEC. Introduction to the public relations discipline, including its history, theory, ethics and its relationship to media relations, with an emphasis on developing fundamental public relations writing skills.

PRCM 2400 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.

PRCM 2500 PUBLIC RELATIONS CASE STUDIES & ETHICS (3) LEC. 3. Pr. (JRNL 1100 or JRNL 1103 or PRCM 1000 or JRNL 1AA0) and (CMJN 2100 or CMJN 2103) and (PRCM 2400 or PRCM 2403). 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 with special attention given to the ethical aspect of decision making.

PRCM 3000 MULTIMEDIA WRITING FOR PUBLIC RELATIONS (3) LEC. 3. Pr. (JRNL 1100 or JRNL 1103 or PRCM 1000 or JRNL 1AA0) and (PRCM 2500 or PRCM 2503) and (CMJN 2100 or CMJN 2103) and (PRCM 2400 or PRCM 2403). 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.

PRCM 3080 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 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 STRATEGIC COMMUNICATION IN PUBLIC RELATIONS (3) LEC. 3. Pr. (JRNL 1100 or JRNL 1103 or PRCM 1000 or JRNL 1AA0) and (CMJN 2100 or CMJN 2103) and (PRCM 2400 or PRCM 2403). PRCM or AGCO majors only. Framework for the strategy and integration of messages within public relations.

PRCM 3270 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 SOCIAL MEDIA AND PUBLIC RELATIONS (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and (JRNL 1100 or JRNL 1103 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 DIGITAL STYLE AND DESIGN IN PUBLIC RELATIONS MESSAGES (3) LEC. 3. Pr. (JRNL 1100 or JRNL 1103 or PRCM 1000 or JRNL 1AA0) and (CMJN 2100 or CMJN 2103) and (PRCM 2400 or PRCM 2403) and (PRCM 2500 or PRCM 2503). 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 PUBLIC RELATIONS RESEARCH (3) LEC. 3. Pr. (JRNL 1100 or JRNL 1103 or PRCM 1000 or JRNL 1AA0) and (CMJN 2100 or CMJN 2103) and (PRCM 2500 or PRCM 2503) and (PRCM 2400 or PRCM 2403). 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.

PRCM 4500 PUBLIC RELATIONS CAMPAIGNS (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and (JRNL 1100 or JRNL 1103 or PRCM 1000 or JRNL 1AA0) and (PRCM 2500 or PRCM 2503) and (PRCM 2400 or PRCM 2403) and PRCM 3000 and PRCM 4400. JRNL 1100/1103 with a minimum grade of "B" in JRNL 1100/1103, or JRNL 1AA0 with a grade of "S," or PRCM 1000 with a minimum grade of "C." CMJN 2100 or 2103, PRCM 2400 or 2403, PRCM 2500 or 2503, PRCM 3000, and PRCM 4400. Application of theory, research data, and problem-solving techniques in the development of comprehensive public relations strategies.

PRCM 4920 INTERNSHIP (3) AAB/INT. 200. Pr. (CMJN 2100 or CMJN 2103) and (PRCM 2400 or PRCM 2403) and (PRCM 3000 or PRCM 3003). 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 1103 or JRNL 1AA0) and (PRCM 3040 or PRCM 3043 or 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 SPECIAL TOPICS IN PUBLIC RELATIONS (3) LEC. 3. Pr. (JRNL 1100 or JRNL 1103 or JRNL 1AA0) and (PRCM 3040 or PRCM 3043 or PRCM 2400 or PRCM 2403) 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 Courses

COMM 1000 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 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 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 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 PROFESSIONAL PRESENTATIONS (3) LEC. 3. Pr. COMM 1000 or COMM 1003. Refining the knowledge and skills necessary for communicating clearly and effectively in oral presentations.

COMM 3110 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 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 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 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 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 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 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 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 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 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 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 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.

COMM 4410 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.

COMM 4420 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 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 HEALTH COMMUNICATION CAMPAIGNS (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. 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 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 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 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 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, or 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 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.

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 (COMM 3510 or COMM 3513 or COMM 3610 or COMM 3613). 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. Declared major in COMM. Requires admission to internship program.

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 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 3500 or COMM 3503 and COMM 3600 or COMM 3603. 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 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 GENDER, WORK, AND 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 of gender, work, and communication. May count either COMM 5430 or COMM 5433.

COMM 5440 CURRENT PROBLEMS IN ORGANIZATIONAL COMMUNICATION (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and (COMM 3500 or COMM 3503) and (COMM 3610 or COMM 3613 or COMM 3510 or COMM 3513). Declared major in AGCO, COMM, JRNL, PRCM, MDIA or MDIV. This course examines current issues in organizations through the lens of cutting edge organizational communication theories.

COMM 5450 COMMUNICATION & IMMIGRATION (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 of immigration from a communication perspective. May count either COMM 5450 or COMM 5453.

COMM 5470 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 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). 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.

COMM 5700 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 5970 SPECIAL TOPICS IN COMMUNICATION (3) LEC. 3. Pr. COMM 3500 and COMM 3600 and (COMM 3510 or COMM 3610). Topics in Communication. Course may be repeated with a change in topic. Course may be repeated for a maximum of 6 credit hours.

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 6970 SPECIAL TOPICS IN COMMUNICATION (3) LEC. 3. Advanced treatment of contemporary topics, trends, current research findings, and opportunities not currently offered in the program. Course may be repeated for credit with change in topic. Course may be repeated for a maximum of 6 credit hours.

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 7100 INSTRUCTIONAL COMMUNICATION THEORY & PRACTICE (3) SEM. 3. History, theory, and concepts central to the study and practice of instructional communication.

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 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 7850 PUBLIC RELATIONS ETHICS (3) LEC. 3. This course provides a framework for understanding ethics in public relations. We will discuss ethical behavior and thinking within the context of practicing public relations. Topics discussed will include relationships, accountability, responsibility, advocacy, truth, and transparency.

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.

Communication and Journalism Courses

CMJN 2100 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 3350 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 3650 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 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 4340 MASS COMMUNICATION AND FAMILY (3) LEC. 3. Examination of the relationship between the American family and the mass communication industry.

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

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

CMJN 4430 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 4970 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.

Journalism Courses

JRNL 1000 FOUNDATIONS OF JOURNALISM (3) LEC. 3. An introduction to the field of journalism; including its role in democracy and society, history, and ethics, with an emphasis on media literacy and professional writing skills. This course replaces JRNL 1100. Credit will not be given for both (JRNL 1AA0/1100/1103) and JRNL 1000.

JRNL 1100 JOURNALISM FUNDAMENTALS (3) LEC. 3. Emphasis on Associated Press Stylebook, word usage, and punctuation 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 punctuation, grammar, Associated Press Style and word usage to mirror content covered in the in-person course.

JRNL 2210 NEWSWRITING (3) LEC. 3. Pr. JRNL 1100 or JRNL 1AA0 or JRNL 1000 or PRCM 1000. 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 REPORTING (3) LEC. 3. Pr. JRNL 2210 or JRNL 2213. 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 3010 BROADCAST & DIGITAL NEWS PRODUCTION (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and (JRNL 1100 or JRNL 1103 or JRNL 1AA0 or JRNL 1000 or PRCM 1000). Introduction to the basics of digital video production. Emphasis on techniques used in producing newscasts for broadcast, web and mobile devices.

JRNL 3020 BROADCAST & DIGITAL NEWS REPORTING (3) LEC. 3. Pr. JRNL 2210 and JRNL 3010. Writing and reporting digital news stories on deadline for broadcast, online, social media, and mobile outlets.

JRNL 3100 GLOBAL JOURNALISM AND MEDIA SYSTEMS (3) LEC. 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 2310 or JRNL 2313) and (CMJN 2100 or CMJN 2103). Introduction to how a media organization operates; provides an opportunity for students to gain practical, hands-on journalism experience.

JRNL 3220 MAGAZINE AND FEATURE WRITING (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and (JRNL 2210 or JRNL 2213). 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 PHOTOJOURNALISM (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and (JRNL 2210 or JRNL 2213). 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 EDITING AND DESIGN (3) LEC. 3. Pr. (JRNL 2210 or JRNL 2213) and (CMJN 2100 or CMJN 2103). 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 MULTIMEDIA JOURNALISM (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and (JRNL 2210 or JRNL 2213). Introduction to multimedia journalistic storytelling. Reporting and production course where students use various technologies to produce journalism stories for digital platforms.

JRNL 3530 SPORTS REPORTING (3) LEC. 3. Pr. (JRNL 2210 or JRNL 2213) and (CMJN 2100 or CMJN 2103). Sports reporting for print, broadcast, and online media, with emphasis on interviewing athletes, covering sporting events, and learning about issues surrounding sports.

JRNL 4230 ADVANCED REPORTING (3) LEC. 3. Pr. (JRNL 2313 or JRNL 2310) and (JRNL 3220 or JRNL 3510 or JRNL 3530 or JRNL 3020) and (JRNL 3220 or JRNL 3510 or JRNL 3530 or JRNL 3020). Developing and writing news stories under deadline pressure; investigative and interpretative reporting.

JRNL 4320 ENTREPRENEURIAL JOURNALISM (3) LEC. 3. Pr. (JRNL 1100 or JRNL 1103 or JRNL 1AA0 or PRCM 1000 or JRNL 1000) and (CMJN 2100 or CMJN 2103). Emphasis on content, advertising, audience, and marketing in news organizations and applying entrepreneurial principles to journalism start-ups.

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

JRNL 4470 ADVANCED MAGAZINE AND FEATURE WRITING (3) LEC. 3. Pr. (JRNL 2310 or JRNL 2313) and (JRNL 3220 or JRNL 3223) and (JRNL 3020 or JRNL 3023 or JRNL 3530 or JRNL 3533 or JRNL 3510 or JRNL 3513). Emphasis on creating long-form, non-fiction articles for print and digital publications through graceful and innovative writing techniques and skillful reporting.

JRNL 4490 LITERARY JOURNALISM (3) LEC. 3. Survey course on the best non-fiction produced by journalists.

JRNL 4530 ADVANCED SPORTS REPORTING (3) LEC. 3. Pr. (JRNL 3530 or JRNL 3533). 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 4850 REPORTING ISSUES OF SOCIAL CHANGE (3) LEC. 3. Pr. (JRNL 1100 or JRNL 1103 or JRNL 1AA0 or PRCM 1000 or JRNL 1000). Engagement with solutions-based journalism wherein story narratives about people, communities, and societal issues give voice and weight to problems and solutions.

JRNL 4870 COMMUNITY JOURNALISM (3) LEC. 3. Pr. (JRNL 2210 or JRNL 2213) and (CMJN 2100 or CMJN 2103). Civic role of community journalists.

JRNL 4920 JOURNALISM INTERNSHIP (3) INT. Pr. JRNL 2310 and (JRNL 3020 or JRNL 3220 or JRNL 3510 or JRNL 3530) and (JRNL 3010 or JRNL 3110 or JRNL 3410 or JRNL 3470). 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. Declared major in JRNL. Requires 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 4970 SPECIAL TOPICS IN JOURNALISM (3) AAB. 3. Pr. JRNL 2210. 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.

Journalism-Sports Production Courses

JRSP 3110 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 CMJN 3110 or CMJN 3113 or JRSP 3110.

JRSP 3210 NEWS AND SPORTS ANNOUNCING (3) LEC. 3. Pr. CMJN 2100 or CMJN 2103. 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. May count either CMJN 3210 or JRSP 3210.

JRSP 3410 INTRODUCTION TO SPORTS VIDEO PRODUCTION (3) LEC. 2, DSL/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. May count CMJN 3410 or JRSP 3410.

JRSP 3510 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. May count CMJN 3510 or JRSP 3510.

JRSP 4320 SPORTS MEDIA MANAGEMENT (3) LEC. 3. Pr. CMJN 2100 or CMJN 2103. Addresses principles and practices of managing sports media properties across multiple platforms. May count JRSP 4320 or CMJN 4320.

JRSP 4410 ADVANCED SPORTS VIDEO PRODUCTION (3) LEC. 2, LST. 1. Pr. (CMJN 2100 or CMJN 2103) and (CMJN 3410 or CMJN 3413 or JRSP 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. May count CMJN 4410 or JRSP 4410.

JRSP 4510 SPORTS STORYTELLING & VIDEO PROFILES (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and (CMJN 3410 or JRSP 3410 or CMJN 3413) 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. May count CMJN 4510 or JRSP 4510.

JRSP 4610 LIVE SPORTS PRODUCING (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and (JRNL 2210 or JRNL 2213) and (CMJN 3510 or JRSP 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. May count CMJN 4610 or JRSP 4610.

JRSP 4920 JOURNALISM SPORTS PRODUCTION INTERNSHIP (3) INT. Pr. JRSP 3410 and JRSP 3510. 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. Declared major in JRSP. Requires admission to internship program.

JRSP 4970 SPECIAL TOPICS IN JOURNALISM: SPORTS PRODUCTION (3) LEC. 3. Specialized topics related to the study and practice of sports media production. Course may be repeated for a maximum of 6 credit hours.

Media Studies Courses

MDIA 2350 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.

MDIA 3210 SOUNDTRACKS, MUSIC AND MEDIA (3) LEC. 3. Pr. MDIA 2350 or MDIA 2353. Historical, artistic, sociocultural and economic contexts of music and media.

MDIA 3300 FOUNDATION OF MEDIA STUDIES (3) LEC. 2. LAB. 2. Pr. MDIA 2350 or MDIA 2353. This is a foundational course that provides students with a survey of the key theoretical approaches to studying the cultural, social, political and economic dimensions of entertainment media.

MDIA 3310 HISTORY OF NEW AND EMERGING MEDIA (3) LEC. 3. Pr. MDIA 3300 or MDIA 3303. This course examines the origins and development of the Internet and related platforms including USENET, the World Wide Web, and social media. In the process, the course addresses many of the social, political, economic, and industrial implications that have accompanied the use of the Internet as a communication technology.

MDIA 3320 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 3360 AUDIO STORYTELLING AND PODCASTING (3) STU. 3. Pr. CMJN 2100 or CMJN 2103. Students will gain hands-on experience in producing audio stories and in designing and producing podcasts.

MDIA 3370 GLOBAL MEDIA (3) LEC. 2. LAB. 2. 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 REPRODUCING POPULAR CULTURE (3) LEC. 3. Postmodern study on the widespread recycling of media artifacts. May count either MDIA 3580 or MDIA 3583 or RTVF 3580.

MDIA 3600 FILM GENRES (3) LEC. 2. LAB. 2. Pr. MDIA 2350 or MDIA 2353. 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 MEDIA INDUSTRIES (3) LEC. 2. LAB. 2. Pr. MDIA 2350 or MDIA 2353. 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 AUDIENCES AND FAN CULTURE (3) LEC. 2. LAB. 2. Pr. MDIA 2350 or 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 RACE AND AMERICAN FILM HISTORY (3) LEC. 2. LAB. 2. Pr. MDIA 2350 or MDIA 2353. A critical examination of the historical and social constructions of race and ethnicity in popular U.S. films.

MDIA 3970 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 CULTURAL HISTORY OF BROADCASTING (3) LEC. 2. LAB. 2. Pr. (MDIA 3300 or MDIA 3303) and (CMJN 2100 or CMJN 2103). This course examines the social, political, industrial and cultural forces behind the development of U.S.broadcasting. We will consider broadcasting as an industry, cultural form, art form, and social institution.

MDIA 4210 POPULAR CULTURE STUDIES (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, JRSP, MDIA or PRCM.

MDIA 4250 SCREEN CULTURE (3) LEC. 2. LAB. 2. 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 MEDIA PROGRAMMING (3) LEC. 3. Pr. (MDIA 3300 or MDIA 3303 or RTVF 3300 or RTVF 3303) and (CMJN 2100 or CMJN 2103). Introduces organizational concepts, strategies, processes, and frameworks for programming in various media systems, including broadcast, cable and streaming sources.

MDIA 4310 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 4350 TELEVISION CRITICISM (3) LEC. 3. LAB. 1. Pr. MDIA 3303 or MDIA 3300. This course prepares students to critically analyze television with a deep study of the aesthetics of television coupled with an overview of critical approaches to television research.

MDIA 4390 FILM AUTHORS (3) LEC. 2. LAB. 2. Pr. (MDIA 3300 or MDIA 3303 or RTVF 3300 or RTVF 3303). 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, JRSP, MDIA or PRCM.

MDIA 4400 ADVERTISING AND CONSUMER CULTURE (3) LEC. 2. LAB. 2. 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 HISTORY OF MEDIA TECHNOLOGY (3) LEC. 3. Pr. (MDIA 3300 or MDIA 3303 or RTVF 3300 or RTVF 3303). 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 4500 CULTURE AND TECHNOLOGY (3) LEC. 3. Pr. (MDIA 3300 or MDIA 3303) and (CMJN 2100 or CMJN 2103). This course explores the complex interrelations, issues and impacts between culture and technology through a range of interdisciplinary academic, professional and global settings, contexts and texts.

MDIA 4580 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 MDIA 4583 or RTVF 4580.

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. Declared major in MDIA or MDIV. Requires admission to internship program.

MDIA 4930 DIRECTED STUDIES (3) IND. 3. Pr. MDIA 3300 or MDIA 3303. 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 4930 or MDIA 4933 or MDIA 4970 or RTVF 4970. Course may be repeated for a maximum of 6 credit hours.

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

Media Studies - Film Courses

FILM 2420 INTRODUCTION TO FILMMAKING (3) DSL/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. Pre-MDIA, Pre-MDIV, and declared MDIA/MDIV majors only.

FILM 2700 INTRODUCTION TO VISUAL MEDIA (3) DSL/STU. Pr. CMJN 2100 or CMJN 2103. A studio course introducing students to concepts and techniques of digital image-making for the short film. Pre-MDIA, Pre-MDIV, and declared MDIA/MDIV majors only.

FILM 3100 INTERMEDIATE FILMMAKING (3) DSL/STU. 3. Pr. (MDIA 2420 or FILM 2420) and (MDIA 2700 or MDIA 2703 or FILM 2700). An intermediate studio course in which students develop sound design skills for the short film.

FILM 3110 CINEMATOGRAPHY (3) STU. 3. Pr. (MDIA 2420 or FILM 2420) and (MDIA 2700 or FILM 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.

FILM 3120 FILM EDITING (3) STU. 3. Pr. (MDIA 2700 or FILM 2700) and (MDIA 2420 or FILM 2420). An intermediate studio course in which students explore the theory and practice of editing for the short film.

FILM 3350 SCREENWRITING (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and (MDIA 2350 or MDIA 2353). A writing course introducing students to the basic concepts of screen storytelling and the craft of turning story ideas into screenplays. MDIA and MDIV majors only.

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

FILM 4600 ADAPTATION FOR THE SHORT FILM (3) LEC. 3. Pr. MDIA 3100 or MDIA 3103 or FILM 3100. 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 MDIA 4603 or RTVF 4600.

FILM 4940 VISUAL MEDIA PROJECTS (3) DSL/STU. 3. Pr. MDIA 3100 or MDIA 3103 or FILM 3100. Capstone course in which students work as a team on an advanced visual media project.

Public Relations Commu Courses

PRCM 1000 PR AND MEDIA RELATIONS FUNDAMENTALS (3) DSL/LEC. Introduction to the public relations discipline, including its history, theory, ethics and its relationship to media relations, with an emphasis on developing fundamental public relations writing skills.

PRCM 2400 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.

PRCM 2500 PUBLIC RELATIONS CASE STUDIES & ETHICS (3) LEC. 3. Pr. (JRNL 1100 or JRNL 1103 or PRCM 1000 or JRNL 1AA0) and (CMJN 2100 or CMJN 2103) and (PRCM 2400 or PRCM 2403). 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 with special attention given to the ethical aspect of decision making.

PRCM 3000 MULTIMEDIA WRITING FOR PUBLIC RELATIONS (3) LEC. 3. Pr. (JRNL 1100 or JRNL 1103 or PRCM 1000 or JRNL 1AA0) and (PRCM 2500 or PRCM 2503) and (CMJN 2100 or CMJN 2103) and (PRCM 2400 or PRCM 2403). 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.

PRCM 3080 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 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 STRATEGIC COMMUNICATION IN PUBLIC RELATIONS (3) LEC. 3. Pr. (JRNL 1100 or JRNL 1103 or PRCM 1000 or JRNL 1AA0) and (CMJN 2100 or CMJN 2103) and (PRCM 2400 or PRCM 2403). PRCM or AGCO majors only. Framework for the strategy and integration of messages within public relations.

PRCM 3270 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 SOCIAL MEDIA AND PUBLIC RELATIONS (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and (JRNL 1100 or JRNL 1103 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 DIGITAL STYLE AND DESIGN IN PUBLIC RELATIONS MESSAGES (3) LEC. 3. Pr. (JRNL 1100 or JRNL 1103 or PRCM 1000 or JRNL 1AA0) and (CMJN 2100 or CMJN 2103) and (PRCM 2400 or PRCM 2403) and (PRCM 2500 or PRCM 2503). 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 PUBLIC RELATIONS RESEARCH (3) LEC. 3. Pr. (JRNL 1100 or JRNL 1103 or PRCM 1000 or JRNL 1AA0) and (CMJN 2100 or CMJN 2103) and (PRCM 2500 or PRCM 2503) and (PRCM 2400 or PRCM 2403). 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.

PRCM 4500 PUBLIC RELATIONS CAMPAIGNS (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and (JRNL 1100 or JRNL 1103 or PRCM 1000 or JRNL 1AA0) and (PRCM 2500 or PRCM 2503) and (PRCM 2400 or PRCM 2403) and PRCM 3000 and PRCM 4400. JRNL 1100/1103 with a minimum grade of "B" in JRNL 1100/1103, or JRNL 1AA0 with a grade of "S," or PRCM 1000 with a minimum grade of "C." CMJN 2100 or 2103, PRCM 2400 or 2403, PRCM 2500 or 2503, PRCM 3000, and PRCM 4400. Application of theory, research data, and problem-solving techniques in the development of comprehensive public relations strategies.

PRCM 4920 INTERNSHIP (3) AAB/INT. 200. Pr. (CMJN 2100 or CMJN 2103) and (PRCM 2400 or PRCM 2403) and (PRCM 3000 or PRCM 3003). 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 1103 or JRNL 1AA0) and (PRCM 3040 or PRCM 3043 or 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 SPECIAL TOPICS IN PUBLIC RELATIONS (3) LEC. 3. Pr. (JRNL 1100 or JRNL 1103 or JRNL 1AA0) and (PRCM 3040 or PRCM 3043 or PRCM 2400 or PRCM 2403) 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.