



## COLLEGE OF ARTS & COMMUNICATION OFFERINGS

### *COMMUNICATION COURSES (164, 166)*

#### *JOURNALISM (164)*

**164-505 (166-505) History Of Mass Communication -- 3 cr**

An overview of the origin, development, strengths and weaknesses, and achievements of mass communication in the United States, with particular attention to the interrelationship between mass communication and society.  
Unreq: 166-305/505.

**166-530 Corporate And Industrial Video Production -- 3 cr**

This video production course examines the uses of video technology in non-broadcast settings. Particular attention is spent on marketing, public relations, training and employee communication applications.  
Prereq: 166-238.

**164-560 (166-560) Media Operations And Management -- 3 cr**

An overview and examination of the basic operations of newspaper, radio, television, magazine, advertising/ public relations agency and new information technologies: organization and equipment, company and manager responsibilities, market analysis and product planning, distribution and pricing, social responsibilities, production and service, financial and legal questions, and public and employee relations.  
Prereq: 166-131 or 166-232 or 166-202 or 164-220.  
Unreq: 166-360/560.

**164-606 Reporting Public Affairs -- 3 cr**

Advanced work in reporting with emphasis on news related to crime and the courts, government and politics, business, finance, and labor. Includes study of the courts, legislative procedures and business.  
Prereq: 164-244.

**164-620 Law Of Mass Communication -- 3 cr**

Study of law as applied to the mass media with particular emphasis on freedom of information, libel, privacy, contempt and copyright regulation.

**164-630 Communication And Public Opinion -- 3 cr**

The role of the mass media of communication in the formation of public opinion. Propaganda goals of government, political, economic, and social groups.

Prereq: Consent of instructor.

**164-631 (166-631) Mass Communication In Society -- 3 cr**

A course which examines the functions and effects of mass media in our society. Theoretical bases for assessing social, behavioral and cultural influences are emphasized.

Prereq: 166-131 or 166-202.

Unreq: 166-631.

**164-685 Communication Research Methods -- 3 cr**

An advanced-level undergraduate and graduate survey of methodologies and issues relevant to the practice of communication research.

**164-688 Adviser's Workshop -- 1-4 cr**

A course characterized by individualized and participatory activities within a group context, the results of which activities are shared with the entire group. Announcements of specific workshops being offered are made as the workshops are developed. Offered in summer school only. See the Credit Restrictions section under Academic Requirements and Policies for credit limitations pertaining to workshops.

**164-690 Workshop -- 1-4 cr**

**164-691 Travel Study -- 1-3 cr**

**164-694 Seminar -- 1-4 cr**

**164-696 Special Studies -- 1-4 cr**

**164-785 Methods Of Communication Research -- 3 cr**

An advanced-level graduate survey of methodologies and issues relevant to the practice of communication research.

**164-790 Workshop -- 1-6 cr**

**164-794 Seminar -- 1-3 cr**

**164-796 Special Studies -- 1-3 cr**

**164-798 Individual Studies -- 1-3 cr**

**164-799 Thesis Research -- 1-6 cr**

Students must complete a Thesis Proposal Form in the Graduate Studies Office before registering for this course.

***SPEECH COMMUNICATION (166)***

**166-505 (164-505) History of Mass Communication -- 3 cr**

An overview of the origin, development, strengths and weaknesses, and achievements of mass communication in the United States, with particular attention to the interrelationship between mass media and society.

Unreq: 164-305/505.

**166-520 Advanced Audio Techniques -- 3 cr**

An advanced level course that studies the utilization of multitrack digital systems in broadcast, recording and sound reinforcement environments. Students critique and analyze existing works and produce related audio materials in various genres.

Prereq: 166-239 or consent of instructor.

**166-521 Nonverbal Communication -- 3 cr**

Nonverbal dimensions of interpersonal communication (physical behavior, facial expression, eye behavior, personal space, personal appearance - clothing, touch, voice and the use of objects) focusing upon their actual interaction with verbal or speech communication. Study of concepts and actual participation in nonverbal exercises/simulations.

Prereq: 166-110 or equivalent.

**166-526 Communication And Gender -- 3 cr**

Advanced study of interpersonal communication between and within the sexes. The focus of the course concerns examination of traditional gender ideals and analysis of communication styles that contribute to societal evolution. Sex differences in communication, theories explaining sex differences in communication, research on sex stereotypes, debates about language and sexism, and implications for inter-gender relationships in a variety of settings are among the topics considered in this course.

Prereq: 166-228.

**166-527 Introduction To Organizational Communication -- 3 cr**

This course provides a broad overview of the theoretical and empirical literature relevant to organizational communication. The focus is on how communication operates in organizations, the effects of communication on organizational life, and how communication can be made efficient and effective in meeting personal as well as organizational goals.

Prereq: 166-110 or equivalent.

**166-528 Communication Conflict Resolution -- 3 cr**

This course provides a communications perspective of the nature and possible

methods of resolution of conflict.

Prereq: 166-110

**166-535 Advertising Video Production -- 3 cr**

Students develop and apply advanced studio and field video production skills for the production of television advertising.

Prereq: 166-238.

**166-538 Remote Television Production -- 3 cr**

This advanced course instructs students in how to produce, direct, edit, and evaluate portable and remote television productions. Approaches to producing electronic field productions, electronic news gathering, and large scale remotes are examined in depth. Previous course work in television production required.

Prereq: 166-337 or 166-231 or 166-331.

**166-539 History Of Cinema -- 3 cr**

A study of the motion picture as a significant art form of the twentieth century, with emphasis upon the historical, social, economic, technical, and artistic factors that influenced its development.

**166-540 Speech Writing -- 3 cr**

Students develop skills necessary to write varied types of public speeches suitable for presentation by others or by themselves.

Prereq: 166-110.

**166-559 Rhetoric Of The Western World -- 3 cr**

An introduction to significant theories of communication and persuasion based on western thought.

Prereq: 166-110.

**166-560 (164-560) Media Operations And Management -- 3 cr**

An overview and examination of the basic operations of newspaper, radio, television, magazine, advertising/ public relations agency and new information technologies: organization and equipment, company and manager responsibilities, market analysis and product planning, distribution and pricing, social responsibilities, production and service, financial and legal questions, and public and employee relations.

Prereq: 166-131 or 166-232 or 166-202 or 164-220.

Unreq: 166-360/560.

**166-602 Publicity Media And Campaigns -- 3 cr**

Extension of principles of public relations through advanced readings and case studies in business, industry, service, and education, and practice in creating effective publicity campaigns.

Prereq: 166-202, 166-203, 164-245 and 166-307.

**166-620 Listening Behavior -- 3 cr**

Study of the current theory and research concerning the process of listening in human communication as a basis for an effective understanding of listening behavior and for an increased ability to improve one's own listening skills. Coverage of material culminates in an analysis of approaches to teaching listening in the schools and training in business-industry.  
Prereq: 166-110 or equivalent or consent of instructor.

**166-622 Communication Theories -- 3 cr**

Study of theories of communication from various disciplinary viewpoints. An investigation of approaches which attempt to explain the communication process through a "meaning-centered" focus to the communication act (originating communicator, message, channel, responding communicator). Theories are discussed in terms of their assumptions, claims, and strengths-weaknesses.

**166-624 Cross Cultural Communication -- 3 cr**

Study of cross cultural contacts and interactions when individuals are from different cultures. An analysis of verbal and nonverbal communication and related factors within and between various cultures, predictions of patterns and effects, and communication barriers.

**166-627 Communication Training In Organizations -- 3 cr**

This is an advanced-level course that focuses on identifying, evaluating, and enhancing the communicative competencies behind the functioning of contemporary organizations.  
Prereq: 166-327/527

**166-629 Organizational Communication Needs Analysis -- 3 cr**

This course examines the critical issues associated with doing applied work in organizational communication. Theoretical and empirical questions are addressed in this regard. On the basis of this knowledge, the student then learns by conducting an audit of the communication climate for a specific organization.  
Prereq: 166-327/527

**166-631 (164-631) Mass Communication In Society -- 3 cr**

A course which examines the functions and effects of mass media in our society. Theoretical bases for assessing social, behavioral and cultural influences are emphasized.  
Prereq: 166-131 or 166-202.  
Unreq: 166-631.

**166-634 Broadcast Station Operations and Procedures -- 3 cr**

An advanced-level course involving the elements of broadcast station and cable television operations, with particular emphasis on federal regulatory policies. Electronic mass media operations involving management, sales, programming, and audience responsibilities are emphasized. Formation of internal policy

guidelines for day-to-day operations is a major course focus.

Prereq: 166-131 and at least one semester of staff experience on either WSUW-FM or at Cable 6 or its equivalent as determined by the instructor.

**166-640 New Communication Technologies -- 3 cr**

This course examines the major innovations in the telecommunication industry including cable television, satellite communication, fiber optics, interactive communication systems, multimedia, HDTV, and other developments. Students will explore alternative regulatory contexts in which these systems can develop and address the implications of these developments in a variety of social, institutional and philosophical contexts.

Prereq: 166-131 or 166-232.

**166-645 Rhetoric Of Campaigns & Social Movements -- 3 cr**

Advanced study of the process of persuasion as it relates to significant campaigns and/or social movements such as Civil Rights, Women's Movement, and Political Campaigns. Applications and analysis of persuasion and campaigns and/or social movements through term papers, exams, and presentations.

Prereq: 166-110

**166-659 Communication Criticism -- 3 cr**

Advanced study of social influence through the systematic analysis of public messages. Students will be exposed to contemporary methods of rhetorical criticism which aid in the analysis of strategy and effect.

Prereq: 166-345.

**166-685 Communication Research Methods -- 3 cr**

An advanced-level undergraduate and graduate survey of methodologies and issues relevant to the practice of communication research.

**166-690 Workshop -- 1-6 cr**

**166-691 Travel Study -- 1-3 cr**

**166-694 Seminar -- 1-6 cr**

**166-696 Special Studies -- 1-3 cr**

Prereq: Consent of instructor.

**166-701 Readings In Communication Research -- 3 cr**

The student will be introduced to the nature of graduate study and the principles and methods of historical-critical, descriptive and experimental research in speech.

**166-702 Seminar In Rhetoric And Public Address -- 3 cr**

The group will investigate special topics selected on the basis of need, interest, or timeliness which may change each time the course is offered.

**166-703 Seminar In Corporate/Public Communication -- 3 cr**

Investigation of special current communication topics from a behavioral perspective which are selected on the basis of need, interest, or timeliness and which may change each time the course is offered.

**166-722 Issues In Human Communication Theory -- 3 cr**

Advanced study and analysis of communication theories from various disciplinary viewpoints. Theories are discussed in terms of their assumptions, claims, strengths, and weaknesses.

**166-731 Effects Of Mass Communication -- 3 cr**

A course which examines the effects of mass media in our society. Theoretical bases for assessing social, behavioral, and cultural influences are emphasized.

**166-785 Methods Of Communication Research -- 3 cr**

An advanced-level graduate survey of methodologies and issues relevant to the practice of communication research.

**166-790 Workshop -- 1 cr**

**166-794 Seminar -- 1-3 cr**

**166-796 Special Studies -- 1-3 cr**

**166-798 Individual Studies -- 1-3 cr**

**166-799 Thesis Research -- 1-6 cr**

Students must complete a Thesis Proposal Form in the Graduate Studies Office before registering for this course.