

Communication (JOURNLISM, SPEECH)

JOURNALISM (JOURNLISM)

JOURNLISM-505 (SPEECH-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.

JOURNLISM-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.

Prereq: JOURNLISM-210 or JOURNLISM-220 or SPEECH- 131 or SPEECH-232

JOURNLISM-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: JOURNLISM-210 or JOURNLISM-220 or SPEECH-232 or any course in Political Science or Sociology, and junior standing or instructor's consent.

JOURNLISM-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: SPEECH-131 or SPEECH-202 or SPEECH-232 or JOURNLISM-210 or JOURNLISM-220.

JOURNLISM-690 Workshop 1-4 cr

JOURNLISM-691 Travel Study 1-3 cr

JOURNLISM-694 Seminar 1-4 cr

JOURNLISM-696 Special Studies 1-4 cr

JOURNLISM-785 Methods Of Communication Research 3 cr

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

JOURNLISM-789 (SPEECH-789) Applied Communication Project Credits 3 cr

Applied Communication Project (ACP) credits allow a student to work with his/her project director and committee in further developing and completing the ACP, a capstone experience option emphasizing the application of communication theory and principles to solve a communication

problem or meet a specific communication need relating to corporate communication or mass communication issues.

Prereq: The completion of an ACP Proposal (forms available from the Graduate Program Coordinator) and completion of 18 graduate credits including SPEECH-701, SPEECH-722, and SPEECH-785.

JOURNLISM-790 Workshop 1-6 cr

JOURNLISM-793 (SPEECH-793) Communication Practicum 1-3 cr

The Communication Practicum gives students, under the direction of a faculty advisor, the opportunity to apply their theoretical and research backgrounds in "real world" settings ranging from internships in organizations or agencies to other approved activities.

Prereq: Completion of 18 graduate level credits including SPEECH-701, SPEECH-722, and SPEECH-785 and a practicum contract in consultation with the faculty supervisor and professional supervisor. The contract will include a description of the expectations the faculty supervisor and professional supervisor have of the student including delineation of the student's specific responsibilities while involved in the practicum.

JOURNLISM-794 Seminar 1-3 cr

JOURNLISM-796 Special Studies 1-3 cr

JOURNLISM-798 Individual Studies 1-3 cr

JOURNLISM-799 Thesis Research 3 cr

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

SPEECH COMMUNICATION (SPEECH)

SPEECH-505 (JOURNLISM-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: JOURNLISM-505.

SPEECH-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: Consent of instructor.

SPEECH-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: Consent of instructor.

SPEECH-528 Communication Conflict Resolution 3 cr

This course provides a communications perspective of the nature and possible methods of resolution of conflict.

Prereq: Consent of Instructor.

SPEECH-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: Consent of instructor.

SPEECH-535 Advertising Video Production 3 cr

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

Prereq: Consent of instructor.

SPEECH-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.

SPEECH-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.

SPEECH-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: SPEECH-527

SPEECH-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: SPEECH-527 and JOURNLISM/SPEECH-685 or consent of instructor.

SPEECH-631 (JOURNLISM-631) Mass Communication In Society 3 cr

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Prereq: Consent of instructor.

SPEECH-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, HD TV, 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: Consent of instructor.

SPEECH-690 Workshop 1-6 cr**SPEECH-691 Travel Study 1-3 cr****SPEECH-694 Seminar 1-6 cr****SPEECH-696 Special Studies 1-3 cr**

Prereq: Consent of instructor.

SPEECH-701 Introduction to Communication Studies 3 cr

The student will be introduced to the nature of graduate study in the field of communication.

SPEECH-702 Seminar In Applied Public Communication 3 cr

The group will investigate special topics relevant to the strategic use of external/public communication by organizations (e.g., campaigns, issues management, advertising, public relations). Topic are selected on the basis of need, interest, or timeliness and may change each time the course is offered.

SPEECH-703 Seminar In Corporate Communication 3 cr

Investigation of special current communication topics that reflect the communication issues within an organization (e.g., superior-subordinate, conflict resolution). Topics are selected on the basis of need, interest, or timeliness and which may change each time the course is offered.

SPEECH-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.

SPEECH-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.

SPEECH-785 Methods Of Communication Research 3 cr

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