

# Communication Courses

## JOURNALISM (JOURNLSM)

### JOURNLSM 505 (SPEECH 505)

#### **History Of Mass Communication 3 u**

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.

### JOURNLSM 620

#### **Law Of Mass Communication 3 u**

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

### JOURNLSM 630

#### **Communication And Public Opinion 3 u**

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

### JOURNLSM 631 (SPEECH 631)

#### **Mass Communication In Society 3 u**

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.

### JOURNLSM 690

#### **Workshop 1-4 u**

### JOURNLSM 691

#### **Travel Study 1-3 u**

### JOURNLSM 694

#### **Seminar 1-4 u**

### JOURNLSM 696

#### **Special Studies 1-4 u**

### JOURNLSM 704

#### **Current Topics in Mass Communication 3 u**

Investigation of issues relevant to mass communication theory and/or mass communication industries. Topics are selected on the basis of need, interest, or timeliness and may change each time the course is offered.

Prereq: Speech 701 or graduate equivalent determined by Graduate Coordinator.

## JOURNLSM 785 (SPEECH 785)

### **Methods Of Communication Research 3 u**

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

Prereq: Undergrad Communication or Social Science Research Methods Course With Grade of C Or Better.

## JOURNLSM 789 (SPEECH 789)

### **Applied Communication Project Credits 3 u**

Applied Communication Project Credits (ACP) units 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 need relating to corporate communication or mass communication issues.

Prereq: The completion of an ACP proposal form (forms available at <http://academics.uww.edu/commgrads/forms.html> topic, or from the graduate program coordinator), and completion of 18 graduate units including Speech 701, Speech 722, and Speech 785. Note, Speech/Journlsm 799 Thesis Credits and Speech/Journlsm 789 ACP credits may not be taken concurrently with Speech/Journlsm 798 Independent Study credits.

## JOURNLSM 790

### **Workshop 1-6 u**

## JOURNLSM 793 (SPEECH 793)

### **Communication Practicum 1-3 u**

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

Prereq: Completion of 18 graduate level units including SPEECH 701, SPEECH 722, and SPEECH 785 and a practicum contract developed 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.

## JOURNLSM 794

### **Seminar 1-3 u**

## JOURNLSM 796

### **Special Studies 1-3 u**

## JOURNLSM 798 (SPEECH 798)

### **Individual Studies 1-3 u**

Prereq: Students must complete the Independent Studies Form located at <http://academics.uww.edu/commgrads/forms.html> or available from the Communication Department office prior to registering for this course. The form requires signatures from the instructor supervising the

independent study and from the graduate coordinator. Note, Speech/Journalism 799 Thesis Credits and Speech/Journalism 789 ACP credits may not be taken concurrently with Speech/Journalism 798 Independent Study credits.

## JOURNALISM 799 (SPEECH 799)

### **Thesis Research 3 u**

Students must complete a Thesis Proposal Form in the Graduate Coordinator's office before registering for this course. Thesis course may be repeated once for a total of 6 thesis units.

Prereq: Guided investigation of an approved thesis topic. Students may receive credit for research activities planned in conjunction with their advisers and leading to the completion of a master's degree.

Prereq: Students must complete 18 graduate level units including 701, 722, and 785, and submit a signed thesis prospectus (forms available from the Graduate Program Coordinator and the department website at <http://academics.uww.edu/commgrads/forms.html>) developed in consultation with their capstone faculty committee. In addition, students must complete the Graduate school thesis proposal form (available at <http://www.uww.edu/gradstudies/thesisform.php>.) Note, Journalism 799 credits may not be taken concurrently with Speech/Journalism 798 credits.

## **SPEECH COMMUNICATION (SPEECH)**

### SPEECH 505 (JOURNALISM 505)

#### **History of Mass Communication 3 u**

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: JOURNALISM 505.

### SPEECH 520

#### **Advanced Audio Techniques 3 u**

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 u**

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.

### SPEECH 528

#### **Communication Conflict Resolution 3 u**

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

## **SPEECH 530**

### **Corporate And Industrial Video Production 3 u**

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 u**

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

Prereq: Consent of instructor.

## **SPEECH 624**

### **Cross Cultural Communication 3 u**

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 u**

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

Prereq: SPEECH 327 or course equivalent as determined by Graduate Coordinator.

## **SPEECH 629**

### **Organizational Communication Needs Analysis 3 u**

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 327 and JOURNLISM/SPEECH 485, or consent of Graduate Coordinator.

## **SPEECH 631 (JOURNLISM 631)**

### **Mass Communication In Society 3 u**

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.

## **SPEECH 640**

### **New Communication Technologies 3 u**

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.

## **SPEECH 690**

**Workshop 1-6 u**

## **SPEECH 691**

**Travel Study 1-3 u**

## **SPEECH 694**

**Seminar 1-6 u**

## **SPEECH 696**

**Special Studies 1-3 u**

Prereq: Consent of instructor.

## **SPEECH 701**

**Introduction to Communication Studies 3 u**

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

## **SPEECH 702**

**Seminar In Applied Public Communication 3 u**

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). Topics are selected on the basis of need, interest, or timeliness and may change each time the course is offered.

Prereq: Speech 701 or graduate equivalent determined by Graduate Coordinator.

## **SPEECH 703**

**Seminar In Corporate Communication 3 u**

Investigation of current 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 may change each time the course is offered.

Prereq: Speech 701 or graduate equivalent determined by Graduate Coordinator.

## **SPEECH 722**

**Issues In Human Communication Theory 3 u**

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

Prereq: SPEECH 422 or consent of Graduate Coordinator, and SPEECH 701

## **SPEECH 731**

**Effects Of Mass Communication 3 u**

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

Prereq: SPEECH/JOURNLSM 431, or SPEECH 232, or course equivalent as determined by graduate coordinator

## SPEECH 785

### **Methods Of Communication Research 3 u**

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

Prereq: SPEECH 485 or consent of graduate co-ordinator, and SPEECH 701

## SPEECH 789 (JOURNLSM 789)

### **Applied Communication Project Credits 3 u**

Applied Communication Project Credits (ACP) units 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 need relating to corporate communication or mass communication issues.

Prereq: The completion of an ACP proposal form (forms available at <http://academics.uww.edu/commgrads/forms.html> topic, or from the graduate program coordinator), and completion of 18 graduate units including Speech 701, Speech 722, and Speech 785. Note, Speech/Journlsm 799 Thesis Credits and Speech/Journlsm 789 ACP credits may not be taken concurrently with Speech/Journlsm 798 Independent Study credits.

## SPEECH 790

### **Workshop 1 u**

## SPEECH 793 (JOURNLSM 793)

### **Communication Practicum 1-3 u**

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

Prereq: Completion of 18 graduate level units 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.

## SPEECH 794

### **Seminar 1-3 u**

## SPEECH 796

### **Special Studies 1-3 u**

## SPEECH 798 (JOURNLSM 798)

### **Individual Studies 1-3 u**

Prereq: Students must complete the Independent Studies Form located at <http://academics.uww.edu/commgrads/forms.html> or available from the Communication Department office prior to registering for this course. The form requires signatures from the instructor supervising the independent study and from the graduate coordinator. Note, Speech/Journalism 799 Thesis Credits and Speech/Journalism 789 ACP credits may not be taken concurrently with Speech/Journalism 798 Independent Study credits.

## SPEECH 799 (JOURNALISM 799)

### **Thesis Research 3 u**

For students choosing the thesis option, 3 units of Thesis Research (799) may count toward the required 30 units. For students choosing the ACP option, 3 units of ACP (789) credits may count toward the required 30 units.

Students must complete a Thesis Proposal Form located at <http://grad.uww.edu/files/ThesisProposalForm.doc> before registering for this course. Can be repeated once for a total of 6 thesis units.

Prereq: Guided investigation of an approved thesis topic. Students may receive credit for research activities planned in conjunction with their advisers and leading to the completion of a master's degree. Students must complete 18 graduate level units including 701, 722, and 785, and submit a signed thesis prospectus (forms available from the Graduate Program Coordinator and the department website at <http://academics.uww.edu/commgrads/forms.html>) developed in consultation with their capstone faculty committee. In addition, students must complete the Graduate school thesis proposal form (available at <http://www.uww.edu/gradstudies/thesisform.php>.) Note, Journalism 799 credits may not be taken concurrently with Speech/Journalism 798 credits.