COMMUNICATION, MEDIA, AND SCREEN STUDIES

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MAJORS IN COMMUNICATION, MEDIA, AND SCREEN STUDIES

Students majoring in Communication, Media, and Screen Studies enjoy an exciting choice of academic options that can be tailored to their needs and interests. These options encompass practical, analytical, theoretical and critical approaches to a host of areas including advertising, promotion, persuasion, cinema and genre studies, representation of gender and gender issues, film-making, digital production, television, social media, technology, propaganda, and personal and professional communication. Depending upon students’ personal and career interests, and depending upon whether they pursue the Media Studies B.A. or the Communication B.S., they will focus their approach to the discipline on either an analytical-theoretical perspective, a practical “hands-on” perspective, or both, thereby fostering an appreciation for the pursuit of knowledge and enabling them to strive toward the ideal of an educated, life-long learner.
ACADEMIC STANDARDS FOR THE COMMUNICATION B.S.

Students in pursuing the Bachelor of Science in Communication must achieve a "C" or higher in all communication courses for the courses to be accepted toward fulfilling graduation requirements. Students with a grade of "C-" or lower in a major course will have to repeat that course. Only two (2) attempts are allowed a student to achieve a "C" or higher, excluding a "withdrawal" (W) or "passing withdrawal" (WP). A withdrawal from a course in which a student was failing, a "failing withdrawal" (WF), will be counted as a course attempt.

Failure to achieve any of the Academic Standards as stated will result in the student's dismissal from the Communication B.S. Program.
The department offers the following:

Communication, B.S. - Concentration: Advertising and Promotions
Communication, B.S. - Concentration: Film, Television, and Digital Production
Communication, B.S. - Concentration: Personal and Professional Communication
Media Studies, B.A.
Minor in Communication
Minor in Film Studies
Minor in Media Studies
MEDIA STUDIES, B.A.

120 Overall Credits Required

LIBERAL EDUCATION PROGRAM AND WRITING REQUIREMENTS

**Liberal Education Program**

45 Credits Required

Students must complete a comprehensive three-tiered Liberal Education Program (LEP). View all requirements of the tiers on the Liberal Education Program.

While the choice of courses that fulfill the requirements is generally left up to students, some departments require that students select specific courses to complement their major. This major has specific Tier requirements/restrictions for the following:

There are no categories with specific requirements in this program

**Writing Requirements ("W-Courses")**

Three W-courses are required. These may not be taken until after a student has passed ENG 112 — Writing Arguments. W-courses may count toward LEP, major, or cognate requirements, as well as free electives. Course sections that meet this requirement are designated by section numbers ending in “W”.

Transfer students who enter with 60 to 89 credits are required to pass two W-courses, while transfer students who enter with 90 credits or more must pass one W-course.

**MAJOR REQUIREMENTS**

33 Credits Required

Requirements:
MDS 200 — How Media Means
MDS 222 — Media Theory
MDS 245 — Introduction to Media Studies
MDS 280 — Media Issues and Problems
MDS 333 — Media Research
MDS 442 — Media Criticism
MDS 482 — Seminar in Media Studies

Select 12 additional credits of MDS in consultation with a departmental advisor

**COGNATE REQUIREMENTS**
9 Credits Required

Select 9 credits of MDS or from the following:

- ART 317 — History of Women and Art
- ART 364 — Documentary Photography
- ENG 371 — Literature into Film
- ENG 421 — Feminist Theory and Literary Criticism
- HIS 201 — U.S. History through Film
- JRN 260 — Anthropology of Media
- PHI 320 — Ethical & Social Implications of Science
- PHI 331 — Philosophy of Media
- PSC 312 — Media and American Politics
- PSY 303 — Perception
- SOC 404 or WMS 404 — Gender and the Law
- THR 285 — American Silent Film
- THR 382 — The Movies
- THR 383 — The Westerns
- THR 384 — American Film Directors: Ford, Hawks, and Wilder
- Other courses may be taken with departmental permission.

FREE ELECTIVES

Remaining credits to reach Overall Credits Required (listed above).
COMMUNICATION, B.S. - CONCENTRATION: PERSONAL AND PROFESSIONAL COMMUNICATION

120 Overall Credits Required

LIBERAL EDUCATION PROGRAM AND WRITING REQUIREMENTS

Liberal Education Program

45 Credits Required

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While the choice of courses that fulfill the requirements is generally left up to students, some departments require that students select specific courses to complement their major. This major has specific Tier requirements/restrictions for the following:

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Writing Requirements (“W-Courses”)

Three W-courses are required. These may not be taken until after a student has passed ENG 112 — Writing Arguments. W-courses may count toward LEP, major, or cognate requirements, as well as free electives. Course sections that meet this requirement are designated by section numbers ending in “W”.

Transfer students who enter with 60 to 89 credits are required to pass two W-courses, while transfer students who enter with 90 credits or more must pass one W-course.

MAJOR REQUIREMENTS

45 Credits Required

Core Requirements
18 Credits Required
‘C’ or better required

Requirements:
COM 101 - Public Speaking
COM 150 - World of Communication
COM 210 - Human Communication
COM 212 - Visual Communication  
COM 350 - Workplace Communication  
COM 450 - Communication Capstone  

**Personal and Professional Concentration**  
27 Credits Required  
‘C’ or better required  

Requirements:  
COM 287 - Introduction to Communication Research  
COM 300 - Organizational Communication  
COM 302 - Relational Communication (Formerly COM 233)  
COM 387 - Communication Theory  

Select 6 Credits from:  
- COM 315 - Team and Project Management  
- COM 370 - Interpersonal Conflict and Communication  
- COM 375 - Family Communication  
- COM 410 - Crisis Communication  
- COM 422 - Professional Training and Development (formerly COM 322)  
- COM 430 - Communication Strategies in the Workplace  
- COM 440 - Cultural Influences on Communication  
- COM 481 - Applied Perspectives in Personal and Professional Communication  
- COM 490 - Practicum in Personal and Professional Communication  

Select 6 credits from:  
- Any COM course (except COM 135, 228)  
- MGT 300 - Management and Organization  
- MGT 305 - Organizational Behavior  
- MGT 385 - Human Resources Management  
- REC 363 - Global Tourism Impacts and Management  

Select 3 Credits from:  
- COM 430 - Communication Strategies in the Workplace  
- COM 481 - Applied Perspectives in Personal and Professional Communication  
- COM 490 - Practicum in Personal and Professional Communication  
- COM 494 - Practicum in Intercultural Communication  
- COM 497 - Communication Field Experience  
- COM 499 - Independent Study  

**COGNATE REQUIREMENTS**  
No cognates are required for this program.  

**FREE ELECTIVES**
Remaining credits to reach Overall Credits Required (listed above).
COMMUNICATION, B.S. - CONCENTRATION: ADVERTISING AND PROMOTIONS

120 Overall Credits Required

LIBERAL EDUCATION PROGRAM AND WRITING REQUIREMENTS

Liberal Education Program

45 Credits Required

Students must complete a comprehensive three-tiered Liberal Education Program (LEP). View all requirements of the tiers on the Liberal Education Program.

While the choice of courses that fulfill the requirements is generally left up to students, some departments require that students select specific courses to complement their major. This major has specific Tier requirements/restrictions for the following:

There are no categories with specific requirements in this program.

Writing Requirements (“W-Courses”)

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Transfer students who enter with 60 to 89 credits are required to pass two W-courses, while transfer students who enter with 90 credits or more must pass one W-course.

MAJOR REQUIREMENTS

45 Credits Required

Core Requirements
18 Credits Required
‘C’ or better required

Requirements:
COM 101 - Public Speaking
COM 150 - World of Communication
COM 210 - Human Communication  
COM 212 - Visual Communication  
COM 350 - Workplace Communication  
COM 450 - Communication Capstone  

**Advertising and Promotions Concentration**  
27 Credits Required  
‘C’ or better required  

Requirements:  
- COM 221 - Advertising and Public Relations Theories and Concepts  
- COM 335 - Advertising Strategy and Planning  

Select 9 Credits from:  
- COM 234 - Copywriting and Creative Concepts  
- COM 238 - Communication Design  
- COM 336 - Writing Copy for Integrated Media  
- COM 338 - Advanced Communication Design  
- COM 340 - Brand Management  

Select 3 credits from:  
- COM 402 - Social Media Trends in Advertising and Public Relations  
- COM 472 - Advertising and Public Relations Campaigns  
- COM 493 - Practicum: Advertising and Promotions  

Select 6 credits from:  
- Any COM course (except COM 135, 228)  
- JRN 230 - Fundamentals of Public Relations  
- JRN 330 - Advanced Integrated Public Relations  
- MKT 321 - Consumer Behavior  
- REC 363 - Event Management  

Select 3 credits from:  
- COM 493 - Practicum in Advertising and Promotions  
- COM 494 - Practicum in Intercultural Communication  
- COM 497 - Communication Field Experience  
- COM 499 - Independent Study  

**COGNATE REQUIREMENTS**  
No cognates are required for this program.  

**FREE ELECTIVES**  
Remaining credits to reach Overall Credits Required (listed above).
COMMUNICATION, B.S. -
CONCENTRATION: FILM, TELEVISION,
AND DIGITAL PRODUCTION

120 Overall Credits Required

LIBERAL EDUCATION PROGRAM AND WRITING REQUIREMENTS

Liberal Education Program

45 Credits Required

Students must complete a comprehensive three-tiered Liberal Education Program (LEP). View all requirements of the tiers on the Liberal Education Program.

While the choice of courses that fulfill the requirements is generally left up to students, some departments require that students select specific courses to complement their major. This major has specific Tier requirements/restrictions for the following:

There are no categories with specific requirements in this program

Writing Requirements (“W-Courses”)

Three W-courses are required. These may not be taken until after a student has passed ENG 112 — Writing Arguments. W-courses may count toward LEP, major, or cognate requirements, as well as free electives. Course sections that meet this requirement are designated by section numbers ending in “W”.

Transfer students who enter with 60 to 89 credits are required to pass two W-courses, while transfer students who enter with 90 credits or more must pass one W-course.

MAJOR REQUIREMENTS

45 Credits Required

Core Requirements
18 Credits Required
‘C’ or better required

Requirements:
COM 101 - Public Speaking
COM 150 - World of Communication
COM 210 - Human Communication
COM 212 - Visual Communication  
COM 350 - Workplace Communication  
COM 450 - Communication Capstone  

**Film, Television, and Digital Production Concentration**  
27 Credits Required  
‘C’ or better required  

Requirements:  
COM 359 - Studio Production (formerly COM 259)  
COM 360 - Field Production  
COM 368 - Graphics for Film and Television  

Select one from:  
- COM 480 - Narrative Production (formerly COM 372)  
- COM 485 - Documentary Production (formerly COM 385)  

Select 6 Credits from:  
- COM 258 - Cinematic Technique  
- COM 265 - Video Technology  
- COM 274 - Experimental Media Production  
- COM 333 - Scriptwriting for Film and Television  
- COM 357 - Advanced Audio Production and Sound Design (formerly COM 257)  
- COM 459 - Advanced Studio Production (formerly COM 377)  
- COM 468 - Visual Effects for Film, Television and Digital Production  
- COM 480 - Narrative Production (formerly COM 372)  
- COM 485 - Documentary Filmmaking (formerly COM 385)  
- COM 492 - Practicum in Film, Television, and Digital Production  

Select 6 Credits from:  
- Any COM course (except COM 135, 228, and 253)  
- JRN 200 - Basic of Journalism  
- JRN 311 - Television News Workshop  
- MDS 200 - How Media Means  
- MDS 245 - Introduction to Media Studies  

Select 3 Credits from:  
- COM 492 - Practicum in Film, Television, and Digital Production  
- COM 494 - Practicum in Intercultural Communication  
- COM 497 - Communication Field Experience  
- COM 499 - Independent Study  

**COGNATE REQUIREMENTS**  

No cognates are required for this program.
FREE ELECTIVES

Remaining credits to reach Overall Credits Required (listed above).
COURSES

COM 101 - Public Speaking
A study-application of the various elements of communication, including verbal, nonverbal. Feedback to improve individual effectiveness before a professional listening group.
Last Offered: Spring 2020
3 credits

COM 122 - Professional Voice and Diction
A hands-on intensive for building the basic tools for dramatic, broadcast and presentational speaking. Methods of achieving greater freedom of vocal expression and learning about the vocal process, clearer vocal mechanics, and how to care for the voice.
Prerequisite(s):
Last Offered: Spring 2020
3 credits

COM 135 - Introduction to Computer Mediated Communication
This course introduces practical and theoretical issues associated with online communication systems. Focus will center on the analysis of communication practices, the social structures that emerge when people use online tools, and the issues associated with design and implementation of online technologies in local and global contexts.
Last Offered: Spring 2020
3 credits

COM 150 - World of Communication
Introduction of core communication concepts, theories, and skills. Examination of significant contemporary trends through different disciplinary perspectives. Exploration of appropriate communication tools for competent and ethical communication in a variety of personal and professional contexts. Creation of basic student portfolio.
Last Offered: Spring 2020
3 credits

COM 200 - Fundamentals of Communication Design
Introduces components of the message construction process and principles of effective communication. Applications of computer programs to the design and development of communication material.
Prerequisite(s): Freshman or sophomore status.
Last Offered: Spring 2016
3 credits

COM 201 - Applied Communication Design
Message construction in professional communication environments utilizing electronic applications. Areas covered include communication principles in desktop publishing and presentation graphics.
Prerequisite(s): Grade of C or better in COM 101, COM 200, COM 215, COM 225, and COM 253.
Last Offered: Spring 2016
3 credits

COM 210 - Human Communication
Students learn fundamental concepts and theories related to competent communication in interpersonal, relational, and small group contexts. Basic interaction skills are developed and applied in dyadic and group assignments to practice effective, appropriate, and ethical communication behaviors in personal and professional situations.
Prerequisite(s): COM 150, may be taken concurrently.
Last Offered: Spring 2020
3 credits
COM 212 - Visual Communication

Students learn fundamental concepts and theories related to designing effective content for print, online, and video distribution channels. Basic multimedia production technologies and software programs are learned and applied in both individual and collaborative projects to demonstrate student knowledge of effective communication principles and strategies.

Prerequisite(s): COM 150, may be taken concurrently.

Last Offered: Spring 2020
3 credits

COM 215 - Small Group Communication

Analysis of small group communication and group interaction; special attention is given to related communication theories.

Last Offered: Fall 2016
3 credits

COM 221 - Advertising and Public Relations

Discusses the principles of advertising and public relations with specific attention on their history, industry standards, and key elements of operation. Basic application elements will be explored.

Prerequisite(s): 'C' or better in COM 150 and COM 212.

Last Offered: Fall 2019
3 credits

COM 225 - Interpersonal Communication

Investigation of interpersonal communication behavior, the effects of communication on relationships, and interactions within a variety of relational contexts.

Last Offered: Summer 2019
3 credits

COM 228 - Capturing, Analyzing, and Presenting Family Stories

Explores existing and student-oriented family story artifacts (photographs, home videos, audio recordings, written documents) as a starting point for a creative, digital multi-media final project.

Last Offered: Spring 2020
3 credits

COM 233 - Communication in Relational Development

Theoretical and applied approaches to the function of communication throughout the initiation, maintenance, and termination phases of relational communication.

Prerequisite(s): Grade of C or better in COM 101, COM 200, COM 215, COM 225, and COM 253.

Last Offered: Spring 2016
3 credits

COM 234 - Copywriting and Creative Concepts

Basic principles, techniques, and procedures for writing effective copy. Application of creative problem solving and idea generating techniques in advertising.

Prerequisite(s): ENG 112 and 'C' or better in COM 150 and COM 212.

Last Offered: Fall 2019
3 credits

COM 236 - Copywriting for Electronic Media

Communication concepts and technologies for radio, television, and other electronic media. Emphasis is placed on writing of scripts.

Prerequisite(s): ENG 112 and Grade of C or better in COM 101, COM 200, COM 215, COM 225, and COM 253.

Last Offered: Summer 2016
3 credits

COM 238 - Communication Design

Introduces components of the message construction process and principles of effective communication. Applications of computer programs to the design and development of communication material. Formerly COM 200.

Prerequisite(s): 'C' or better in COM 150 and COM 212.

Last Offered: Spring 2020
3 credits
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Description</th>
<th>Prerequisite(s)</th>
<th>Last Offered</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COM 250</td>
<td>Business and Professional Communication</td>
<td>Study and application of basic business and professional communication in the workplace. Introduction to organization hierarchies and how they affect communication, standards of inter- and intra-organizational communication, and the formulation and evaluation of organizational messages.</td>
<td></td>
<td>Spring 2017</td>
<td>3</td>
</tr>
<tr>
<td>COM 253</td>
<td>Fundamentals of Video Production</td>
<td>An overview of video production. Introduction to the basic technical theory, vocabulary, procedure, uses, program distribution, and career opportunities.</td>
<td>Freshman or sophomore status only.</td>
<td>Fall 2016</td>
<td>3</td>
</tr>
<tr>
<td>COM 257</td>
<td>Audio Production</td>
<td>An introduction to the basic elements, equipment, and techniques of audio production as they are used in video, multimedia, film, and other media. Emphasis is on improving listening and production skills, and application of techniques in sample audio projects.</td>
<td>Grade of C or better in COM 101, COM 200, COM 215, COM 225, and COM 253.</td>
<td>Spring 2016</td>
<td>3</td>
</tr>
<tr>
<td>COM 258</td>
<td>Cinematic Technique</td>
<td>Examines how the elements of film and video production are used to communicate a message from the creator’s viewpoint. Uses illustrative scenes from significant films and episodic television shows to demonstrate how production elements can be used to achieve a desired effect.</td>
<td>'C' or better in COM 150 and COM 212.</td>
<td>Spring 2020</td>
<td>3</td>
</tr>
<tr>
<td>COM 259</td>
<td>Studio Production</td>
<td>Studio experience in producing video programs in a variety of program formats.</td>
<td>Grade of C or better in COM 101, COM 200, COM 215, COM 225, and COM 253.</td>
<td>Spring 2016</td>
<td>3</td>
</tr>
<tr>
<td>COM 274</td>
<td>Experimental Media Production</td>
<td>Exploration of video as an experimental art form, integrating theory and practice. Through screenings and discussions, students will study the history of the medium while working on individual, short-form production projects.</td>
<td>'C' or better in COM 150 and COM 212.</td>
<td>Spring 2020</td>
<td>3</td>
</tr>
<tr>
<td>COM 275</td>
<td>Persuasion</td>
<td>Investigation of theories, principles, and strategies of social influence in various communication contexts. Emphasis on compliance-gaining communication, methods of persuasion, and ethics of social influence in interpersonal and professional contexts.</td>
<td></td>
<td>Spring 2020</td>
<td>3</td>
</tr>
<tr>
<td>COM 287</td>
<td>Introduction to Communication Research</td>
<td>An introduction to communication research methods that focuses on the development, interpretation, analysis, and implementation of communication research.</td>
<td>'C' or better in COM 150 and either COM 210 or COM 212.</td>
<td>Fall 2019</td>
<td>3</td>
</tr>
</tbody>
</table>
COM 300 - Organizational Communication
Extensive examination of theories related to communication processes necessary to develop and maintain organizations. Includes an overview of various stakeholders with whom organizational members communicate including employees, managers, clients, and other external persons or groups. Students apply knowledge of theories by evaluating organizations based on field research. Prerequisite(s): 'C' or better in COM 150 and COM 210.
Last Offered: Spring 2020
3 credits

COM 302 - Relational Communication
Extensive examination of theories related to communication processes during the development, maintenance, and termination of personal relationships. Includes specific communication issues related to family, friendship, and romantic relationships. Applied knowledge of relational communication theories and research. Formerly COM 233. Prerequisite(s): 'C' or better in COM 150 and COM 210.
Last Offered: Spring 2020
3 credits

COM 312 - Communication and Gender
Explores communication and gender including masculine and feminine communication styles as well as stereotypes of men and women’s communication and gender patterns in communication across a variety of personal and professional contexts. Prerequisite(s): ENG 112.
Last Offered: Fall 2017
3 credits

COM 315 - Team and Project Management
Drawing from both theoretical and applied frameworks, students will acquire the skills necessary to effectively plan, implement, manage, facilitate, and evaluate all phases of a team project increasingly expected in professional organizations. Emphasis on the development of team collaboration, problem-solving, negotiation, and assessment skills required for entry-level project management. Prerequisite(s): 'C' or better in COM 150 and COM 210.
Last Offered: Fall 2018
3 credits

COM 332 - Interviewing
Application of communication concepts and skills throughout the interview process as they are used in a variety of professional contexts. Special attention to informal, informational, and evaluative interviews. Prerequisite(s): ENG 112.
Last Offered: Spring 2020
3 credits

COM 333 - Scriptwriting for Film and Television
In-depth understanding of the scriptwriting process. Written exercises and final project provide the opportunity to explore scripting formats and techniques. Prerequisite(s): ENG 112 and 'C' or better in COM 150.
Last Offered: Spring 2020
3 credits

COM 335 - Advertising Strategy and Planning
The creative application of communication concepts designed to solve advertising problems for targeted audiences. Focus is on designing creative strategies involved in briefs and concept work. Emphasis is on the creative process. Prerequisite(s): ENG 112 and 'C' or better in COM 221.
Last Offered: Fall 2019
3 credits
COM 336 - Writing Copy for Integrated Media
Communication concepts and technologies for radio, television, and other electronic media. Emphasis is placed on writing of scripts. Formerly COM 236.
Prerequisite(s): ENG 112 and 'C' or better in COM 150 and COM 212.
Last Offered: Spring 2020
3 credits

COM 338 - Advanced Communication Design
Message construction in professional communication environments utilizing electronic applications. Areas covered include communication principles in desktop publishing and presentation graphics. Formerly COM 201.
Prerequisite(s): 'C' or better in COM 238.
Last Offered: Spring 2020
3 credits

COM 340 - Brand Management
Exploration of the means by which organizations promote a consistent corporate identity. Focus on practices of maintaining persistent internal and external brand communication.
Prerequisite(s): 'C' or better in COM 221.
Last Offered: Fall 2019
3 credits

COM 350 - Workplace Communication
The study and application of communication tools needed for success in today's workplace, emphasis on assessing transferable skills to match employment needs, practicing oral and written communication strategies, and researching current organizational trends. Students adapt samples of their work for inclusion in their student professional portfolio.
Prerequisite(s): 'C' or better in COM 101, COM 150, COM 210, COM 212, and 6 credits in Concentration Requirements.
Last Offered: Spring 2020
3 credits

COM 357 - Advanced Audio Production and Sound
A practical application of sound design concepts for film, television, and digital media. Emphasis on advanced audio recording and editing techniques. Formerly COM 257.
Prerequisite(s): 'C' or better in COM 360.
Last Offered: Fall 2019
3 credits

COM 359 - Studio Production
Prerequisite(s): 'C' or better in COM 150 and COM 212.
Last Offered: Spring 2020
3 credits

COM 360 - Field Production
Introduction to the fundamental principles and technologies of professional field productions.
Prerequisite(s): 'C' or better in COM 150 and COM 212.
Last Offered: Spring 2020
3 credits

COM 368 - Graphics for Film and Television
Application of the theoretical and practical concepts necessary to create effective still and motion graphics for film and television production. A variety of computer applications are used to integrate still images, sound, and motion media.
Prerequisite(s): 'C' or better in COM 150 and COM 212.
Last Offered: Spring 2020
3 credits
COM 370 - Interpersonal Conflict and Communication
An examination of theoretical and practical approaches to communication in interpersonal conflict. Emphasis on interpersonal conflict resolution, negotiation, and third-party mediation. Prerequisite(s): 'C' or better in COM 150 and COM 210.
Last Offered: Fall 2019
3 credits

COM 372 - Digital Filmmaking
Explores the phases of producing narrative programs using a single camera, film-style approach. Projects are filmed with HD cameras. Prerequisite(s): Grade of C or better in COM 101, COM 200, COM 215, COM 225, COM 253, COM 333, COM 360, and COM 365.
Last Offered: Spring 2016
3 credits

COM 375 - Family Communication
Theories, concepts, and issues related to interpersonal and relational communication within the family. Examination of how conceptions of family, family identity, and societal influences impact family communication processes. Prerequisite(s): 'C' or better in COM 150 and COM 210.
Last Offered: Spring 2020
3 credits

COM 385 - Documentary Production
Application of nonfiction (documentary) production practices. Research, planning, advocacy, and presentation of evidence using traditional and non-traditional shooting and editing styles. Prerequisite(s): Grade of C or better in COM 101, COM 200, COM 215, COM 225, COM 253, and COM 360.
Last Offered: Fall 2015
3 credits

COM 387 - Communication Theory
An introduction to communication theories with special attention to understanding, evaluating, and applying various theories in multiple contexts. Prerequisite(s): 'C' or better in COM 150 and COM 210.
Last Offered: Spring 2020
3 credits

COM 398 - Special Topics
Examination of developments, issues, and/or creative work in the field of communication. Last Offered: Fall 2016
3 credits

COM 402 - Social Media Trends in Advertising and Public Relations
The use of the Internet in contemporary advertising and public relations settings. Basic design concepts and computer applications relevant to understanding communication processes and strategies for evolving online contexts. Prerequisite(s): 'C' or better in COM 221.
Last Offered: Spring 2020
3 credits

COM 410 - Crisis Communication
Application of communication strategies in an environment of organizational crisis; a study of the types and characteristics of crises; the communication skills needed to deal with crises, and the steps involved in developing a crisis communication plan. Prerequisite(s): Junior or Senior standing, ENG 112.
Last Offered: Spring 2020
3 credits
COM 422 - Professional Communication Training and Development

A comprehensive application of communication principles, skills, and theory to the training and development process. Emphasis on needs assessment, information and technical literacy, leadership, facilitation, critical and creative thinking, and assessment skills. Students will take part in all phases of the training process including development, execution and assessment of a self-directed professional training module. Formerly COM 322.
Prerequisite(s): 'C' or better in COM 287 and COM 350.
Last Offered: Spring 2020
3 credits

COM 430 - Communication Strategies in the Workplace

Study and application of interpersonal and organizational communication concepts in a simulated workplace environment.
Prerequisite(s): 'C' or better in COM 300, COM 302, and COM 350.
Last Offered: Spring 2016
3 credits

COM 440 - Cultural Influences on Communication

Critical examination and analysis of cultural communication theory, diversity issues, cultural values, and effective communication practices between and among cultures in an increasingly global society.
Prerequisite(s): 'C' or better in COM 387.
Last Offered: Fall 2019
3 credits

COM 450 - Communication Capstone

Practical experience that emphasizes the planning, execution, and evaluation of communication solutions to authentic workplace problems. Coordinated student teams from all concentrations in the major apply core communication concepts and skills learned in previous coursework to a semester-long project. Includes revision and final assessment of professional portfolio.
Prerequisite(s): 'C' or better in COM 350.
Last Offered: Spring 2020
3 credits

COM 459 - Advanced Studio Production

Prerequisite(s): 'C' or better in COM 359.
Last Offered: Fall 2018
3 credits

COM 468 - Visual Effects in Film, Television, and Digital Production

An exploration of the theories, techniques and applications of motion media manipulation, compositing and basic 3-D modeling, animation and integration.
Prerequisite(s): 'C' or better in COM 368.
Last Offered: Spring 2018
3 credits

COM 472 - Advertising and Public Relations Campaigns

Advertising and public relations strategies in planning, designing, implementing, and managing effective communication campaigns are discussed. Students execute comprehensive campaigns.
Professional standards stressed.
Prerequisite(s): 'C' or better in COM 335.
Last Offered: Spring 2020
3 credits
COM 480 - Narrative Filmmaking
Advanced level, single-camera narrative production. Emphasis on creative storytelling and application of digital production and post-production technologies. Formerly COM 372. Prerequisite(s): 'C' or better in COM 360.
Last Offered: Spring 2020
3 credits

COM 481 - Applied Perspectives in Personal and Professional Communication
Integration of interpersonal and organizational communication theory, research, and practice throughout all phases of the inquiry process. Students undertake a comprehensive research or service learning project. Prerequisite(s): 'C' or better in COM 300, COM 302, and COM 350.
Last Offered: Spring 2016
3 credits

COM 485 - Documentary Filmmaking
Advanced level, single-camera documentary production. Research, advocacy, and presentation of evidence using traditional and non-traditional shooting and editing styles. Formerly COM 385. Prerequisite(s): 'C' or better in COM 360.
Last Offered: Fall 2019
3 credits

COM 490 - Practicum in Personal and Professional Communication
Application of relational and organizational communication practices to problems and issues in professional environments. Students undertake a client project from concept to completion. Prerequisite(s): 'C' or better in COM 300, COM 302, and COM 350.
Last Offered: Spring 2020
3 credits

COM 492 - Practicum in Film, Television, and Digital Production
Application of advanced production practices in professional settings. Students undertake a production project from concept to completion under faculty supervision. Prerequisite(s): 'C' or better in COM 350 and either COM 480 or COM 485.
Last Offered: Spring 2020
3 credits

COM 493 - Practicum in Advertising and Promotions
Applies designing communication practices to the needs of external clients. The student undertakes a client-driven project from concept to completion. Can be taken twice for up to 6 credits. Prerequisite(s): 'C' or better in COM 335 and COM 350.
Last Offered: Fall 2019
3 credits

COM 497 - Communication Field Experience
Application of communication concepts and professional skills in an off-campus workplace environment. Prerequisite(s): 'B' or better in COM 350.
Last Offered: Spring 2020
1 to 12 credits

COM 499 - Independent Study
No Description Available Prerequisite(s): Departmental permission.
Last Offered: Fall 2019
1 to 3 credits
IDS 405 - In a World: A Gamified Capstone Experience
Uses gamification, world-building, and transmedia storytelling techniques to explore the boundaries between fiction and reality. Interdisciplinary teams work collaboratively to construct a fictional world informed by what we know about our own. Game elements structure interaction, creative development, and class discussion and experiences. Prerequisite(s): 6 of 8 Tier 2 categories (Honors Coll.: 15 cr. HON or 45 cr. total), and prior or concurrent completion of all Tier 1 courses (Honors Coll.: T1MC and T1QR only). Last Offered: Spring 2020
3 credits

MDS 101 - Media Persuasion and Everyday Life
An exploration of classical forms of persuasion as compared to the form and structure of persuasion in contemporary media sources (e.g., mass media advertising, opinion news, political messages, etc.) and the way those sources exemplify, modify, and/or avoid these classic forms. Last Offered: Spring 2020
3 credits

MDS 150 - Buy This Course: Media and Self
The dynamic relationships between media, culture, and self that render a consumerist world view. Using a critical lens, this course explores research and theory of media’s role in sustaining the American way of life and its consequences on the individual. Open to freshmen, sophomores, and non-majors only. Prerequisite(s): Freshman or Sophomore, non-MDS major. Last Offered: Spring 2016
3 credits

MDS 200 - How Media Means
Analysis of media composition, contexts, and intentions using visual and language theories. Addresses how overall perceptual impact of specific words and images influences our response to the content itself. Last Offered: Spring 2020
3 credits

MDS 222 - Media Theory
An introduction to media theory that explores ways to observe, explain, and predict the role and place of media in society and culture. Last Offered: Fall 2019
3 credits

MDS 224 - Reading Film: Form, Genre, Culture
A study of the various structures and codes from which an audience makes meaning from mainstream narrative cinema. Last Offered: Fall 2019
3 credits

MDS 245 - Introduction to Media Studies
Provides an introduction to the field of media studies by studying forms of the mass media. Last Offered: Spring 2020
3 credits

MDS 261 - Managing Social Media I
Introduction to techniques for building an effective social media presence. Prepares students with fundamental strategies required by social media managers in a variety of professional settings. Laptop, basic internet proficiency and ability to set up social media accounts are required. Last Offered: Fall 2019
3 credits

MDS 280 - Media Issues and Problems
An examination of the ethical, economic, political, and social issues that influence the characteristics and content of contemporary media. Prerequisite(s): MDS 245, may be taken concurrently. Last Offered: Spring 2020
3 credits

MDS 291 - Social Media: Private Life/Public Life
Critical examination of social media's digital transformation of private and public life. Exploration of private/public life in terms of history, social functions, fluidity, and redefinition in today's social media environment. Prerequisite(s): ENG 112 Last Offered: Spring 2020
3 credits
MDS 298 - Special Topics
Examination of developments, issues, and/or creative work in the field of media studies.
Last Offered: Spring 2016
3 credits

MDS 320 - Propaganda in Media
Explores historical and current perspectives of propaganda in various forms that affect and shape attitudes, perceptions, beliefs, and behavior. It explores propaganda at institutional and personal levels.
Prerequisite(s): ENG 112, LEP Tier I Critical Thinking requirement, 6 of 8 Tier 2 complete (Honors Coll.: 15 cr. HON or 45 cr. total), and prior or concurrent completion of all Tier 1 (Honors Coll.: T1MC and T1QR).
Last Offered: Spring 2020
3 credits

MDS 324 - Reading Film II: Approaches to International Film
A critical exploration of cinematic forms and their social, economic, and cultural contexts that depart significantly from (and are at times a reaction to) films constructed in the classical Hollywood style.
Prerequisite(s): MDS 200 or MDS 224, or departmental permission.
Last Offered: Spring 2020
3 credits

MDS 333 - Media Research
An introduction to the development, design, analysis, and implementation of a variety of media research methods.
Last Offered: Spring 2020
3 credits

MDS 340 - Media Literacy Education for Students and Teachers
Students learn to critically read media texts, analyze the impact of media and technology on society and culture from the perspective of educators and educational institutions, understand and evaluate the current place of media and technology in curriculum, and design and develop improved curriculum based on theory and research.
Prerequisite(s): ENG 112 or MDS 280 or departmental permission.
Last Offered: Spring 2018
3 credits

MDS 341 - Networked Youth Culture
A study of youth and social media. How and why youth use social media and the cultural impact on this distinctive group.
Prerequisite(s): ENG 112
Last Offered: Spring 2020
3 credits

MDS 350 - Hip Hop, Rap and Media
Critical analysis of the historical, cultural, and artistic influences of Hip Hop and Rap from its origins to present trends. Considers the place of Hip Hop and Rap as a mediator of cultural messages.
Prerequisite(s): ENG 112 and Critical Thinking.
Last Offered: Fall 2019
3 credits

MDS 360 - Romance to Ruin: Media and Relationships
A study of culturally created ideologies concerning intimate relationships including attraction, romance, intimacy, sexuality, commitment, power, and gender roles as systematic and mediated constructions.
Prerequisite(s): Sophomore status.
Last Offered: Spring 2020
3 credits
MDS 361 - Managing Social Media II
Concepts and practices of advanced strategies for maintaining an effective social presence in contemporary online culture from a practical and critical perspective. Laptop, basic internet proficiency and ability to set up social media accounts are required.
Prerequisite(s): MDS 261
Last Offered: Spring 2020
3 credits

MDS 362 - Gender Media Culture
Explores contemporary issues in gender and media; examines the relational, ideological, and political meanings of gender that are reinforced and negotiated in contemporary popular culture and new media practices.
Prerequisite(s): ENG 112 and Sophomore status.
Last Offered: not yet offered
3 credits

MDS 370 - Music and Sound in Media
Explores and analyzes how music and sound function in our creation of meaning from mediated messages.
Prerequisite(s): MDS 200 or MDS 245.
Last Offered: Spring 2020
3 credits

MDS 375 - Television, Comedy, Culture
Explores the relationship between television comedy and the American culture past and present. Through postmodern and comedy theory, students study television as a commercial enterprise, its potential and effectiveness for moral agenda, and its impact on cultural attitudes.
Prerequisite(s): Junior status.
Last Offered: Spring 2020
3 credits

MDS 380 - Censorship in the Media
Examines censorship in the media through a variety of mainstream and alternative media sources and explores how censorship in the media helps define and shape cultural and political perceptions of the world.
Prerequisite(s): ENG 112.
Last Offered: Spring 2016
3 credits

MDS 385 - Political Satire and New Media
Explores political satire of television and internet in our current postmodern era and satire's role in shaping political thought and public consciousness of social issues. From Jon Stewart and Stephen Colbert to more independent forms of satire, this course studies the conventions and transformations of irony, parody, and satire within new media practices.
Prerequisite(s): Sophomore status, 6 of 8 Tier 2 complete (Honors Coll.: 15 cr. HON or 45 cr. total), and prior or concurrent completion of all Tier 1 (Honors Coll.: T1MC and T1QR only).
Last Offered: Fall 2019
3 credits

MDS 430 - Gender, Media, Culture
Explores gender construction analysis and contemporary theoretical perspectives of gender-resistant readings of mediated texts. Students practice testing media theories of gender as they conduct research and analyze audience-centered texts.
Prerequisite(s): Junior status and 6 MDS credits (3 at 300 level).
Last Offered: Fall 2016
3 credits
MDS 441 - Content Development for Social Media

Theory and practice of creation and curation of online content. Includes readings, analysis of relevant case studies, examination of current site models and practice of writing and curating for diverse platforms and populations from a critical perspective. Laptop and basic internet proficiency required.
Prerequisite(s): MDS 261 and ENG 112
Last Offered: not yet offered
3 credits

MDS 442 - Media Criticism

Examines and applies dominant critical perspectives used to critically analyze media.
Prerequisite(s): MDS 245 and MDS 280.
Last Offered: Spring 2019
3 credits

MDS 482 - Seminar in Media Studies

Application of historical knowledge, theoretical concepts, research methods, and critical perspectives to a media project that reflects the student’s individual research interest. Project involves conducting a review of literature, framing a research question, considering appropriate methodology, and designing a systematic plan for completion. This course can be taken twice.
Prerequisite(s): MDS 200, MDS 222, MDS 245, MDS 280, MDS 333, and MDS 442.
Last Offered: Fall 2019
3 credits

MDS 497 - Media Studies Internship

A supervised internship permitting the opportunity to apply theoretical training and critical thinking of the media studies curriculum to an applied practical situation and/or career in a media related area.
Prerequisite(s): 12 credits in MDS and/or departmental permission.
Last Offered: Summer 2019
1 to 6 credits

MDS 499 - Independent Study

No Description Available
Prerequisite(s): Departmental permission.
Last Offered: Spring 2019
1 to 3 credits