

COMMUNICATION

Courses

CMM 100. Principles of Oral Communication. 3 Hours

Introduces the relationship between communication and democratic life in contemporary and historical contexts. This course examines the importance of communication in achieving mutual understanding and provides the opportunity to demonstrate effective and ethical dialogue. Students learn to structure messages that deliver complex information to non-experts, effectively advocate a position, and critique the messages of others.

CMM 113. Interviewing. 1 Hour

Communication processes for information gathering and employment interviewing. Focus is on the development of general competencies in the conduct and organization of interviews, preparation of resumes, evaluation of questions and responses, research, listening, and nonverbal communication.

CMM 201. Foundations of Mass Communication. 3 Hours

Historical development of mass media in America; survey of mass media theories, impact of mass media on people and society, the role and influence of the news media, new technologies, programming, and pressure groups.

CMM 202. Foundations of Communication Theories & Research. 3 Hours

Study of the nature and scope of communication theories and research. Examination of how the communication discipline developed from classical traditions to its modern perspective.

CMM 313. Nonverbal Communication. 3 Hours

Overview of theory and application of nonverbal communication, raising students' awareness of their own and others' nonverbal behaviors, enhancing interpretation of messages and adaptation to changing cultural and relational contexts. Prerequisite(s): CMM 100 (may be taken at the same time).

CMM 315. International Mass Media. 3 Hours

Focus on the mass media of a particular foreign country or region of the world. Topics may include media content, use, societal effects and ownership.

CMM 316. Intercultural Communication. 3 Hours

Study of interpersonal communication with emphasis on people from different countries and with different cultural backgrounds. Focus on the influence of culture on communication and language, verbal and non-verbal communication similarities and differences from culture to culture, the articulation of strategies for achieving successful intercultural communication, and the providing of solutions for intercultural miscommunication. Prerequisite(s): CMM 100 (may be taken at the same time) and Sophomore standing or higher.

CMM 320. Interpersonal Communication. 3 Hours

Study of communication behavior in a variety of dyadic relationships including friendship, work, romantic, and family. Focus on communicative behavior and communicative processes in relationship development and maintenance including perception-taking, building trust, managing conflict, negotiating power, and listening empathetically. Prerequisite(s): CMM 100 (may be taken at the same time).

CMM 321. Small Group Communication. 3 Hours

Examination of theory and research related to communicative processes in small, task-oriented groups. Applications include a focus upon decision-making strategies, leadership, conflict management, and cohesion. Prerequisite(s): CMM 100.

CMM 322. Interviewing for Communication & Business. 3 Hours

Analysis of communication in structured dyadic interaction. Emphasis on the following types of interviews: information-gathering, employment, appraisal, and persuasive. Application through role-playing and feedback systems. Prerequisite(s): CMM 100.

CMM 330. Media Writing. 3 Hours

Students develop and practice writing skills for journalism and public relations across media platforms. Course introduces techniques for writing news and information for mass audiences, news principles and values, and skills for gathering information and interviewing. Clarity and accuracy are emphasized.

CMM 331. Feature Writing. 3 Hours

Developing and writing nonfiction stories for newspapers and magazines. Story types include personality profile, color, background, consumer, and commentary. Study and practice in journalistic reporting skills and literary writing techniques. Emphasis on content, organization, style, and accuracy. Strong command of AP style necessary. Prerequisite(s): CMM 330.

CMM 332. Publication Design. 3 Hours

Layout and design of print and electronic publications, including newsletters, brochures, and web-based publications. Instruction in desktop and web publishing software, use of type and illustration, cost appraisal, printing methods.

CMM 333. Free Lance Writing. 3 Hours

Steps of free-lance publication, from market analysis to query letters to writing and rewriting. Mostly nonfiction, magazine markets, some newspaper and nonfiction book markets.

CMM 334. Sportswriting. 3 Hours

In addition to game stories, attention is also paid to writing about personalities, legal issues, and financial issues on the interscholastic, intercollegiate, amateur, and professional levels. Strong writing skills and knowledge of journalistic style expected. Prerequisite(s): CMM 330.

CMM 335. Journalists in Film. 3 Hours

Exploration of the myths, stereotypes, adventures, romances, and realities of journalism through a look at how the field is portrayed in a wide-ranging view of creative works about journalists and journalism in the 20th and 21st centuries. Images of journalists are shaped and formed in part by popular culture mythologies in film and television, as well as other media. Students will examine the role of the journalist character in a variety of film and television genres including dramas, comedies, satires, film noir, thrillers, and biopics. Prerequisite(s): CMM 201.

CMM 337. Journalism Ethics and Values. 3 Hours

Exploration of the ethics and values that guide the practice of journalism. Students will develop knowledge of theories and frameworks for journalistic principles and practices, and critically examine and evaluate historical and current ethical challenges. Through discussion, research, and case studies, students will enhance their awareness of ethical issues in journalism and their ability to make ethical choices in all aspects of reporting and public engagement. Prerequisite(s): PHL 103, CMM 100 (may be taken at the same time).

CMM 338. Reporting. 3 Hours

Exploration of issues and institutions of public concern through accurate and ethical beat reporting. Students develop news judgment and research strategies, including accessing public documents and interviewing, and build skills for reporting and editing across media platforms. Prerequisite(s): CMM 100 (may be taken at the same time), CMM 330.

CMM 340. Fundamentals of Broadcasting. 3 Hours

Survey of broadcasting, with emphasis on television and radio networks, programming, regulation, audience measurement, audience effects, and technology. Although attention is given both to the origins and future of the field, contemporary broadcasting is emphasized.

CMM 341. Audio Production. 3 Hours

Study of the theories, processes, and technologies of audio production practices that can be applied in radio, television, and multimedia production. Experiential learning in the recording of voice, location specific sound and special effects. Course includes the operation of basic studio and field equipment, including analog and basic digital recording and editing. Audio is a vital form of communication. As media makers, students will learn how to use audio to convey a sense of place, emotion, atmosphere, as well as tell a story. This class will focus on learning field recording techniques to capture high quality audio in a variety of situations. There will be exercises in the recording of voice, location sound and special effects. This course includes the operation of basic studio and field equipment, including editing with Pro Tools. Students will dive into the fundamentals of sound and field recording through lectures, hands on labs, readings and assignments. Prerequisite(s): CMM 100 (may be taken at the same time).

CMM 342. Fundamentals of Video Production. 3 Hours

Explores the techniques of studio and remote video production. Includes the technical and creative aspects of planning and script preparation, producing, directing, technical directing, graphics, editing, camera, lighting, and sound for a variety of video programs.

CMM 343. Writing for Electronic and Digital Media. 3 Hours

Study of concrete approaches to and practical applications of professional level writing for video, audio, television, radio, digital and corporate media platforms.

CMM 344. Multimedia Design & Production I. 3 Hours

Introduction to producing in the interactive media of CD-ROM and other digital formats. Reviews basic object linking and embedding in familiar computer programs such as Word, PowerPoint, and Freelance Graphics. Students build skills in multimedia authoring, using all the fundamental tools of graphics, text, audio, and video.

CMM 345. Classic American Film. 3 Hours

Introduction to classic U.S. films through the ages. Revolves around the viewing and analysis of significant Hollywood films. Course varies topically, ranging from a broad overview of classic American films to versions examining a particular film genre to versions exploring a theme through the medium of classic film. May be repeated once as topics change. Prerequisite(s): CMM 100 (may be taken at the same time).

CMM 346. Topics in Film Genre. 3 Hours

Survey of films revolving around the viewing and analysis of significant films in a particular genre. Each iteration of this topics course focuses on one specific genre, such as mystery and suspense films, road films, movie musicals, westerns, science fiction and fantasy films, adventure films, or film noir. This course may be repeated once, for credit as topics change.

CMM 347. Post Production. 3 Hours

This course combines the technical aspects of post-production workflow, editing software and a comprehensive overview of editing theory. Students will be able to construct media content using the industry standard editing softwares, Avid Media Composer and Adobe Premiere. In this class students will grow as storytellers by developing the ability to deconstruct editing decisions and by analyzing the ethical considerations within editing. This course will also be a required course for students in the Media Production concentration of the CMM major.

CMM 348. Animation Effects. 3 Hours

The interactive world of media enables communicators to develop exciting new ways to reach their audience from multiple mediums. This course uses Adobe After Effects CC to present ways to animate text, still images in various ways, interactive features, audio & video, and combinations of other means made possible through the advancement of technology. We will examine how designing creative projects interact in this professional world of media which we see all around us. Prerequisite(s): CMM 100 (may be taken at the same time), CMM 342.

CMM 350. History and Analysis of Propaganda. 3 Hours

In-depth examination of major propaganda campaigns throughout history. Emphasis on twentieth and twenty-first century propaganda as psychological warfare. Includes exploration of how victors of social struggles use their dominance to control the version of historical events in a way that favors their own interpretation. The course includes application of rhetorical, social scientific and cultural, historiographical methods for analyzing propaganda. Prerequisite(s): HST 103, CMM 100 (may be taken at the same time).

CMM 351. Public Speaking. 3 Hours

Oral communication in professional situations. Adaptation of principles of ethical and effective speaking to specific audiences and occasions. Delivery of informative and persuasive speeches. Prerequisite(s): CMM 100.

CMM 352. Persuasion. 3 Hours

An in depth examination of the attitude - behavior relationship and a detailed overview of persuasion theory. Students will create and test the effectiveness of theoretically derived messages in a service learning project and study the role communication plays this process. Prerequisite(s): Sophomore standing.

CMM 354. Political Campaign Communication. 3 Hours

Examination of theory and research on the role, processes and effects of communication in political campaigns with emphasis on mass media, public speaking, debates, advertising, and interpersonal communications. Prerequisite(s): CMM 100 and Sophomore standing.

CMM 355. Rhetoric of Social Movements. 3 Hours

Study of rhetorical communication in American social movements through examination of the strategies, themes and tactics used by agitators and the institutional responses to discourse aimed at social change. Prerequisite(s): CMM 100 (may be taken at the same time) and Sophomore standing or higher.

CMM 356. Argumentation and Advocacy. 3 Hours

Study of theory and practice in persuasive argument. Explores the nature of argument, advocacy, debate, persuasion, and dialogue. Students will learn how to articulate a persuasive case and critique the arguments of others. Prerequisite(s): CMM 100 and (ENG 100 or 100B or 200H or ASI 110) and ((HST 103, PHL 103, REL 103) or ASI 120).

CMM 357. Religious Rhetoric in American Culture. 3 Hours

Exploration of the theoretical and practical intersections of faith and communication. Addresses how faith is articulated and represented through the use of language, symbols and media. The course explores the relationship of language and religion, the practice of preaching, how religion is depicted in popular culture and through media, and the relationship between faith and politics in contemporary America. Prerequisite(s): CMM 100 and (ENG 100 or 100B or 200H or ASI 110) and ((HST 103, PHL 103, REL 103) or ASI 120).

CMM 359. The Road to Hell: The Apocalypse in Classical and Contemporary Forms. 3 Hours

Study of depictions of the apocalypse in classical and contemporary literature, film and speech with special attention to the rhetorical dimensions of those messages. Prerequisite(s): CMM 100; ASI 110 or REL 103.

CMM 360. Principles of Public Relations. 3 Hours

Survey of the field of public relations emphasizing writing and public relations, theoretical implications of the field, the practitioner's role in organization and the community.

CMM 365. Public Relations Strategies. 3 Hours

This course will allow students to understand why PR practitioners develop PR campaigns the way they do and when campaigns based on internal and external factors should be implemented to best achieve organizational objectives and goals. Throughout this course, considerable emphasis will be placed on understanding the differences between a public relations strategy and a public relations tactic, as well as understanding when to use specific tactics to achieve organizational objectives and goals. Prerequisite(s): CMM 100 (may be taken at the same time) and CMM 360.

CMM 372. Communication for Health Professionals. 3 Hours

Analysis of communication skills that are particularly relevant in the health care setting. The course addresses ways of improving communication between providers and patients through the use of interactions with simulated patients. Primarily serves health science or communication/social science students. Prerequisite(s): CMM 100 (may be taken at the same time) and Sophomore standing or higher.

CMM 381. Faith and Free Expression. 3 Hours

Exploration of issues related to religious expression and the First Amendment. Examination of the impact of the First Amendment on American society through study of its historical, political, social, and religious meaning and influence. Topics may include obscenity laws, prayer in school, and other matters of faith and free speech. Prerequisite(s): CMM 100 (may be taken at the same time) and Sophomore standing or higher.

CMM 385. Dialogue, Power, and Diversity. 3 Hours

Exploration of how diversity and power intersect and how dialogic communication may facilitate interaction about and is affected by diversity and power. Prerequisite(s): CMM 100 and Sophomore standing or higher.

CMM 390. Independent Study. 1-3 Hours

Supervised study involving directed readings, individual research (library, field, or experimental), or projects in the specialized areas of communication. May be repeated for up to six semester hours. Prerequisite(s): Permission of department chairperson.

CMM 397. Communication Practicum. 1 Hour

Offers students an opportunity to participate in the operation of Flyer TV, Flyer Radio, or Flyer News (the University of Dayton's student-run media platforms.) One semester hour per term.

CMM 410. Family Communication. 3 Hours

Study of the family from a communication perspective, considering the communication processes within the family and the extent to which communication affects and is affected by the family. Prerequisite(s): CMM 100 (may be taken at the same time) and (ENG 100 or 100B or 114 or 198 or ASI 110) and ((HST 103, PHL 103, REL 103) or ASI 120).

CMM 411. Health Communication. 3 Hours

Examination of communication theory and research as they relate to health care. Issues include provider-patient interaction, the role of the patient, health organizations, the media and health, end-of-life concerns, and health campaigns. Prerequisite(s): CMM 100 and Sophomore standing or higher.

CMM 412. Research Methods in Communication. 3 Hours

Study of data gathering and analysis in communication research. Specific attention to survey design and analysis, and focus group implementation and analysis.

CMM 413. Communication in the Information Age. 3 Hours

Examination of issues related to development, economics, programming, and the future of new mass communication technologies. Prerequisite(s): CMM 201 or permission of instructor.

CMM 414. Global Communication. 3 Hours

Introduction to the main topics in the field of global communication. Emphasis on comparative mass media and current issues in global communication. Prerequisite(s): CMM 100 (may be taken at the same time) and sophomore standing or higher.

CMM 415. Gender and Communication. 3 Hours

Seminar focusing on gender differences in communication, unique aspects to women's communication, and women's rhetoric, and providing solutions to gender and miscommunication. Current theory and research examined. Prerequisite(s): CMM 100.

CMM 416. Development of Mass Media. 3 Hours

History and analysis of the development and interdependence of mass media, print and electronic. Emphasis on its role in political and economic progress of U.S. and attendant responsibility.

CMM 417. Introduction to Audience Research. 3 Hours

Overview of how media organizations describe and analyze audiences, the statistical and methodological techniques they use, and how those same methods are used to study the impact of media portrayals. Prerequisite(s): CMM 100 (may be taken at the same time) and (ENG 100 or 100B or 114 or 198 or ASI 110) and ((HST 103, PHL 103, REL 103) or ASI 120).

CMM 420. Communication & Conflict Management. 3 Hours

Students will study conflict as a process of communication and learn strategies and skills for effective conflict management, which can be used in various relationships in one's life, including family relationships, friendships, and professional relationships. A focus on forgiveness and reconciliation is fundamental to the study of conflictual communication. Prerequisite(s): CMM 100 (may be taken at the same time) and sophomore status.

CMM 421. Organizational Communication and Writing. 3 Hours

This course explores communication in an organizational setting, with particular attention paid to oral and written forms prevalent in contemporary institutions. Students will be exposed to theories of message initiation, diffusion, and reception in organizations; and will examine the role of communication in developing productive work relationships, management practices, and organizational cultures. Prerequisite(s): CMM 100 (may be taken at the same time).

CMM 425. Professional Seminar in Communication Management in Organizations. 3 Hours

Capstone experience for Communication Management. Examines a focused topic in organizational communication allowing students the opportunity to diagnose and provide solutions through the integration and application of communication principles and best practices. Prerequisite(s): CMM 325; Senior standing.

CMM 430. Editing and Verification. 3 Hours

Introduction to and practice in copy editing with particular attention to critical thinking and skepticism about content, news judgment, verification of facts and sources, and writing headlines and captions. Emphasis on clear and concise writing for diverse audiences; Associated Press style, proper spelling, grammar and punctuation; and accuracy. Prerequisite(s): CMM 100 (may be taken at the same time) and CMM 330.

CMM 431. Public Affairs Reporting. 3 Hours

Investigative and specialized reporting on matters of public concern. Practice in gathering information from primary and secondary sources, and writing about complex subjects for mass audiences. Prerequisite(s): CMM 330.

CMM 432. Media Law. 3 Hours

Exploration of the press, expression and mass media within the context of the U.S. Constitution, state and federal legislation, and court rulings. This course introduces students to core values of the First Amendment, and such topics as government regulation, censorship, copyright protection, libel, and privacy. Prerequisite(s): CMM 100 (may be taken at the same time) and CMM 201 or POL 301.

CMM 436. Radical Press in the U.S.. 3 Hours

Examination of media outside the mainstream, commercial model. Students will examine the politics, practices, and roles of radical media throughout U.S. history. The course provides a survey of this growing subfield within media studies and addresses questions of what constitutes radical media; what historical, contextual, and technological factors shape its practices; who are its audiences; and how can we study its meaning and influence. Prerequisite(s): (HST 103 or ASI 110) and CMM 201.

CMM 438. Multi-Media Journalism. 3 Hours

Application of knowledge and skills from previous classes in the journalism concentration to develop in-depth stories across media platforms. Prerequisite(s): CMM 330, CMM 337, CMM 338, CMM 432.

CMM 439. Special Topics in Journalism. 3-6 Hours

Concentrated study in special areas of journalism. May be repeated with change of topic.

CMM 440. Broadcast News. 3 Hours

Study of the process and practice of news gathering and writing for radio and television. Course includes research, analysis, writing and editing news and features, as well as legal and ethical concerns of broadcast news. Prerequisite(s): CMM 330, CMM 342.

CMM 441. Media Processes & Effects. 3 Hours

Interdisciplinary study of how traditional mass media (TV, radio, newspapers, magazines, films) content influence individuals and impact society and how these technologies differ from new media/social media. Emphasis on the current state of knowledge about the effects of violence, stereotyping, and health messages as well as what is known about the effects of computer games and using the internet. Prerequisite(s): CMM 100 (may be taken at the same time) and (ENG 100 or 100B or 114 or 198 or ASI 110) and ((HST 103, PHL 103, REL 103) or ASI 120).

CMM 442. Advanced Television Production. 3 Hours

Advanced techniques of both studio and electronic field production and post-production editing for television. Prerequisite(s): CMM 342.

CMM 443. Screenwriting for Film and Television. 3 Hours

Students will learn skills and knowledge relevant to the art of screenwriting. In a context that marries lecture, screening, film analysis, screenplay dissection, and workshop discussion of student work, the student will be exposed to a wide variety of concepts related to the preparation and writing of a screenplay. Prerequisite(s): CMM 100; sophomore standing.

CMM 444. Multimedia Design & Production II. 3 Hours

Advanced level multimedia production emphasizing client-based project generation through a design/production team approach. Focus is on interface design; project planning, script writing, story boarding; digital image, sound and video editing; and the use of authoring software. Prerequisite(s): CMM 344.

CMM 445. Media Performance. 3 Hours

Course focuses on learning and practicing the fundamentals of on-camera and on-air broadcast and digital delivery performance. Students will also practice critical analysis of broadcast performance.

CMM 446. Electronic Media Management. 3 Hours

Survey of the leadership/management roles and responsibilities of broadcasting, cable television and corporate media enterprises. Prerequisite(s): CMM 340.

CMM 447. Children and Mass Media. 3 Hours

Introduction to and understanding of how children and adolescents use media in their daily lives. Also examines how that use influences their cognitive, emotional, social, and physical development.

CMM 449. Topics in Electronic Media. 3 Hours

Concentrated study in special areas of electronic media production, criticism, and management. May be repeated once with change of topic. Depending on topic, prerequisites may be imposed.

CMM 452. Public Discourse & Criticism. 3 Hours

Examination of the foundations of the field of communication. Major focus on the development of rhetorical theory with attention to rhetorical analysis and criticism.

CMM 453. Communication, Cybersecurity, and Social Engineering. 3 Hours

Study of the role persuasion plays in computer hacking and what individuals and organizations can do to defend against social engineering exploits. Prerequisite(s): CMM 100 and (ENG 100 or 100B or 200H or ASI 110) and ((HST 103, PHL 103, REL 103) or ASI 120).

CMM 454. Documentary I. 3 Hours

Students will apply advanced skills in media production to create a documentary film. The course will consist of three phases. The three phases are development, pre-production, and production. Prerequisite(s): CMM 342 and CMM 343. Senior standing or instructor approval.

CMM 455. Documentary II. 3 Hours

Students will apply advanced skills in media production to create a documentary film. This course will consist of three phases. The three phases are production, post production, and distribution. Prerequisite(s): CMM 454 and senior standing.

CMM 460. Advanced Public Relations Writing. 3 Hours

Study, development and application of public relations strategies and tactics. Emphasis on strategically effective, factually accurate and grammatically sound written communications for organizational and mass audiences. Prerequisite(s): CMM 330, CMM 360, junior or senior standing.

CMM 461. Public Relations Campaigns. 3 Hours

Capstone course in the PR concentration that focuses on planning and implementing a public relations campaign for an established professional organization. Students work out solutions to communication and public relations problems, and prepare written campaign materials. Prerequisite(s): CMM 330, CMM 360, CMM 460; senior standing.

CMM 463. Online & Digital Public Relations. 3 Hours

Exploration of digital, mobile, and social media and how tools associated with these new and emerging media can best be used in the practice of public relations. The course considers how digital media fit within the larger new media context, while also providing an overview of the major and emerging tools associated with social media and mobile media. Particular attention will be devoted to understanding both strategic and tactical implications of digital media within a public relations campaign or comprehensive strategic communications program. Prerequisite(s): CMM 100 (may be taken at the same time) and CMM 360.

CMM 464. International Public Relations. 3 Hours

Examination of effective public relations (PR) practices in international settings. Analysis and evaluation of real cases to investigate effective PR strategies for different countries or organizational settings. Particular emphasis is placed on how non-profits and/or NGOs employ public relations strategies to constructively engage issues of diversity and social justice. Prerequisite(s): CMM 100 (may be taken at the same time) and CMM 360.

CMM 468. Case Studies in PR. 3 Hours

Examination of PR cases that illustrate models and theories, and teach key PR principles. Allows students to critically analyze, judge, and evaluate situations by applying PR principles and theories. Prerequisite(s): CMM 360.

CMM 469. Special Topics in Public Relations. 3 Hours

A concentrated study in specific areas of public relations. Development of specialized projects. May be repeated once with change of topics. Prerequisite(s): CMM 360 or permission of instructor.

CMM 471. Communication and Digital Literacy. 3 Hours

Exploration of questions surrounding the development of media literacy skills from childhood through adulthood, creation of media literacy materials applicable to diverse audiences, and evaluation of implications of participatory culture.

CMM 477. Honors Thesis Project. 3 Hours

First of two courses leading to the selection, design, investigation, and completion of an independent, original Honors Thesis project under the guidance of a faculty research advisor. Restricted to students in the University Honors Program with permission of the program director and department chairperson. Students pursuing an interdisciplinary thesis topic may register for three semester hours each in two separate disciplines in consultation with the department chairpersons. Prerequisite(s): Approval of University Honors Program.

CMM 478. Honors Thesis Project. 3 Hours

Second of two courses leading to the selection, design, investigation and completion of an independent, original Honors Thesis project under the guidance of a faculty research advisor. Restricted to students in the University Honors Program in the University Honors Program with permission of the program director and department chairperson. Students pursuing an interdisciplinary thesis topic may register for three semester hours each in two separate disciplines in consultation with the department chairpersons. Prerequisite(s): Approved 477; approval of University Honors Program.

CMM 491. Communication Vocation Capstone. 1 Hour

An in-depth examination and reflection on students' knowledge and skills acquired in college and their major. Prerequisite(s): CMM 201, 202, 351; senior standing.

CMM 498. Communication Internship. 1-6 Hours

Communication work experience in an approved organization. Student must be in good academic standing. Students are normally limited to a maximum of three semester hours. Under exceptional circumstances, students may petition the department chair for an additional three semester hours if the second internship is at a different organization and the student can demonstrate that the position offers a unique and significant educational opportunity not available through the first internship. Grading Option Two only. Prerequisite(s): CMM 100; CMM 201; CMM 202. Additionally, CMM 330 for PUB and JRN concentrations; CMM 343 for RTV concentration; one course within the concentration for CMT concentrations.

CMM 499. Special Topics in Communication. 3-6 Hours

Concentrated study in specific areas of speech communication. May be repeated once with change of topic.