COMUNICATION

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 111. Informative Public Speaking. 1 Hour
Communication processes for presenting information in a public speaking context. Focus is on the development of general competencies in development and organization of ideas, research, adaptation to an audience, use of PowerPoint, and delivery.

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
A survey of theory and research in nonverbal communication designed to raise students’ awareness of their own and others’ nonverbal behaviors. Goals include enabling students to use nonverbal behaviors to enhance their communicative abilities, to more accurately interpret the nonverbal behaviors of others, and to successfully adapt to changing cultural and relational communication contexts.

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 320. Interpersonal Communication. 3 Hours
Study of communication behavior in a variety of dyadic relationships including acquaintance, friendship, work, romantic, and family. Focus on communicative behavior and communicative processes in relationship development including building trust, managing conflict, negotiating power, and listening empathetically.

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 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): CMM 330.

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 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. Exercises in recording of voice, music, and special effects. Course includes the operation of basic studio and field equipment, including analog and basic digital recording and editing.

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.

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 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): CMM 100, HST 103.

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): CMM 100 and (ENG 100 or 100B or 200H or ASI 110) and ((HST 103, PHL 103, REL 103) or ASI 120).

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 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; 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 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 and Sophomore standing or higher.

CMM 381. Faith and Free Expression. 3 Hours
Examination of the impact of the First Amendment on American society and a public relations tactic, as well as understanding when to use specific tactics to achieve organizational objectives and goals. Prerequisite(s): CMM 360.

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 399. Communication Practicum. 1 Hour
Offers students an opportunity to participate in the operation of Fyer TV or Flyer Radio. One semester hour. This final practicum constitutes the Media Studies capstone experience. Prerequisite(s): CMM 397, CMM 398.

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 and (ENG 100 or 100B or 200H 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 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 and (ENG 100 or 100B or 200H 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 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.

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 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, and CMM 201 or POL 301.

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 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 and (ENG 100 or 100B or 200H 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 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, storyboarding; 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 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 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 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 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.