

COMMUNICATION

- Bachelor of Arts, Communication (p. 3) (p. 3)
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Concentrations:

- Communication Management
- Communication Studies
- Journalism
- Media Production
- Public Relations

Minors:

- Communication (p. 3)
- Communication Management (p. 3)
- Health Communication (p. 3)
- Journalism (p. 3)
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Certificate:

- Group Facilitation and Leadership (p. 4)
- International and Intercultural Leadership (p. 4)
- Sport Communication (p. 5)

The course requirement for communication majors is 40 semester hours. Teacher licensure through the dual-degree B.A. and B.S.E. program, conducted in conjunction with the Department of Teacher Education in the School of Education and Health Sciences, is an option for communication majors. Consult department chairperson for details.

All students can minor in Public Relations, Communication Management, Journalism, Media Production, Health Communication. Please see the requirements for Communication students who want to minor in these areas and for non-Communication students who want to minor in these areas. Note: Communication majors cannot minor in their same concentration area.

FACULTY LISTING (<https://udayton.edu/artssciences/academics/communication/facstaff/>)

Bachelor of Arts, Communication (CMM) minimum 120 hours

The Common Academic Program (CAP) is an innovative curriculum that is the foundation of a University of Dayton education. It is a learning experience that is shared in common among all undergraduate students, regardless of their major. Some CAP requirements must be fulfilled by courses taken at UD. Some major requirements must also be fulfilled by courses taken at UD. Students should consult with their advisor regarding applicability of transfer credit to fulfill CAP and major program requirements.

Common Academic Program (CAP) ¹

First-Year Humanities Commons ²		6
		cr.
		hrs.
HUM 101	Chaminade Seminar: Reading and Responding to the Signs of the Times	
HUM 102	Marie Thérèse Seminar: Human Dignity and the Common Good	
Second-Year Writing Seminar		3
		cr.
		hrs.
Oral Communication		3
		cr.
		hrs.
Mathematics		3
		cr.
		hrs.
Social Science		3
		cr.
		hrs.
Arts		3
		cr.
		hrs.
Natural Science ³		4
		cr.
		hrs.
Crossing Boundaries		9
		cr.
		hrs.
Faith Traditions (3 cr. hrs.)		
Practical Ethical Action (3 cr. hrs.)		
Interdisciplinary Investigations (3 cr. hrs.) ⁴		
Advanced Study		9
		cr.
		hrs.
Religious Studies (3 cr. hrs.)		
Philosophical Studies (3 cr. hrs.)		
Historical Studies (3 cr. hrs.)		
Diversity and Social Justice ⁵		3
		cr.
		hrs.
Major Capstone ⁶		0-6
		cr.
		hrs.
Experiential Learning ⁷		0-3
		cr.
		hrs.

¹ The credit hours listed reflect what is needed to complete each CAP component. However, they should not be viewed as a cumulative addition to a student's degree requirements because many CAP courses are designed to satisfy more than one CAP component (e.g., Crossing Boundaries and Advanced Studies) and may also satisfy requirements in the student's major.

² May be completed with ASI 110 through the Core Program.

³ Must include a lecture course and an accompanying lab.

⁴ New Crossing Boundaries category effective with the 2025-26 Catalog, which incorporates all courses previously approved in the Crossing Boundaries Inquiry or Integrative categories. This new category does not include any restriction that students must take the course outside of their unit or division.

⁵ May not double count with First-Year Humanities Commons, Second-Year Writing, Oral Communication, Social Science, or Natural Science CAP components, but may double count with courses taken to satisfy other CAP components and/or courses taken in the student's major.

⁶ The course or experience is designed by faculty in each major; it may, or may not, be assigned credit hours.

⁷ The course or experience will have variable credit, depending on the intensity and duration of the experience, or where it is housed in existing curricular and co-curricular spaces.

A liberal studies degree from the University of Dayton is grounded in the institution's Catholic and Marianist tradition, which emphasizes holistic education, community, service, and social justice. The program encourages students to explore a wide range of subjects, integrating knowledge from the humanities, social sciences, natural sciences, and fine arts. Overall, a liberal studies degree from the University of Dayton not only provides a comprehensive educational experience but also instills values that encourage students to contribute positively to society.

The Bachelor of Arts degree requires a minimum of 120 credit hours. All BA students will complete the Liberal Studies Curriculum as part of their degree plan. This Curriculum provides students with a breadth of study and experiences in the humanities, the creative and performing arts, the social sciences, and the natural sciences. It provides a distinct complement to the specialized study in a major and presupposes, builds upon and enhances the University's Common Academic Program (CAP). No credits may double-count toward CAP or the first major and also the Liberal Studies Curriculum requirements, including the language context course options.

Liberal Studies Curriculum

Language Proficiency¹ **0-9**

Breadth and Depth Requirements² **24**

Breadth: Earn 3 credits in each of the five categories:

Arts

Humanities

Social Sciences

Natural Sciences and Mathematics

CAS Interdisciplinary Programs (options include courses with HRS, WGS, MST, RCE, SEE, DST, and INS prefixes)

Depth: Take 9 additional credits of CAS courses from any combination of breadth categories

Total Hours **24-33**

¹ Students demonstrate basic practical communication in a language other than English.

² No more than 12 of the 24 credit hours may come from 100- or 200-level courses. None of the 24 credit hours may also count toward CAP or the first major. If students take a 3-credit context course toward language proficiency, those credits may count here.

Major Requirements **34**

CMM 100 Principles of Oral Communication 3

CMM 201	Foundations of Mass Communication	3
CMM 202	Foundations of Communication Theories & Research	3
CMM 351	Public Speaking	3
CMM 491	Communication Vocation Capstone ³	1

Select one concentration from:

Communication Management (CMT)

CMM 320	Interpersonal Communication	3
or CMM 321	Small Group Communication	
CMM 352	Persuasion	3
CMM 412	Research Methods in Communication ²	3
CMM 421	Organizational Communication and Writing ¹	3
CMM 425	Professional Seminar in Communication Management in Organizations	3
Optional Courses ⁴		6

Communication Studies (CSS)

Select courses from CMM⁴ 21

Course selection requires advisor and department chair approval.

Media Production (RTV)

CMM 341	Audio Production	3
CMM 342	Fundamentals of Video Production	3
CMM 343	Scriptwriting for Media Production Platforms ¹	3
CMM 347	Post Production	3
CMM 348	Animation Effects	3
or CMM 445	Media Performance	
Optional Courses ⁴		6

Journalism (JRN)

CMM 330	Media Writing ¹	3
CMM 337	Media Ethics	3
CMM 338	Reporting ²	3
CMM 432	Media Law	3
CMM 438	Multimedia Journalism	3
Optional Courses ⁴		6

Public Relations (PUB)

CMM 360	Principles of Public Relations	3
CMM 365	Public Relations Strategies	3
CMM 412	Research Methods in Communication ²	3
CMM 460	Advanced Public Relations Writing ¹	3
CMM 461	Public Relations Campaigns	3
Optional Courses ⁴		6

Breadth

ASI 150	Introduction to the University Experience	1
Professional Studies Block, minor, or Interdisciplinary Undergraduate Certificate		12
Total Hours to total at least		120

¹ Writing-intensive course.

² Methods course.

³ Capstone course.

⁴ Any three 300/400 level CMM courses.

Minor in Communication (CMM)

Communication

Select five CMM courses (300/400-level)	15
Total Hours	15

Minor in Communication Management (CMT)

Communication Majors

CMM 320	Interpersonal Communication	3
CMM 321	Small Group Communication	3
CMM 421	Organizational Communication and Writing ¹	3
Choose two courses from the following:		6
CMM 313	Nonverbal Communication	
CMM 316	Intercultural Communication	
CMM 322	Interviewing for Communication & Business	
CMM 352	Persuasion	
CMM 385	Dialogue, Power, and Diversity	
CMM 415	Gender and Communication	
CMM 420	Communication & Conflict Management	
Total Hours		15

Non-Communication Majors

CMM 320	Interpersonal Communication	3
CMM 321	Small Group Communication	3
CMM 351	Public Speaking	3
CMM 421	Organizational Communication and Writing ¹	3
Choose one course from the following:		3
CMM 313	Nonverbal Communication	
CMM 316	Intercultural Communication	
CMM 322	Interviewing for Communication & Business	
CMM 352	Persuasion	
CMM 385	Dialogue, Power, and Diversity	
CMM 415	Gender and Communication	
CMM 420	Communication & Conflict Management	
Total Hours		15

¹ Writing-intensive course.

Minor in Health Communication (HCM)

Communication Majors

CMM 372	Communication for Health Professionals	3
CMM 374	Media and Health	3
CMM 411	Health Communication	3
CMM 419	Communicating Health Disparities	3
Choose one course from the following:		3
CMM 316	Intercultural Communication	
CMM 322	Interviewing for Communication & Business	
CMM 385	Dialogue, Power, and Diversity	

CMM 410	Family Communication	
CMM 415	Gender and Communication	
CMM 420	Communication & Conflict Management	
Total Hours		15

Non-Communication Majors

CMM 201	Foundations of Mass Communication	3
CMM 372	Communication for Health Professionals	3
CMM 374	Media and Health	3
CMM 411	Health Communication	3
CMM 419	Communicating Health Disparities	3
Total Hours		15

Minor in Journalism (JRN)

Communication Majors

CMM 330	Media Writing ¹	3
CMM 337	Media Ethics	3
CMM 432	Media Law	3
Choose two courses from the following:		6
CMM 331	Feature Writing	
CMM 333	Free Lance Writing	
CMM 334	Sportswriting	
CMM 338	Reporting	
CMM 430	Editing and Verification	
CMM 438	Multimedia Journalism	
Total Hours		15

Non-Communication Majors

CMM 201	Foundations of Mass Communication	3
CMM 330	Media Writing ¹	3
CMM 337	Media Ethics	3
or CMM 432	Media Law	
Choose two courses from the following:		6
CMM 331	Feature Writing	
CMM 333	Free Lance Writing	
CMM 334	Sportswriting	
CMM 338	Reporting (non-PR majors only) ²	
CMM 430	Editing and Verification	
CMM 438	Multimedia Journalism	
Total Hours		15

¹ Writing-intensive course.

² Methods course.

Minor in Media Production (RTV)

Communication Majors

CMM 341	Audio Production	3
CMM 342	Fundamentals of Video Production	3
CMM 343	Scriptwriting for Media Production Platforms ¹	3
Choose one course from the following:		3
CMM 347	Post Production	
CMM 348	Animation Effects	

CMM 442	Advanced Television Production	
Choose one course from the following:		3
CMM 345	Classic American Film	
CMM 346	Topics in Film Genre	
CMM 349	Documentary Theory	
CMM 443	Screenwriting for Film and Television	
CMM 445	Media Performance	
CMM 449	Topics in Electronic Media	
CMM 454	Documentary I	
CMM 455	Documentary II	
CMM 471	Communication and Digital Literacy	

Total Hours 15

Non-Communication Majors

CMM 201	Foundations of Mass Communication	3
CMM 341	Audio Production	3
CMM 342	Fundamentals of Video Production	3
CMM 343	Scriptwriting for Media Production Platforms ¹	3
Choose one course from the following:		3
CMM 347	Post Production	
CMM 348	Animation Effects	
CMM 442	Advanced Television Production	

Total Hours 15

¹ Writing-intensive course.

Minor in Public Relations (PUB)

Communication Majors

CMM 360	Principles of Public Relations	3
CMM 365	Public Relations Strategies	3
CMM 460	Advanced Public Relations Writing ¹	3
Choose two courses from the following:		6
CMM 412	Research Methods in Communication	
CMM 461	Public Relations Campaigns	
CMM 463	Social & Digital Media in Public Relations	
CMM 464	International Public Relations	
CMM 469	Special Topics in Public Relations	

Total Hours 15

Non-Communication Majors

CMM 201	Foundations of Mass Communication	3
CMM 360	Principles of Public Relations	3
CMM 460	Advanced Public Relations Writing ¹	3
Choose two courses from the following:		6
CMM 365	Public Relations Strategies	
CMM 412	Research Methods in Communication ²	
CMM 461	Public Relations Campaigns	
CMM 463	Social & Digital Media in Public Relations	
CMM 464	International Public Relations	
CMM 469	Special Topics in Public Relations	

Total Hours 15

¹ Writing-intensive course.

² Methods course.

Certificate in Group Facilitation and Leadership (GFL)

Required 6

CMM 420	Communication & Conflict Management ¹
MGT 300	Survey of Organizational Behavior ²
or MGT 301 Organizational Behavior	

Choose one elective from the following 3

MGT 350	Managerial Skills
POL 361	Leadership in Nongovernmental Organizations
EDC 402	Methods-Residence Hall Assistants ⁴

Choose one elective from the following 3

MGT 404	Group Dynamics, Team Processes & Decision Making ³
CMM 321	Small Group Communication ¹

Experiential Component 1

CMM 390	Independent Study
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Total Hours 13

¹ CMM 100 or equivalent is a prerequisite for CMM 321 and CMM 420.

² HSS majors **only** may substitute HSS 356 for MGT 300.

³ MGT 300 is a prerequisite for MGT 350 and MGT 404

⁴ Enrollment restricted to Resident Assistants and Neighborhood Fellows only

Certificate in International and Intercultural Leadership (IIL)

The International and Intercultural Leadership Certificate is a distinguished academic track within multiple disciplines that highlights and promotes the value and necessity of working across cultures. Courses and experiences within the certificate afford UD students the opportunity to learn and develop knowledge, skills and attitudes to work and lead across cultures in order to build a more just and sustainable future within a specific context and language.

Interested students should contact: Dr. Francisco Peñas-Bermejo, Global Languages and Cultures

Other advisers for the certificate include: Dr. Amy Anderson, Global and Intercultural Affairs Center; Sangita Gosalia, Senior Director of Global and Intercultural Affairs Center; Dr. Jeanne Holcomb, Sociology, Anthropology and Social Work; Ms. Heather Parsons, Communication.

Social Justice Core 6

Choose two courses from two different disciplines from the following:

ANT 306	Culture & Power
ANT 315	Language & Culture
ANT 340	Place, Culture, and Social Justice
ANT/SOC 368	Immigration & Immigrants
CMM 316	Intercultural Communication
CMM 385	Dialogue, Power, and Diversity

EDT 340	Educating Diverse Student Populations in Inclusive Settings
ENG 345	Colonial & Postcolonial Literature
GLC 338	The Holocaust in Literature, Film & Culture
HST 375	History of US Foreign Relations Since 1750
POL 333	Politics of Human Rights
PHL 327	Philosophy of Peace
PHL 371	Philosophy & Human Rights
REL 261	Faith Traditions: Human Rights
REL 475	Theology of Inculturation
SOC 339	Social Inequality
SPN 326	Spanish for the Health Professions
VAE 232	Integrating Visual Culture
VAH 483	PostColonial and Global Art Histories

Context Course 3

Choose one course from a discipline different than taken above from the following:

ANT 325	Anthropology of Human Rights
ANT 352	Cultures of Latin America
ANT 360	Making of Modern South Asia
CJS 336	Comparative Criminal Justice Systems
CMM 414	Global Communication
CMM 464	International Public Relations
ENG 335	African American Literature
ENG 340	US Prison Literature and Culture
ENG 346	Literature & Human Rights
ENG 359	Discourse Analysis
ENG 374	Visual/Material Rhetoric
ENG 387	Literature & Ethics
FRN 341	French Culture & Civilization
FRN 381	History of French Cinema
GER 341	German Culture & Civilization
GER 351	German Film
GLC 334	Immigrants, Refugees, and National Images: German-American Relations
GLC 335	Gender, Sexuality & the Holocaust
GLC 336	Nazi Cinema and Mass Manipulation in the Third Reich
GLC 337	Green Germany, Sustainability and Environmental Justice
GLC 345	Chinese Civilization and Culture
GLC 347	Latin/x America and Performing Human Rights
HST 210	Making of Modern South Asia
HST 312	Age of Democratic Revolutions
HST 314	Modern Europe in Decline 1900-1945
HST 315	Postwar Europe 1945-1990
HST 319	The British Empire
HST 329	Americans and the Middle East
HST 331	India: Traditions and Encounters
HST 332	History of Modern East Asia
HST 339	Gandhi, Non Violence and Resistance around the World
HST 354	History of Women & Gender in the Middle East

HST 357	Modern Latin America
HST 358	Social & Cultural History of Latin America
HST 368	The Soviet Experiment: From Lenin to Putin
HST 382	History of Mexico
HST 383	History of the Caribbean
HST 386	China in Revolution
ITA 341	Italian Culture & Civilization I
MUS 300	World Musics and Faith Traditions
MUS 362	Music and Buddhism in Southeast Asia
PHL 347	Japanese Philosophy
PHL 355	Asian Philosophy
PHL 363	African Philosophy
PHL 365	Islamic Philosophy & Culture
PHL 379	Latin American Philosophy
REL 207	Faith Traditions: Judaism
REL 208	Faith Traditions: Islamic Religious Traditions
REL 261	Faith Traditions: Human Rights
REL 322	Latino/Latina Religious Experiences
REL 358	Liberation Theologies
SOC 328	Racial & Ethnic Relations
SOC 371	Sociology of Human Rights
SPN 341	Spanish Culture & Civilization
SPN 342	Latin American Culture & Civilization
SPN 348	The Hispanophone Caribbean
SPN 480	Spanish & Ibero-American Cinema
VAH 310	History of Art and Activism
VAH 320	Latin American Art
VAH 330	Arts of Asia
VAR 330	Comparative Visual Culture in Film

Language 0-15

Leadership 3

Choose one from the following:

ASI 372	Professional Ethics in a Global Community - Education
ASI 373	Professional Ethics in a Global Community - Engineering
MGT 403	Cross-Cultural Management
POL 361	Leadership in Nongovernmental Organizations
SOC/POL 426	Leadership in Building Communities

Experiential Capstone 1

Choose one from the following:

UDI 210	SAIL: Semester, Abroad, Intercultural Leadership and Re-Entry
UDI 267	Journey towards Global Citizenship
UDI 361	Cross Cultural Immersion Preparation
UDI 377	Understanding, Respecting and Connecting II: Taking Action
UDI 410	Education Abroad and Away Re-entry

Total Hours 13-28

Certificate in Sport Communication (SCM)

This certificate provides an opportunity for students to develop media production and public relations skills related to sport, as well as

knowledge around the portrayal of sport in media and role of sport in larger societal contexts.

Required Courses		6
HSS 353	Sport Media	3
CMM 463	Social & Digital Media in Public Relations	3
Choose one course from the following list		3
CMM 334	Sportswriting	3
CMM 341	Audio Production	3
CMM 342	Fundamentals of Video Production	3
Choose one course from the following list		3
HSS 354	Global Sport, Culture, & Business	3
HSS/SOC 360	Sport and Bodies	3
Choose one experiential component (Designated for Flyer TV, Flyer Radio, or Flyer News)		1
CMM 397	Communication Practicum	1

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Bachelor of Arts, Communication

First Year			
Fall	Hours	Spring	Hours
ASI 150		1 CMM 351	3
CMM 100 (CAP Oral Communication)		3 HUM 102 (CAP Humanities Commons)	3
MTH 114 (Satisfies CAP Mathematics)		3 SCI 190 & 190L (Satisfies CAP Natural Science)	4
CMM 201		3 Language 141	3
Language 101		3 CMM Concentration	3
HUM 101 (CAP Humanities Commons)		3	
		16	16
Second Year			
Fall	Hours	Spring	Hours
CMM 202		3 CMM Concentration	3
ENG 200 (CAP Second-Year Writing)		3 CMM Concentration	3
CMM Concentration		3 CAP Social Science Course	3
Language 201 or Contextual Course		3 CAP Faith Traditions Course	3
BA Science/Math Course		3 BA Humanities Course	3
		15	15
Third Year			
Fall	Hours	Spring	Hours
CMM Concentration		3 CMM Concentration	3

CMM Concentration	3 CAP Advanced Historical Studies Course	3	
CAP Arts Course	3 BA Elective	3	
CAP Advanced Philosophical Studies Course	3 CAP Advanced Religious Studies Course	3	
BA Interdisciplinary Programs Course	3 Professional Studies Block	3	
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	15	15	
Fourth Year			
Fall	Hours	Spring Hours	
CAP Diversity and Social Justice Course		3 CMM 491 (Satisfies CAP Major Capstone)	1
BA Arts Course		3 CAP Interdisciplinary Investigations Course	3
Professional Studies Block		3 CAP Practical Ethical Action Course	3
BA Social Science Course		3 Professional Studies Block	3
BA Elective		3 Professional Studies Block	3
		BA Elective	3
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	15	16	

Total credit hours: 123

* Some CAP requirements may be fulfilled through the major.

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 10C. CAP Public Speaking + Interpersonal Communication - Transfer Course Only. 3 Hours

This is an equivalency for transfer courses ONLY. Courses considered a hybrid of public speaking and interpersonal communication may be equated to this course in the Transfer Evaluation System (TES) after review by a transfer specialist in the College of Arts and Sciences. Functionally, the course will both fulfill the Oral Communication requirement of the Common Academic Program (CAP) and function as a pre-requisite for any courses requiring CMM 100.

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.

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.

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.

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.

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.

CMM 327. Independent Film Festival. 3 Hours

This class examines film marketing and distribution. Film festivals, in particular, are a vital form of distribution at every level of filmmaking. Through a hands-on class project, students will gain first hand experience and knowledge of what goes into creating a film festival by planning the Dayton Film Festival. Through the creation of the Dayton Film Festival, students will learn about curation, film concepts, project management and more.

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 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.

CMM 337. Media Ethics. 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. Prerequisites: (CMM 100 or CMM 10C or CMM 320 or CMM 351) and (PHL 103 or PHL 1HC or ASI 120).

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 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.

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 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. Prerequisite(s): CMM 341, CMM 342, CMM 343.

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 349. Documentary Theory. 3 Hours

Study of the different modes and theories within the documentary genre. Explores issues of objectivity, representation, aesthetics, ethics and the relationship between fact and fantasy, truth and power.

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.

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.

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.

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.

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.

CMM 357. Religious Rhetoric. 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.

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.

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.

CMM 374. Media and Health. 3 Hours

Examine the impact of mediated communication on health care delivery and public health. Topics include the impact of technology on communicating about health and information seeking and scanning, effects of mass mediated health messages in entertainment, news, and social media contexts, and the impact of telemedicine on health care providers. Prerequisites: CMM 201.

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.

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.

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.

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.

CMM 412. Research Methods in Communication. 3 Hours

Study of foundations and data gathering and analysis in communication research. Consideration of both quantitative and qualitative methods that are used in professional research.

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.

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 419. Communicating Health Disparities. 3 Hours

Examine research and theory which focus on how health disparities are communicated. Topics include the structure of health care systems and relevant impacts on health care; the role of race, gender, ability, sexual orientation, etc. in impacting health outcomes and health care delivery; the social construction of stigma; and implicit biases that influence health care.

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.

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.

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

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. Prerequisites: Junior or 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 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 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. Prerequisites:.

CMM 438. Multimedia Journalism. 3 Hours

Application of knowledge and skills from previous classes in the journalism concentration to develop in-depth stories across media platforms. Prerequisites: CMM 330.

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

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

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. Prerequisites: CMM 100 or CMM 10C or CMM 320 or CMM 351 (may be taken at the same time) and (ENG 100 or 100B or 114 or 198 or ASI 110) and ((HST 103 or HST 1HC, PHL 103 or PHL 1HC, REL 103 or REL 1HC) 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.

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.

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 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 453. Communication and Cybersecurity. 3 Hours

Study of the role persuasion plays in computer hacking and what individuals and organizations can do to defend against social engineering exploits.

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. Prerequisites: senior standing.

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): 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. Prerequisites: CMM 360.

CMM 461. Public Relations Campaigns. 3 Hours

Application of knowledge gained in the PR concentration in an experiential learning context. Throughout the semester students will research, plan, implement and evaluate a public relations campaign, which addresses a current issue for a local client. Prerequisite(s): CMM 360, CMM 365, CMM 412.

CMM 463. Social & Digital Media in Public Relations. 3 Hours

Exploration of social, digital and mobile 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.

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.

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. Prerequisites: CMM 201, 202, 351; senior standing.

CMM 495. Professional Leadership. 1 Hour

An immersive experience where students learn how to apply communication skills and knowledge in a professional setting. Students will work with professionals in the field of communication from a variety of different enterprises to apply their knowledge and skills in communication to contemporary settings, challenges and problems. The course will also introduce students to how communication skills are relevant in a professional setting. Prerequisites: Permission of Instructor.

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.

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.