

COMMUNICATION - GRADUATE

Courses

COM 501. Communication Research & Methods. 3 Hours

Introduction to the study of communication research and methods. Required course for all communication graduate students.

COM 502. Rhetorical Criticism. 3 Hours

Critical survey and application of traditional to contemporary methods of rhetorical criticism.

COM 503. Communication Research Seminar. 3 Hours

Focused study on the methods and process of conducting communication-related research. Builds upon fundamentals covered in COM 501. Prerequisite(s): COM 501.

COM 504. Principles of Communication Education. 3 Hours

No description available.

COM 506. Ethics of Communication. 3 Hours

Investigation and application of the general ethical principles of persuasion and the special problems related to professional areas: platform and business communication, electronic and print journalism, public relations, classroom communication, and forensic behavior.

COM 508. Interpersonal Communication. 3 Hours

Focus on the theories, concepts, constructs, and research related to the process of interpersonal communication.

COM 511. Theories of Persuasion. 3 Hours

An examination of the major approaches to the study of persuasion from classical rhetorical to contemporary behavioral theorists.

COM 515. Language & Meaning. 3 Hours

Focuses on the origin and development of language and meaning. Comprehensive exploration of the many perspectives and theories of language and meaning.

COM 517. Organizational Communication. 3 Hours

A study of communication activities within organizations: theories and systems of organizational communication, internal communication systems, research methods, and the interface of management and communication.

COM 519. Interpersonal Health Communication. 3 Hours

This course examines multiple approaches to understanding the ways in which interpersonal and health communication intersect.

COM 520. Public Communication Campaigns. 3 Hours

Investigation of noncommercial public communication campaigns concentrating on social change or public information. Analysis and development of campaigns through mass media, organizational, group and interpersonal communication.

COM 522. Film Marketing and Distribution. 3 Hours

This class examines independent film marketing and distribution.

COM 524. Media & Audio Production. 3 Hours

Study of the theories, processes and technologies of audio and media production practices that can be applied in radio, television and multimedia production.

COM 525. Communication Training & Development. 3 Hours

No description available.

COM 526. Communication Consulting. 3 Hours

No description available.

COM 528. Video and Photo Production. 3 Hours

Explores the techniques of studio and remote photo and video production. Includes the theoretical, technical and creative aspects of planning, preparation, producing, directing, technical directing, graphics, editing and lighting for a variety of photo and video formats.

COM 530. Development of Mass Media. 3 Hours

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

COM 531. Directed Study of Communication. 1-3 Hours

An intensive study of a specialized area of communication selected through consultation with the instructor. Permission. May be repeated for up to six semester hours.

COM 534. Newsgathering and Multimedia Storytelling. 3 Hours

Develops skills in research and reporting on public issues and news events, and in the construction of narrative in the journalistic and documentary traditions, using a variety of media platforms.

COM 536. Theories & Models of Communication. 3 Hours

Survey and analysis of current theories and models of communication. Required course for all communication graduate students.

COM 537. Conflict Management. 3 Hours

An analysis of the role of communication in the process of conflict, with special emphasis on communication strategies for managing conflict. Special focus on types of conflict, conflict contexts, power, and communication style.

COM 543. Health Campaigns. 3 Hours

A focus on how to design and implement campaigns to prevent and discourage unhealthy behaviors in message receivers. Prerequisite(s): Graduate status.

COM 546. Online & Digital Public Relations. 3 Hours

This course provides a comprehensive examination of the strategic use of online, mobile and social media tools in public relations practice.

COM 547. Seminar in Health Communications. 3 Hours

An examination of communication theory and research related to health care. Issues include reassurance, the role of the patient, interviews, health organizations, the media and health, compliance, providing explanations, and health care professions frequently neglected.

COM 555. Public Relations. 3 Hours

Focuses on the theoretical principles behind the current-day practice of public relations. Special emphasis on public opinion, diffusion, persuasion, problem analysis, and audience assessment within the PR context.

COM 561. Corporate Public Relations. 3 Hours

This course provides a comprehensive foundation on corporate public relations – a management function that offers a framework for the effective coordination of all internal and external relations with employees and stakeholders for the overall purpose of establishing and maintaining mutually beneficial relationships.

COM 562. Topics in Communication. 3 Hours

Selected topics in communication, for example: argumentation, listening, law and the news media, historical and contemporary public address and criticism. Repeated when topic and instructor change.

COM 564. Public Relations in International Contexts. 3 Hours

Examination of effective public relations practices in international contexts. Analysis and evaluation of real cases to investigate effective strategies for different countries and organizational settings.

COM 571. Mass Communication Processes & Effects. 3 Hours

An examination of the historical and current research as it relates to our understanding of the processes and effects of mass communication.

COM 572. Communication for Health Professionals. 3 Hours

This course integrates communication theory, research and practice with the fundamental principles of health care delivery to facilitate the development of communication skills for future care providers and communication professionals.

COM 597. Communication Practicum. 3 Hours

This course provides a comprehensive review of theoretical, methodological, conceptual and pragmatic material addressed throughout the communication master of arts program. Prerequisites: COM 501; COM 502 OR 503; COM 536.

COM 598. Thesis. 3 Hours

Thesis.

COM 599. Thesis. 3 Hours

Thesis.

COM 617. Organizational Rhetoric & Symbolism. 3 Hours

No description available.

COM 620. Election Campaign Communication. 3 Hours

Survey of communication research and theories concerning election campaign communication including candidates, voters and the media. Analysis of campaign communication including development of appropriate research methodologies.

COM 622. Propaganda Analysis. 3 Hours

An examination of the foundations of modern propaganda analysis. Topics include classical rhetorical contributions to argumentative analysis; historical development of propaganda; points of propaganda analysis. Special emphasis on modern mediated propaganda from World War I to the present.

COM 630. International Communication. 3 Hours

Discussion of current issues in international communication. Possible topics include international news flow, globalization of mass media, communication and development, comparative mass media, mass media in political revolutions, democracy and terrorism.