

dia and its social, cultural, economic, ethical and political impact. Fall, spring.

**210.** Radio Production (3). Performance, production and organization are emphasized. Students learn to produce live-on-tape radio productions focusing on the major program formats used in commercial and non-commercial radio. (Prerequisite: Communication 109.) Fall.

**211.** Media Activities I (1). Credit is earned for significant participation in Adrian College media operations, applicable in all areas of media operations and production. Does not count for elective credit in either the Mass Mediated or Argumentation and Advocacy track. (Prerequisite: Communication 109). Fall, spring.

**218.** Introduction to Communication/Mass Communication Theory (3). Introduction to contemporary communication and mass communication theory, including interpretation, history, models and interrelation of theories under examination. Required for majors. (Prerequisite: COMM 110 with a grade of C or better. When offered as a writing intensive course, English 101 is a prerequisite.) Fall.

**239.** Advanced Radio Production (3). Practical experience in radio operations at WVAC. Students design projects that develop expertise in radio operations/production. (Prerequisite: Communication 210.)

**307.** Broadcast Operations (3). Principles of radio and television broadcast operations. Emphasis on objectives, procedures and policies for radio and television. (Prerequisite: Communication 102, 109.)

**308.** Mass Communication Criticism (3). Cross-listed with Argumentation and Advocacy emphasis. (Prerequisites: Communication 218 with grade of C or better and Communications 280.) Fall.

**311.** Media Activities II (1). Credit is earned for significant participation in Adrian College media operations, applicable in all areas of media operations and production. Does not count for elective credit in either the Mass Mediated or Argumentation and Advocacy track. (Prerequisites: Communication 109 and Communication 211). Fall, spring.

**314.** Public Relations II: Mediated Corporate Communication (3). See course description under Argumentation and Advocacy emphasis. (Prerequisite: Communication 205.) Spring.

**318.** Television History (3). Explores significant contributions to television including technical innovation, programs, programming, aesthetics, and important personalities. This course will focus on the impact of television and its place in media history. (Prerequisite: Communication 110.) Fall.

**319.** Film History (3). This course focuses on major film genres exploring their development, impact, and characteristics. (Prerequisite: Communication 110.) Spring.

**330.** Intercultural Communication (3). Examines the communication behaviors and patterns unique to a variety of cultures as well as those of gender, racial and ethnic-based subcultures, using a balance of theory and practical application. (Prerequisites: 110, 280.)

**342.** Organizational Communication (3). This course focuses on the theories used to analyze communication within an organization such as business, industry and government. Examination of contemporary theoretical models and their implications. (Prerequisites: 110, 280.)

**416.** Topics Seminar (3). Examination of a particular topic of interest to faculty and students in mass communication. (Prerequisite: Communication 308.) With departmental approval, may be repeated with a different topic. Spring.

Special and Advanced Courses

199. Exploratory Internship (1-3). Fall, spring, May and summer.

**299.** Experimental Course (1-3).

**399.** Professional Internship (1-12). Fall, spring, May and summer (May Term offering limited to 4 credit hours; Summer Term offering limited to 6 credit hours.)

**421.** Senior Project in Communication (3). With Communication Arts and Sciences advisor approval, the student designs and executes an appropriate project which provides a culminating experience for the undergraduate academic career. The project and/or an analysis thereof is presented in a departmental forum at the end of the term in which the student earns credit for the course. (Prerequisites: Communication 308 with a grade of C or better, senior status, 2.0 or higher in major, and written permission of the instructor.) Fall, spring.

**451.** Independent Study (1-3). Supervised reading and research in a special interest area of argumentation and advocacy or mass mediated communication. (Prerequisite: department chairperson's written permission and instructor's approval of a written proposal that is submitted to the department prior to registration for the course.) Fall, spring, May and summer.

**499.** Advanced Experimental Course (1-3).

## **Computer Information Systems**

The Computer Information Systems department provides students from a broad spectrum of majors and disciplines the opportunity to develop basic skills necessary to design information delivery systems. Computer Information Systems minors prepare for this role by studying foundation-level skills in software applications, database design, computer programming, information architecture, user-interface design, and other relevant areas. Students with a high level of interest and motivation should be able to develop additional skills independently in relation to their major fields of interest.

### **Minor program requirements**

To receive an Computer Information Systems minor, students must complete 21 credit hours, including 106 or 108; 250, 390; and twelve hours of the following: 104, 105, 120, 240, 251, 255, Art 218, Art 318, Art 319, ESS 375.

The semesters listed after course descriptions indicate when courses are expected to be offered. Schedules are subject to change; students should confirm semester offerings with the department when planning degree programs.

**104.** Computer Design Fundamentals (3). The basics of computer design: how computers work and how hardware and software function together. Students learn design principles of modern computers, build a functioning computer, and develop problem-solving techniques related to computer systems. Fall.

**105.** Operating System Fundamentals (3). The structure and functions of operating systems. Topics include the relationship of the operating system to hardware and software, memory management, data storage, networks, viruses, and data security. Practice and problem-solving related to operating systems. Spring.

**106.** Computer Programming (3). Provides a working knowledge of Visual Basic, enables students to use computer facilities, and demonstrates some of the capabilities, limitations and applications of computers. Students design programs which incorporate sorts, two-dimensional arrays, subroutines and strings, and which evaluate elementary sample statistics. (Prerequisite: Mathematics 101 or Mathematics Placement Examination.) Fall.

**108.** Web-Based Programming (3). Programming concepts fundamental to the understanding of digital technology. Using a markup language and a client-side scripting language, students learn the fundamentals of computer programming (files, strings, variables, loops, network structure, documentation, good programming practices) in a web-based environment. Fall.

**120.** Introduction to Digital Culture (3). The role of information and information technology in contemporary culture. What information do human beings need in the era of the Information Revolution? How is it organized and accessed? What social and technical problems are associated with access to information? What intellectual property issues are involved? Spring.

**140.** Business Applications for Computers (3). A practical course in business problem solving, decision making and presentation of information utilizing microcomputer technology. Through business problem simulations the student will actively solve problems while learning about microcomputer hardware configuration, operating systems, and common business microcomputer software including spreadsheets, data base management systems, and business

graphics. (Prerequisite: Math 101. Preference given to students who have completed or are currently enrolled in an accounting or business administration course. Can not apply toward Computer Information Systems minor.) Fall, spring.

**240.** Relational Databases (3). Relational database theory and structure, the development of relationships and queries. (Prerequisite: 106 or 108.) Spring.

**250.** Advanced Web-Based Programming (3). The use of advanced programming techniques, using server-side software to develop dynamic web pages. Discussion of relevant human interface issues. (Open to freshmen. Prerequisite: 106 or 108 or instructor's permission) Spring.

**251.** Data Structures in Object-Oriented Languages (3). Study of data structures (such as recursion, lists, trees, heaps, hashing) relevant to programming in object-oriented languages such as C++ and Java. (Prerequisite: 250) Offered as needed.

**255.** Interfacing with Technology (3). Techniques of interfacing computers and networks with digital and analog devices such as scientific and musical instruments. Development of projects for collecting, storing, and disseminating information electronically and controlling external objects through programming. (Prerequisite: 106 or 108) Offered as needed.

**270.** Topics (1-3). Study of a language or topic not covered elsewhere in the curriculum. May be repeated for credit with different topics. Offered as needed.

**390.** Advanced Project (3). Identification of and solution to a web-based programming problem related to the student's major. A formal presentation is made to the department, including a description of the problem, a description of the solution, user-interface questions, a well-written program, and an explanation of how the program solves the problem. (Prerequisite: department chairperson's permission.) Offered as needed.

### **Related Courses in Other Departments**

- ART 218 Digital Imaging (3).
- ART 318 Graphic Design (3).
- ART 319 Web Design (3).
- ESS 375 Geographic Information and Positioning Systems (4).

### **Special and Advanced Courses**

- 199.** Exploratory Internship (1-3).
- 299.** Experimental Course (1-3).
- 399.** Professional Internship (1-12).
- 451.** Independent Study (1-3).
- 499.** Advanced Experimental Course (1-3).