

Communication Arts and Sciences

The Department of Communication Arts and Sciences offers emphases in 1) argumentation and advocacy, 2) mass mediated communication and 3) communication teacher education. The department seeks to develop the student's knowledge, spirit of inquiry and creative skills in the art of communication and to broaden and deepen the understanding of communication as it operates in a free society. A major in Communication Arts and Sciences provides strong preparation for graduate school and for careers in public relations, radio, television, law, lobbying, and related fields.

Students seeking a **Bachelor of Arts** degree with a major in Communication Arts and Sciences must complete a minimum of 33 semester hours in the department.

Communication 102 does not count in the 46-hour maximum limits on departments.

All Communication majors must complete the following **Communication Core** (12 hours)

Communication 109	Radio Studies (3)
Communication 110	Survey of Mass Communication (3)
Communication 280	Communication Ethics (3)
Communication 421	Senior Project (3)

Major Program Requirements

Bachelor of Arts in Communication Arts and Sciences with emphasis in Argumentation and Advocacy (33 hours)

Communication Arts and Sciences Core (12 hours - see listing above)

Argumentation and Advocacy Core (15 hours)

COMM 205	Public Relations I (3)
COMM 218	Introduction to Communication Theory (3)
COMM 300	Argumentation and Debate (3)
COMM 308	Mass Communication Criticism (3)
COMM 403	History of Communication (3)

Electives (6 hours)

6 hours of COMM electives at the 300-level or higher except 399.

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Bachelor of Arts in Communication Arts and Sciences with emphasis in Mass Mediated Communication (33 hours)

Communication Arts and Sciences Core (12 hours - see listing above)

Mass Mediated Communication Core (15 hours)

COMM 210	Radio Production (3)
COMM 218	Introduction to Communication Theory (3)
COMM 239	Advanced Radio Production (3)
COMM 307	Broadcast Operations (3)
COMM 308	Mass Communication Criticism (3)

Electives (6 hours)

6 hours of COMM electives at the 300-level or higher except 399.

Bachelor of Arts with Teacher Certification in Speech/Communication. See the Teacher Education section of the catalog, pp. 233.

Minor and Associate Program Requirements

Associate of Arts degree in Communication Arts and Sciences. Students must complete minimum of 21 semester hours in the department, including 109, 110, 205, 210, 212, and 280; and 3 hours at the 200-level or higher.

Minor in Communication Arts and Sciences. Students must complete 21 semester hours in the department as follows: 109, 110 and 280; and 12 hours at the 200-level or higher.

Minor in Public Relations. Students must complete 24 credit hours as follows: 109, 110, 205, 218, 280, 302, 314; 330 or 342.

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.

General Communication

102. Principles and Practices of Public Speaking (COMMUNICATION) (3). Introduction to public speaking. Students gain experience in their ability to develop critical insights on public address performance. Work with electronic media performance is included. Fall, spring.

103. Interpersonal Communication (HUMANITIES) (3). Theoretical foundations for the development and maintenance of two-party relationships in American society

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Argumentation and Advocacy

- 205. Public Relations I: Introduction to Public Relations (3).** Introduction to contemporary public relations theory and practice. Emphasis on persuasion and public opinion analysis. Evaluation of publics and the roles of the media in opinion change. (Prerequisite: Communication 102, or written permission of instructor.) Fall.
- 212. Small Group Processes (3).** Theory and practice of group behavior, focusing on group interaction and the norms and roles existing in small groups. (Prerequisite: Communication 102.) Spring.
- 268. Nonverbal Communication (3).** Survey of nonverbal communication, including body movement and gestures, facial expression and eye behavior, personal space and territory, and intercultural differences. (Prerequisite: Communication 102.)
- 280. Communication Ethics (HUMANITIES) (3).** Methods of understanding ethics as a process of critical reflection in human communication. Application to both contemporary and classical subject matter. Emphasis on both interpersonal and media influences. (Prerequisite: Communication 102.) Fall.
- 300. Argumentation and Debate (HUMANITIES) (3).** Theory and practice of argumentation, with attention to organization, analysis and refutation. Emphasis on the types of reasoning employed in debate situations. Students engage in classroom and taped debates. (Prerequisite: Communication 102.) Spring.
- 302. Persuasion (HUMANITIES) (3).** Study and application of communication principles. Theories of speech types, purposes, organization and composition, focusing on both emotional and logical appeals. Students are given opportunities to participate in public speaking events outside the classroom. (Prerequisite: Communication 102.) Spring '04.
- 308. Mass Communication Criticism (3).** Major perspectives of mass communication theory. Emphasis on television and film theory. Cross-listed with Mass Mediated Communication Emphasis. (Prerequisites: Communication 218 with a grade of C or better and Communication 280.) Fall.
- 314. Public Relations II: Mediated Corporate Communication (3).** Principles and practices of corporate communication in an electronic and media influenced environment. Emphasis on communication using audio, video and computer-enhanced messages. (Prerequisite Communication 205.) Spring.
- 403. History of Communication as a Field of Study (3).** Survey of communication studies from classical Greek beginnings to recent developments in electronic media. Includes offerings from classical, medieval and modern British rhetoric, emphasizing transitions in the role of the spoken word. (Prerequisite: Communication 300 or 302.)

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Mass Mediated Communication

- 109. Radio Studies (3).** A historical look at radio. The history of the disc jockey, the technology of radio, and key historical figures and events. Students host a weekly radio show and participate in radio productions. (Required for all Disc Jockeys on WVAC.) Fall, spring.
- 110. Survey of Mass Communication (HUMANITIES) (3).** Survey course with emphasis on the history of the mass media 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.
- 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.) Spring.
- 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.
- 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.

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- 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).**