

COMMUNICATION (CM)

CM100 Fundamentals of Communication (3.0 Credits)

An introduction to the fundamental concepts in human communication, providing a theory-based overview of the communication studies discipline. This course imparts a foundation for further study, promoting strategies for becoming better communicators in everyday life and in the workplace.

CM101 Introduction to Mass Communication (3.0 Credits)

This survey course covers the history and development of mass media, such as newspapers, books, music, radio, television, film, and the Internet, as well as advertising and public relations. Students will read, discuss, research, and write about various aspects of mass media and its impact on society.

CM105 Public Speaking (3.0 Credits)

Students will learn the fundamentals of public speaking through lecture, assignment and practice. Students will have opportunity to increase their own self-confidence in their public speaking abilities and develop foundational skills for everyday and workplace communication. Emphasis will be placed on integration of multimedia, fundamental concepts in human communication, and voice training in order to enable students to make more effective presentations.

CM200 Visual Communication (3.0 Credits)

This introductory course discusses various forms of visual culture and media, from both historical and contemporary perspectives. Students are given the opportunity to learn the skills necessary to critically analyze, evaluate, interpret, and create images.

Pre/corequisite(s): EN111 or equivalent or EN221.

CM205 Transmedia Storytelling (3.0 Credits)

This course focuses on key concepts of transmedia storytelling, such as narrative development and audience experience across multiple media platforms.

Pre/corequisite(s): EN111 or equivalent or EN221.

CM207 News Writing & Reporting (3.0 Credits)

This course provides an introduction to contemporary journalism, with an emphasis on practical experience in news writing and reporting within a multimedia environment. This course cross-listed with EN213.

Prerequisite(s): EN111 or equivalent or EN221.

CM208 News Editing (3.0 Credits)

Editors perform a variety of key roles within news media organizations, in both print and digital platforms. This course explores the complex ways in which news editors think and work, while focusing on the importance of critical editorial skills and responsibilities across various media contexts. This course is cross-listed with EN208.

Prerequisite(s): CM207 or permission of instructor.

CM209 Introduction to Public Relations (3.0 Credits)

An introduction to the theory, concepts, and practice of public relations. Attention will be placed on the understanding of public opinion, strategic planning, and the process of communication to achieve mutual understanding between an organization and its publics in today's society.

Pre/Corequisite(s): EN111 or equivalent or EN221.

CM210 Writing for the Mass Media (3.0 Credits)

This course introduces the principles and techniques of writing across various forms of mass media. Course includes critical discussion and analysis of readings, individual and collaborative writing projects, as well as peer editing. This course is cross-listed with EN210.

Prerequisite(s): EN111 or equivalent or EN221.

CM217 Media Production (3.0 Credits)

Open to all students, regardless of prior experience, this hands-on media course offers an introduction to the key foundational aspects of the art of storytelling and content creation. Students will learn to plan, produce, and edit projects using video.

CM230 Writing on the Web (3.0 Credits)

Students will consider the Internet's multifaceted writing environments to create content for a variety of social media platforms and online spaces. Students will learn about different writing styles, techniques, audiences, and visual layouts from industry experts and contemporary sources. This course will require students to develop content using a range of writing styles including blog posts, travel writing, critiques, press releases, guides, and memoirs. This course is cross-listed with EN230.

CM235 The Art of Film (3.0 Credits)

This introduction to film theory encourages students to develop a deeper understanding and appreciation of cinema through the critical analysis of various aspects of filmmaking such as production, story structure, performance, cinematography, editing, and sound across multiple genres.

Prerequisite(s): EN111 or equivalent or EN221.

CM244 Women in Film (3.0 Credits)

This course is grounded in the critical viewing and analysis of numerous artistic contributions women have made to the film industry on and off the screen, with emphasis on a range of perspectives such as local/global cultures, politics, religion, race, and sexual identity. Applicable to the Women's Studies minor.

Prerequisite(s): EN111 or equivalent or EN221.

CM245 Writing About Television (3.0 Credits)

Emphasizing the development of media literacy through critical thinking, students will research, discuss, analyze, and write about foundational and emerging trends of television programming, while gaining insight of popular culture knowledge through both historical and contemporary perspectives. This course is cross-listed with EN245.

Prerequisite(s): EN111 or equivalent or EN221.

CM251 Intercultural Communication (3.0 Credits)

This course serves as a broad introduction to the concepts associated with culture and communication. Students will have the opportunity to develop intercultural awareness and patterns of perception and thinking to enable effective communication across various cultural boundaries.

Prerequisite(s): EN111 or equivalent or EN221.

CM252 Organizational Communication (3.0 Credits)

This course serves as a broad introduction to the perspectives related to communication across various types of organizational contexts. Students will critically analyze organizational communication theories and methods in order to understand organizational culture and communication patterns.

Prerequisite(s): EN111 or equivalent or EN221.

CM299 Practicum (1.0 Credits)

Students enrolled in this practicum course will create original, high-quality content for a specialized area of interest including journalism, media production, or creative writing. The practicum is arranged with approval of a faculty mentor, who will also work with the student to design their experience and evaluate the student's work. May be taken as 1, 2, or 3 credits. Minimum of 40 hours per semester hour of credit. This course is cross-listed with EN299. Repeatable up to 3 credits. Pass/Fail.

CM302 Mass Media & Social Issues (3.0 Credits)

This course focuses on the complex relationship between mass media and society. Students will critically analyze various theoretical and practical approaches to mass media and how it can create or contribute to a range of social issues within contemporary society.

Prerequisite(s): EN111 or equivalent or EN221, and junior or senior status.

CM305 Media Law & Ethics (3.0 Credits)

This course examines the foundational principles of U.S. constitutional law, with particular emphasis on the First Amendment. Student will discuss the creation, interpretation, and role of such laws, while critically analyzing related ethical issues via case studies concerned with different forms of mass media. A variety of complex issues in media law and ethics will be introduced.

Prerequisite(s): EN111 or equivalent or EN221, and junior or senior status.

CM309 Public Relations Writing (3.0 Credits)

This course provides an overview of the principles of basic strategic communication decision-making, and applies these strategies and practices to the production of actual, effective communication messages for multiple audiences in a variety of formats. Writing assignments may include: mission statements, fact sheets, backgrounders, press releases, feature stories, pitch letters, brochures, newsletters and web messages. This course is cross-listed with EN309.

Prerequisite(s): EN111 or equivalent or EN221.

CM310 Interpersonal Communication (3.0 Credits)

This course is designed to explore the field of ideas relating to mediated modes of communication and personal relationships in the shaping of our social environment. Students will read, research, discuss, write, and critically analyze key aspects of interpersonal interactions, with a particular emphasis on the ways in which human communication influences, and is influenced by, various forms of contemporary media.

Prerequisite(s): EN111 or equivalent or EN221, and junior or senior status.

CM317 Advanced Media Production (3.0 Credits)

This hands-on media course is a continuation of Media Production (CM217) and offers students a more in-depth overview of the art of storytelling and content creation in both a studio setting, as well as in the field. Students will learn advanced techniques for planning, producing, and editing video projects.

Prerequisite(s): CM217 or equivalent.

CM350 Special Topics (3.0 Credits)

Open to all majors, this course offers a critical and/or practical analysis of a special topic(s) within communication, media, and popular culture studies. Repeatable up to 6 credits.

Prerequisite(s): EN111 or equivalent or EN221.

CM401 Communication Theory (3.0 Credits)

This course will introduce students to the foundations and history of theoretical inquiry. The course will build on communication concepts and perspectives as they are related to topics such as interpersonal, mass, organizational, and group communication.

Prerequisite(s): CM100, CM101, and junior or senior status.

CM404 Communication Research (3.0 Credits)

This course will introduce students to the application and analysis of qualitative and quantitative research methods in communication studies. Research writing processes and ethics will be covered. Methodological approaches include in-depth interviews, focus groups, participant observation, narrative and semiotic analysis, surveys, and content analysis.

Prerequisite(s): CM101, CM105, and junior or senior status.

CM405 Communication Internship (3.0 Credits)

As a key graduation requirement, students will work in a professional setting where they experience the practical applications related to their academic studies. For three credits, students are expected to spend a total of 120 hours in the workplace (i.e., 40 hours per credit hour) and successfully complete all required internship coursework. This course may be offered for 0-6 credits and is repeatable for additional credit.

Prerequisite(s): Junior or senior status and approval of academic advisor.