

SCHOOL OF COMMUNICATION

Mission

The School of Communication provides a student-centered, dynamic environment designed to elevate, empower, and engage students to become skilled, ethical citizens and professionals who can excel in diverse local and global communities.

Vision

Our vision is to be a recognized leader in innovative teaching, leading-edge research/creative activity, and community-engagement initiatives. We will achieve this by supporting and attracting exceptional faculty and outstanding undergraduate and graduate students from within and outside the metropolitan area.

Other information

For School of Communication majors, courses that have been applied toward general education requirements may also be applied to the major, minor, or second-field of concentration requirements, with the exception of the courses used to fulfill the general education oral communication requirement.

All students who take most sophomore-level or above (2000-, 3000- or 4000-level) journalism and media communication courses (JMC), or junior-level or above (3000- or 4000-level) communication studies (CMST) courses, are required to have a cumulative grade-point average of at least 2.25. Any exceptions will be by written permission of the school. Students will receive a worksheet listing requirements to track their progress toward a degree.

Communication Studies students may not complete more than a total of three hours of credit for forensics activities (CMST 3150 and CMST 3160) or more than a total of six hours of credit for Internships and Independent Study. Exceptions to these limits can be made by the School of Communication director.

Journalism and Media Communication students may not complete more than a total of six hours of credit for Internships and Independent Study. Exceptions to these limits may be made by the School of Communication director.

Students may double major within the School of Communication by completing the requirements for both CMST and JMC programs. Some classes, such as JMC 4970 and CMST 4970 Internship Experience, may count toward both majors with advisor approval.

The Bachelor of Arts in Communication (BAC) degree includes a foreign language requirement (16 credit hours or high school equivalent), while the Bachelor of Science in Communication (BSC) degree includes a minimum of 15 hours in a second field of study (or a minor as specified by a department or school). A second field of study is defined as courses within a single department of the university or as courses that all relate to a single subject area or topic. The second field of study must include at least six hours of upper-level courses (3000- or 4000-level) except as specifically exempted in writing by a school advisor or the school director.

Students must earn at least a "C" in all courses required for the major, as well as in all foreign language courses required for the Bachelor of Arts in Communication and in all classes in the second field of study (or minor) required for the Bachelor of Science in Communication.

Contact

The School of Communication office areas are located in Arts and Sciences Hall Room 140, Room 107, Room 108, and Room 105. Phone: 402.554.2600 or 402.554.2520.

Website (<http://communication.unomaha.edu/>)

Degrees Offered

The School of Communication offers Bachelor of Arts and Bachelor of Science degree programs in the Communication Studies (course prefix is CMST) and Journalism and Media Communication (course prefix is JMC) programs.

- Communication Studies, Bachelor of Arts (<http://catalog.unomaha.edu/undergraduate/college-communication-fine-arts-media/school-communication/communication-studies-ba/>)
- Communication Studies, Bachelor of Science (<http://catalog.unomaha.edu/undergraduate/college-communication-fine-arts-media/school-communication/communication-studies-bs/>)
- Journalism and Media Communication, Bachelor of Arts (<http://catalog.unomaha.edu/undergraduate/college-communication-fine-arts-media/school-communication/journalism-media-communication-ba/>)
- Journalism and Media Communication, Bachelor of Science (<http://catalog.unomaha.edu/undergraduate/college-communication-fine-arts-media/school-communication/journalism-media-communication-bs/>)

Writing in the Discipline

The advanced writing classes for the Communication Studies program is Rhetorical Criticism CMST 3340 and for the Journalism and Media Communication program is Media Writing JMC 2100

Communication Studies

The requirements for the the Communication Studies program include a minimum of 57 credits, plus 15 credits in a second field of study for a Bachelor of Science in Communication and 16 hours in a foreign language for a Bachelor of Arts in Communication. A total of 120 credits are required, including general education requirements and general electives.

Journalism and Media Communication

The requirements for the Journalism and Media Communication program include a minimum of 57 credits, plus 15 credits in a second field of study for a Bachelor of Science in Communication degree and 16 hours in a foreign language for a Bachelor of Arts in Communication degree. A total of 120 credits are required, including general education requirements and general electives.

Journalism and Media Communication students must select one of two concentrations: Emerging Media or Public Relations/Advertising.

Minors Offered

- Communication Studies Minor (<http://catalog.unomaha.edu/undergraduate/college-communication-fine-arts-media/school-communication/communication-studies-minor/>)
- Journalism and Media Communication Minor (<http://catalog.unomaha.edu/undergraduate/college-communication-fine-arts-media/school-communication/journalism-media-communication-minor/>)
- Visual Communication and Culture Minor (<http://catalog.unomaha.edu/undergraduate/college-communication-fine-arts-media/school-communication/visual-communication-culture-minor/>)

Communication Studies

Effective communication, whether written, spoken or non-verbal is essential for success in any career field and Communication Studies students develop and hone these critical skills. Besides strong verbal, nonverbal, and written communication skills, Communication Studies students also develop critical thinking skills including synthesizing information, building a cohesive

argument, and analytical proficiency. Students may also apply their classroom knowledge externally by completing internships with nationally and internationally recognized organizations, both profit and non-profit.

Possible careers include:

- Career Planning Consultant
- Customer Relations Representative
- Trainer/Recruiter
- Personnel Interviewer
- Team Facilitator
- Employee Relations Representative
- Project Manager

- Community Relations
- Cultural Adjustment Facilitator
- Diversity Trainer/Consultant
- Peace Corp/Social and Human Services
- Political Coordinator

- Claims Representative
- Community Relations
- Customer Service
- Social and Human Services
- Community Organizer
- Conflict Resolution Trainer
- Group/Team Facilitator
- Negotiator/Mediator

- Community Affairs Liaison
- Elected Official/Leader
- Legislative Assistant
- Lobbyist
- Press Secretary

Journalism and Media Communication

Journalism and Media Communication provides a comprehensive education in emerging media, public relations/advertising. Coursework in media communication, media writing, media production principles, media theory, and communication research provide a strong foundation for any form of media communication.

Beyond the classroom, students get hands-on experiences working in the field through internships; service learning projects; production of *The Omaha News* and *Consider This* - programs produced in the UNO Television studio; working both on-air and behind the scenes at MavRadio (<https://www.mavradio.fm/>) - UNO's student-run radio station; broadcasts of UNO athletic events held at Baxter Arena; and working directly with professional clients in MavPR and the PR/Ad Capstone course. Regardless of the path a student chooses, JMC can lead to multiple career opportunities.

Possible careers include:

- Social media manager
- Brand manager
- Podcaster/host
- Video blogger
- Radio broadcaster

- Journalist
- Technical writer
- Business editor
- Staff writer

- News producer
- Digital strategist

- Public Relations specialist
- Copywriter
- Marketing director
- Campaign manager
- Media buyer

Communication Studies

CMST 1110 PUBLIC SPEAKING FUNDS (3 credits)

Public Speaking Fundamentals helps students become effective public speakers, as well as critical listeners and evaluators of public communication. Students will learn the principles of audience adaptation, topic selection, organization, development of ideas and presentation of speeches. Each student will design and present a minimum of four public speeches. (Special 'Speaking Confidently' sections are available for the students with excessive levels of fear about public communication. Contact the School of Communication for applications.)

Distribution: Fundamental Academic Skills-Public Speaking

CMST 1310 PERSPECTIVES IN COMMUNICATION STUDIES (3 credits)

This course surveys concepts in the dynamic field of speech communication. Students will examine how communication practices shape our worldviews and our relationships in both private and public contexts. This course emphasizes concepts including, but not limited to: a) interpersonal relationships, b) organizational communication & employee relations, c) public & political communication, d) communication technology & human relationships, e) culture & communication, f) health communication, g) communication training & instructional development and h) conflict resolution. Students will also have the opportunity to be informed about possible careers in speech communication.

Distribution: Social Science General Education course

CMST 1400 EXPLORING COMMUNICATION STUDIES (3 credits)

This course is an introduction to the field of Communication Studies. Students will learn the history of the discipline, the fundamental concepts, forms, and terms of the discipline, as well as the research methodologies often used by communication scholars. Various topics and areas of inquiry within the field (with specific focus on the areas offered and available to the students in the School of Communication) are discussed to set up students for success by developing a plan of study around their interests. Related careers will be included.

CMST 2010 INTERPERSONAL COMMUNICATION (3 credits)

This course is an introduction to the study of interpersonal communication. Within this course, students will be introduced to the theories, research, and concepts relevant to interpersonal communication and will be given opportunities to develop and enhance their own communication skills.

Distribution: Social Science General Education course

CMST 2100 INTRODUCTION TO COMMUNICATION THEORY (3 credits)

Communication Theory is an undergraduate course designed to introduce students to the major foundational theories that inform the field of communication. Special emphasis is placed on communication theories that examine the self, the message, relationship development, groups and organizations, the public and the media, as well as culture and diversity. Skills learned in this course are necessary foundations for the upper-level communication courses as well as the Communication Studies capstone course.

Prerequisite(s): CMST 1400

CMST 2120 ARGUMENTATION AND DEBATE (3 credits)

Theory and practice of effective argumentation and debate. Students will participate in a variety of speaking activities involving the application of argumentation principles to current political and social issues.

Distribution: Fundamental Academic Skills-Public Speaking

CMST 2300 INTERGROUP DIALOGUE (3 credits)

The increasing diversity in the US presents a growing need for communication skills one can apply whenever we work with, learn with, and relate to those with different social identities than our own. This course is designed to provide students with experiences and skills necessary to engage in open and constructive dialogue across social identity groups. The course incorporates content learning, structured interaction, peer facilitation, and self-reflection to support students as they explore issues of intergroup relations, conflict, and community.

Distribution: U.S. Diversity General Education course

CMST 2410 SMALL GROUP COMMUNICATION AND LEADERSHIP (3 credits)

This course is an introduction to the theory and practice of communication and leadership within small group settings. This course will provide students with broad knowledge about small group communication processes.

Distribution: Social Science General Education course

CMST 3130 SPEECH COMMUNICATION IN BUSINESS AND THE PROFESSIONS (3 credits)

This course is designed to introduce students to the important and varied role communication plays in the workplace and other professional settings. The course emphasizes informative and persuasive communication principles and practices in one-to-many presentational situations as well as group communication and interviewing.

Prerequisite(s): CMST 1110 or CMST 2120. Not open to non-degree graduate students.

CMST 3140 CONTEMPORARY PRESENTATIONS (3 credits)

This course helps students craft messages for an audience through assignments representing contemporary public address. Responsible public address emphasizes creating messages that encourage democratic deliberation through artful presentation of truth. Students will investigate practical aspects of public communication theory, engage in audience analysis, and explore language choices to develop their ability to responsibly practice public communication.

Prerequisite(s): CMST 1110 or CMST 2120

CMST 3150 INTERCOLLEGIATE FORENSICS I (1-3 credits)

This course familiarizes students to Intercollegiate Forensics. Students enrolled in this course will compete in a variety of speaking and performance events to develop their skills in prepared public speaking, oral interpretation of literature, and extemporaneous/improvised speaking. Students are required to compete in 1-3 speaking events during the semester.

Prerequisite(s): Permission of the Director of Forensics only

CMST 3160 INTERCOLLEGIATE FORENSICS II (1-3 credits)

This course is catered to communication, pre-law, and other interested students who desire to further their participation in intercollegiate forensics including informative, persuasive, impromptu, extemporaneous, and after-dinner speaking. This course advances students' skills in oral interpretation, solo and or duet acting, rhetorical criticism, and discussion.

Prerequisite(s): Permission of the Director of Forensics only

CMST 3300 LEADERSHIP FOR INTERGROUP DIALOGUE (3 credits)

This class instructs, coaches, supports, and empowers student-leaders to effectively facilitate important intergroup dialogues with their peers. Students are given leadership opportunities developing skills regarding facilitating difficult conversations, perspective sharing, and navigating conflict.

Prerequisite(s): CMST 2300 or permission of instructor. Not open to non-degree graduate students.

CMST 3340 RHETORICAL CRITICISM (3 credits)

Developing critical and analytical skills is vital to succeed in contemporary culture. In this course students will learn a variety of theoretical and critical approaches to rhetorical criticism enabling them to critically analyze the messages that surround us. This course offers students the tools to analyze the ways rhetoric undergirds or undermines existing power structures, and how it might reshape them.

Prerequisite(s): CMST 2100 or permission of instructor. Not open to non-degree graduate students.

Distribution: Writing in the Discipline Single Course

CMST 3350 COMMUNICATION RESEARCH (3 credits)

Research is important to understand communication, messages, audiences, behaviors, and motivations. This course develops students' abilities to conduct communication research focusing on two overarching methodological approaches used by communication scholars and industry professionals - Quantitative and Qualitative. The topics include research design, data management, statistical analysis, and report writing.

Prerequisite(s): CMST 2100 or instructor permission. Not open to non-degree graduate students.

CMST 3510 CULTURAL COMMUNICATION IN AFRICAN-AMERICAN CINEMA (3 credits)

This course examines ways in which cultural identity is communicated through African-American cinema, defined as movies with predominantly African American filmmakers, producers, and/or actors. Cultural communication is integrated with historical, political, and social motivation for African-American cinema.(Cross-listed with BLST 3510)

Prerequisite(s): Sophomore standing and a minimum cumulative GPA of 2.25. Not open to non-degree graduate students.

Distribution: U.S. Diversity General Education course

CMST 3520 INTERVIEWING (3 credits)

This course is a practical course that focuses on various types of interview performances. The course will explore interview types such as probing/journalistic, survey, recruiting/employment, performance, counseling, and persuasive

CMST 3600 SPECIAL TOPICS IN COMMUNICATION STUDIES (3 credits)

A variable topic course in communication studies at the Junior level.

Topics to be covered may include but are not limited to: marital and family communication, instructional communication, organizational communication, intercultural communication, conflict, relational communication, communication competence, health communication, communication research or theory, communication and gender, social movements, political communication, listening, communication and the aged, etc. (May be repeated for credit as long as the topic is not the same.)

Prerequisite(s): CMST 2100 and CMST 3350

CMST 3750 GENDER AND COMMUNICATION (3 credits)

This course provides a survey of literature on communication about, by, and between women, men, and trans people in society, personal relationships, and organizations. Students develop an understanding of how cultural meanings of gender both shape and are shaped by communication. (Cross-listed with WGST 3750).

Prerequisite(s): Not open to non-degree graduate students.

Distribution: U.S. Diversity General Education course

CMST 4110 RHETORICAL THEORY AND CRITICISM (3 credits)

Rhetoric is the art of persuasion. Rhetoric impacts our daily lives by influencing how we think about and respond to things. It pervades our political world, work environments, civic and social settings, and pop culture. Students will learn a variety of approaches to rhetorical criticism (theoretical and methodological) that enable them to critically analyze the messages that surround us. We will also unpack the ways rhetoric undergirds or undermines existing power structures, and how it might reshape them.

Prerequisite(s): Junior standing and (Journalism/Media Communication major or Communication Studies major)

CMST 4120 COMMUNICATION AND SOCIAL PROTEST (3 credits)

This class will examine the role played by communication in movements for social change in contemporary society. We will examine social movements which rely on speeches (i.e. women's rights movements), social movements which rely on the grassroots political efforts of their members (i.e. the environmental rights movement) and the overall strategies of persuasion utilized in movements which seek social change, including emerging communication technologies. (Cross-listed with CMST 8126)

Prerequisite(s): Junior Standing; 2.25 GPA

CMST 4130 FAMILY COMMUNICATION (3 credits)

This course emphasizes the role of communication in family relationships. Theories, models, and research methods will be used to examine the family in various cultures and contexts (e.g., nuclear families, single-parent families, and blended families). Topics that will be covered in this course include: family conflict, family roles, family stories, family stress, family well-being, genograms, marriage, and divorce. (Cross-listed with CMST 8136)

Prerequisite(s): The prerequisite for the course is junior standing, and CMST 2010 or CMST 2410.; a minimum cumulative GPA of 2.25. Not open to non-degree graduate students.

CMST 4140 COMMUNICATION AND HUMAN RELATIONSHIPS (3 credits)

This course applies theories of interpersonal processes and communication principles to the study of close, significant and personal human relationships. Discussion focuses on the communication in different types of relationships and relational stages, e.g., strangers, acquaintances, friendships and intimates. (Cross-listed with CMST 8146)

Prerequisite(s): Junior standing and (CMST 2010 or CMST 2410 or SPCH 2010 or SPCH 2410); and a minimum cumulative GPA of 2.25. Not open to non-degree graduate students.

CMST 4150 CORPORATE TRAINING AND DEVELOPMENT (3 credits)

This course introduces students to the process of designing communication training programs and workshops for a variety of professional settings. It provides students, especially those who are prospective trainers and/or consultants, with experiential and cognitive knowledge about needs assessment, adult learning, communication training research, objectives writing, module design, interactive delivery methods and program evaluation. (Cross-listed with CMST 8156)

Prerequisite(s): Junior standing; and a minimum cumulative GPA of 2.25. Not open to non-degree graduate students.

CMST 4160 COMMUNICATION FOR INSTRUCTIONAL SETTINGS (3 credits)

This course is designed to help prospective instructors and/or trainers understand and apply the principles of communication in instructional settings (i.e., classrooms, workshops, training programs). It introduces students to the research area in the speech communication discipline called 'Instructional Communication' by covering these five units:

1) Communication Strategies, Objectives, & Content; 2) Student Communication Needs & Expectations; 3) Feedback, Reinforcement, & Discussion; 4) Context, Climate, & Influence; and 5) Teacher Communicator Style, Characteristics, & Behaviors. (Cross-listed with CMST 8166)

Prerequisite(s): Junior standing, and CMST 2010 or CMST 2410 (or SPCH 2010 or SPCH 2410); and a minimum cumulative GPA of 2.25.

CMST 4170 ORGANIZATIONAL COMMUNICATION (3 credits)

This course will help students understand organizational communication theories, models, and processes; apply these principles in organizational communication speaking exercises; and learn management and leadership skills. (Cross-listed with CMST 8176)

Prerequisite(s): Junior standing; and a minimum cumulative GPA of 2.25. Not open to non-degree graduate students.

CMST 4180 COMMUNICATION LEADERSHIP AND POWER AND ORGANIZATIONS (3 credits)

This course provides theoretical and experiential knowledge about such topics as communication leadership styles and tactics, superior and subordinate interactions, power, ethical responsibilities, and diversity gender issues related to communication leadership. (Cross-listed with CMST 8186)

Prerequisite(s): Junior standing; and a minimum cumulative GPA of 2.25. Not open to non-degree graduate students.

CMST 4190 COMPUTER-MEDIATED COMMUNICATION (3 credits)

Computer-Mediated Communication addressing emerging issues of virtual communities, identity, civic life and participation, online relationships, collaborative work environments, digital networks, gender race class issues, legal and ethical considerations of technology, and commodification of mediated communication. (Cross-listed with CMST 8196).

CMST 4220 HEALTH COMMUNICATION (3 credits)

This course introduces students to the interdisciplinary field of health communication. In this course, students will learn various theories of health communication as well as current research and trends in health communication and its related fields. To speak to the complexity and dynamism of health communication, this course will expose students to the multiple voices and perspectives involved in the delivery of health and healthcare. (Cross-listed with CMST 8226)

Prerequisite(s): Junior standing; a minimum cumulative GPA of 2.25. Not open to non-degree graduate students.

CMST 4300 RISK AND CRISIS COMMUNICATION (3 credits)

Risk/Crisis Communication, both as a discipline and a practice, has been discussed and enacted as long as there has been information to communicate because of an extraordinary event. Governments, businesses, universities, even individuals - all of engaged in one form of risk or crisis communication or another. Whether successful in its intentions or not, the act is there. This class is a theoretically-driven course to inform our practices as both creators of messages and critics of those same messages. (Cross-listed with JMC 4300).

Prerequisite(s): CMST 1110; JMC 3350 (or other research methods courses as confirmed by instructor of record); junior or senior standing

CMST 4510 PERSUASION AND SOCIAL INFLUENCE (3 credits)

The primary goal of this course is to provide students with a solid grounding in theories, principles, and strategies of persuasion social influence as they apply to everyday contexts in which influence attempts take place. Students should gain familiarity with findings from empirical investigations on persuasion, social influence, and compliance gaining, and will learn about strategies and techniques of persuasion relating. (Cross-listed with CMST 8516)

Prerequisite(s): Junior standing and (CMST 2010 or CMST 2410 or SPCH 2010 or SPCH 2410); and a minimum cumulative GPA of 2.25. Not open to non-degree graduate students.

CMST 4530 INTERCULTURAL COMMUNICATION-US (3 credits)

This course will provide a foundation that leads to Intercultural Communication competence. Specifically, this course is to introduce the concepts of cross-cultural communication. Theory and research are integrated with application and necessary skills are identified and developed. (Cross-listed with CMST 8536)

Prerequisite(s): Junior standing; and a minimum cumulative GPA of 2.25.

Distribution: U.S. Diversity General Education course

CMST 4550 NONVERBAL COMMUNICATION (3 credits)

This course is designed to familiarize the student with current knowledge and research about nonverbal communication and to provide a wide variety of practical experiences through which the student can analyze and evaluate his or her own nonverbal behavior and that of others. The course, also, reviews the functions, areas and applied contexts of nonverbal communication. (Cross-listed with CMST 8556)

Prerequisite(s): Junior standing and (CMST 2010 or CMST 2410 or SPCH 2010 or SPCH 2410); and a minimum cumulative GPA of 2.25. Not open to non-degree graduate students.

CMST 4560 COMMUNICATION, TEAMWORK, & FACILITATION (3 credits)

This course focuses on the communication practices, process tools, and theory associated with team problem solving, group discussion, facilitation skills, facilitative leadership, meeting management, and training in effective group interaction. (Cross-listed with CMST 8566)

Prerequisite(s): A minimum cumulative GPA of 2.25. Not open to nondegree students.

CMST 4570 INTERCULTURAL COMMUNICATION IN THE GLOBAL WORKPLACE (3 credits)

This course examines the intercultural perspective of organizational communication in a modern global world by focusing on the management of cultural differences in the global workplace. The trend towards a global economy is bringing people of different ethnic and cultural background together. Thus, the development of greater intercultural understanding has become an essential element of global workplace. After taking this course you will be more aware of cultural diversity in an organizational setting and further develop intercultural sensitivity and intercultural competence that will help you adapt to your future organizational life. (Cross-listed with CMST 8576).

Prerequisite(s): Junior standing; and a minimum cumulative GPA of 2.25.
Distribution: Global Diversity General Education course

CMST 4580 COMMUNICATING RACE, ETHNICITY & IDENTITY (3 credits)

This is an undergraduate/graduate course that provides students with definitional and experiential knowledge about the origin of racial concepts, theories, and practices, definitions of ethnicity and identity, and the communicative relationship between race, ethnicity, and identity. (Cross-listed with CMST 8586, BLST 4580, BLST 8586)

Prerequisite(s): CMST 4530 or Junior standing or instructor permission; minimum cumulative GPA of 2.25.
Distribution: U.S. Diversity General Education course

CMST 4600 COMMUNICATION THEORY AND APPLICATION (3 credits)

This course begins by introducing students to two broad categories of theory development - objective and interpretive. Then concepts and assumptions associated with each of these two perspectives are employed to critically evaluate several specific theories that fall within different of the sub-disciplines of the field of communication: interpersonal, group, organizational, mass, public/rhetorical, cultural, and intercultural/gender. Along with critically evaluating and comparing/contrasting different communication theories, emphasis is placed on how the theories can be effectively applied in concrete settings and circumstances. (Cross-listed with CMST 8606)

Prerequisite(s): Junior standing; and a minimum cumulative GPA of 2.25.

CMST 4700 INTERPERSONAL CONFLICT (3 credits)

This course provides an overview of interpersonal conflict processes. It examines perspectives on conflict, patterns of constructive and destructive conflict, conflict styles and tactics, interpersonal power, negotiation strategies, conflict assessment, and conflict skill development. (Cross-listed with CMST 8706)

Prerequisite(s): Junior standing and (CMST 2010 or SPCH 2010); and a minimum cumulative GPA of 2.25.

CMST 4800 CONFLICT MEDIATION (3 credits)

This course develops knowledge of mediation theory, research, and practice and communication skills essential to the effective mediation of disputes in various contexts.

Prerequisite(s): Junior standing and (CMST 2010 or CMST 3520 or CMST 4700 or SPCH 2010 or SPCH 3520 or SPCH 4700); and a minimum cumulative GPA of 2.25.

CMST 4940 COMMUNICATION STUDIES CAPSTONE SEMINAR (3 credits)

Communication Studies Capstone Seminar is an undergraduate course designed to provide students with the opportunity to integrate the knowledge and skills they have acquired as communication majors and to prepare them to enter the job market or graduate school using their speech communication skills and knowledge.

Prerequisite(s): Completion of CMST 2300, CMST 3340, CMST 3350 and 39 hours within the major (excluding hours completed for the minor/second field or foreign language) or permission of instructor

CMST 4970 INTERNSHIP EXPERIENCE (1 credit)

This course will provide students professional communication-related experience in an internship approved and supervised by the School of Communication.

Prerequisite(s): JMC 4960, CMST 4960, BRCT 4960, JOUR 4960, or SPCH 4960; junior standing; School of Communication major or minor; instructor permission; and minimum cumulative GPA of 2.25.

CMST 4980 INDEPENDENT STUDY COMMUNICATION (3 credits)

Specialized studies in communication supplementing regular courses: readings, research, tutorial.

Prerequisite(s): CMST 2300, CMST 3340 and CMST 3350 and permission of department

Journalism and Media Communication

JMC 1050 FILM HISTORY AND APPRECIATION (3 credits)

A journey through one of many different possible worlds of film. Students will learn about various dimensions of filmmaking—historical development, cinematography, editing, screenwriting, and so much more. Exposure to critical perspectives on the genre(s) under consideration. Includes regular viewing of excerpts and full-length films. (Cross-listed with THEA 1050).

Distribution: Humanities and Fine Arts General Education course

JMC 1500 INTRODUCTION TO JOURNALISM AND MEDIA COMMUNICATION (3 credits)

A survey of the history, organization and social significance of the mass media, including newspapers, radio, television, books, magazines, advertising, public relations and films.

Prerequisite(s): Not open to non-degree graduate students.
Distribution: Social Science General Education course

JMC 2000 NEWS LITERACY (3 credits)

The digital age has made news and information sources more prevalent than ever before. This course will explore and determine the credibility of news and information and to recognize the standards of fact-based journalism to know what to trust, act on and share.

Prerequisite(s): Not open to non-degree graduate students.

JMC 2100 MEDIA WRITING (3 credits)

This class will teach students to gather information and write for all areas of mass communication, including print, broadcast, online media, public relations and advertising.

Prerequisite(s): ENGL 1150

Distribution: Writing in the Discipline Single Course

JMC 2150 NEWS WRITING AND REPORTING (3 credits)

The class addresses the theory and practice of writing and reporting for media audiences, with an emphasis on print and online media. Some of the assignments in the class will focus on covering public affairs and analyzing media coverage of public affairs.

Prerequisite(s): JMC 2100

JMC 2200 MEDIA PRODUCTION PRINCIPLES (3 credits)

Students will learn technical competence basics, theories, and the operation of common hardware and software used in audio and video production.

Prerequisite(s): JMC 2100. Not open to non-degree graduate students.

JMC 2320 VIDEO FIELD PRODUCTION (3 credits)

The class provides in-depth, hands-on theory and practice of field production and editing principles and techniques. It expands from single-camera to multi-camera projects. The goal is for students to leave this course with a strong understanding of aesthetic shooting principles, audio and video equipment, and a solid working knowledge of field production and post-production practices.

Prerequisite(s): JMC 2100 and JMC 2200, or instructor consent. Not open to non-degree graduate students.

JMC 2370 ALL ABOUT AUDIO (3 credits)

This course emphasizes the fundamentals of audio production and writing for radio and its online communication venues. On-air delivery, use of video and audio streaming and broadcast industry issues are also covered.

Prerequisite(s): JMC 2100 and JMC 2200 or permission of instructor

JMC 2500 SOCIAL MEDIA COMMUNICATION (3 credits)

Social Media Communication (SMC) introduces and explains social media and social network sites, as these apply to journalism, advertising, public relations and digital marketing communication. Computer-mediated communication within social media cultivates critical thinking about opportunities and challenges, including engagement, privacy, trust and misinformation. Social influence happens within mediated interpersonal, entertainment and sports posts that present identity and cultivate online communities. Contemporary problems and issues are explored, such as justice, politics, romance and health.

Prerequisite(s): ENGL 1160 and CMST 1110 or equivalent or permission.

JMC 3030 ELECTRONIC NEWS WRITING AND REPORTING (3 credits)

This class offers an overview of writing news stories for radio, television and online venues. Writing style and technique, as well as news judgment, are emphasized. Some of the assignments in the class will focus on covering public affairs and analyzing media coverage of public affairs.

Prerequisite(s): JMC 2100 or JMC 2104; and minimum cumulative GPA of 2.25.

JMC 3110 PHOTOGRAPHY (3 credits)

The theory, techniques and application of basic photographic operations of exposure, development and printing.

JMC 3230 PRINCIPLES OF PUBLIC RELATIONS (3 credits)

This course will focus primarily on techniques to garner and sustain public understanding, acceptance and support for an organization. This course will explain the merits of these techniques through theory and application, and will offer constant reminders of the relationship between theory and practice. Understanding theory can result in more efficient and effective use of techniques.

Prerequisite(s): JMC 2100, JMC 2104 and minimum GPA of 2.25

JMC 3270 PUBLIC AFFAIRS REPORTING (3 credits)

The class is designed to help students build and refine their researching, interviewing, reporting and writing skills through the coverage of a public affairs news beat for print, broadcast and online formats.

Prerequisite(s): JMC 2100 and JMC 2150

JMC 3320 VIDEO STUDIO PRODUCTION (3 credits)

The class introduces the student to the studio-production environment, equipment, and best practices. It applies multi-camera production concepts to a live switched environment. It provides reinforcement of editing principles by integrating pre-produced elements into a live production. The goal is for students to leave this course with a strong understanding of live-production principles, studio-production equipment, and a solid working knowledge of studio-production practices.

Prerequisite(s): JMC 2320. Not open to non-degree graduate students.

JMC 3340 MEDIA THEORY (3 credits)

How do media work? How do we think they work? How can we study what effect media messages have on our lives? From movies to entertainment to news, and even video games, media contain overt and hidden impacts and convey a variety of messages. Understanding the theories of media communication will make you a better storyteller, and will help you shape your message for its best impact. Explore the theories that are dominant today, those we have discarded (and why), and how this all keeps evolving as new media continue to emerge.

Prerequisite(s): JMC 2100 and JMC 1500

JMC 3350 COMMUNICATION RESEARCH (3 credits)

Research is important to understand communication, messages, audiences, behaviors, and motivations. This course develops students' abilities to conduct communication research focusing on two overarching methodological approaches used by communication scholars and industry professionals - Quantitative and Qualitative. The topics include research design, data management, statistical analysis, and report writing.

Prerequisite(s): JMC 1500 and JMC 2100 or permission of instructor. Not open to non-degree graduate students.

JMC 3370 PODCAST THIS (3 credits)

A survey of trends in audio storytelling including the use of Adobe software and studio engineering equipment. Students will learn various aspects of podcasting from inception to digital distribution. They will also critically engage in analyzing storytellers as well as researching, writing, voicing, and producing their own podcasts.

Prerequisite(s): JMC 2370 or permission of instructor

JMC 3400 MAGAZINE ARTICLE WRITING (3 credits)

This course is an introduction to news and feature writing for magazines.

Prerequisite(s): JMC 2100, JMC 2104, and minimum cumulative GPA of 2.25.

JMC 3500 PR AND ADVERTISING DESIGN (3 credits)

This is a course concerned with the principles of print and electronic public relations and advertising design using applied digital methods and skills. Students will learn the principles of design in a variety of print and interactive formats relating to public relations and advertising. Concepts will be taught in a lecture setting, and skills will be demonstrated in a lab setting. An advertising and public relations design campaign will be completed.

Prerequisite(s): JMC 2100, JMC 2104 and minimum cumulative GPA of 2.25.

JMC 3620 PRINCIPLES OF CREATIVE ADVERTISING (3 credits)

This is a broad examination of advertising principles in all media, including the psychology of advertising; the creative, production and marketing aspects; and practical exercises in print, broadcast and social media. The course is organized in a way to take students through the process of creating relevant solutions to solve client advertising problems/opportunities.

Prerequisite(s): JMC 2100 and JMC 2200

JMC 3700 VISUAL COMMUNICATION AND CULTURE (3 credits)

This course will introduce students to 'the visual,' both in production and critique. This course provides students the opportunity to further their own understanding of what "visual culture" is and how they both can critically create and consume the various products of that culture. In addition, this course will help students create, develop, and cultivate the knowledge base they will need to successfully complete the Visual Communication and Culture minor.

Prerequisite(s): JMC 3340 and JMC 3350 or permission by instructor

Distribution: Humanities and Fine Arts General Education course

JMC 4010 HISTORY OF MASS COMMUNICATION (3 credits)

This class covers development of the U.S. media from 1690 to present day, including newspapers, magazines, radio, television, the new media of the Internet, advertising and public relations. A special emphasis is placed on freedom of the press.

Prerequisite(s): Junior standing; ENGL 1160; JMC 3350; and minimum overall GPA of 2.25

JMC 4040 SOCIAL MEDIA MEASUREMENT AND MANAGEMENT (3 credits)

Social Media Measurement and Management explores the dynamic development of social media platforms within a journalism and media communication context. Students of journalism, broadcasting, public relations, advertising and marketing will examine theories and best practices of social media interaction and engagement. (Cross-listed with JMC 8046)

Prerequisite(s): JMC 2200; JMC 3350 taken previously or concurrently; and minimum cumulative GPA of 2.25.

JMC 4240 PUBLIC RELATIONS CASE STUDIES (3 credits)

The course is designed to enable the student: 1) to integrate issue-management and decision-making theoretical models with the communication theory and research techniques presented in JMC 3230/ JMC 8236 and 2) to apply professional judgment to the public relations problem-solving process through the development of structured analysis of historical cases. (Cross-listed with JMC 8246).

Prerequisite(s): JMC 3230; JMC 3350; and minimum overall GPA of 2.25

JMC 4250 STRATEGIC WRITING FOR PUBLIC RELATIONS AND ADVERTISING (3 credits)

This is an advanced skills course that combines theory and practical application in writing for public relations and advertising. Students will plan and execute strategy and tactics to craft and deliver a persuasive message to a variety of audiences.

Prerequisite(s): JMC 3230. Not open to non-degree graduate students.

JMC 4260 MEDIA RELATIONS (3 credits)

This course focuses on the communication tools used in media relations, the nuances of working with reporters from press and various media, news writing, news judgment, strategic planning, and the application of communication theories in understanding the relationship between news organizations and media relations representatives for organizations and corporations. (Cross-listed with JMC 8266).

Prerequisite(s): JMC 3230; JMC 3350; junior standing; and minimum cumulative GPA of 2.25.

JMC 4300 RISK AND CRISIS COMMUNICATION (3 credits)

Risk/Crisis Communication, both as a discipline and a practice, has been discussed and enacted as long as there has been information to communicate because of an extraordinary event. Governments, businesses, universities, even individuals - all of engaged in one form of risk or crisis communication or another. Whether successful in its intentions or not, the act is there. This class is a theoretically-driven course to inform our practices as both creators of messages and critics of those same messages. (Cross-listed with CMST 4300).

JMC 4310 MEDIA & POLITICS (3 credits)

An in-depth study of the impact of the media on political communication. This course will explore the symbiotic relationship of media and political communication, including the influence of traditional mass media, digital media, and social media on the political communication process. Students will delve into media theories and critically examine the influence of the media on the political communication process. (Cross-listed with JMC 8316).

Prerequisite(s): Junior standing, ENGL 1160 and JMC 3350, and cumulative GPA 2.25

JMC 4320 TELEVISION COMMERCIAL PRODUCTION (3 credits)

Acquire the knowledge and skill to work with a client in creating commercial television messages designed to motivate viewers. The course will teach students how to plan, storyboard, write, record and edit the elements into a deliverable product to the client's satisfaction.

Prerequisite(s): JMC 3320

JMC 4340 SPORTS BROADCASTING AND PRODUCTION (3 credits)

Students will learn to distinguish between the differences between sports production and sports performance. Students will also learn to broadcast a variety of sports using multiple platforms. Accuracy and immediacy are vital skills that students will be expected to develop. Students will learn and understand the importance and process of preparing for play-by-play and color commentary.

Prerequisite(s): JMC 3030 or permission of instructor. Not open to non-degree graduate students.

JMC 4370 COMMUNICATION WORKSHOP (3 credits)

A workshop to explore communication theory and processes and to develop skills in their application. (Cross-listed with JMC 8376).

Prerequisite(s): Junior standing, ENGL1160, permission of instructor, and minimum overall GPA of 2.25

JMC 4380 FILM THEORY AND CRITICISM (3 credits)

Study of major trends in film criticism and theory in (primarily) Europe and America, with concentrated analysis of selected films.

Prerequisite(s): JMC 1050/THEA 1050; ENGL 1160; JMC 3350; junior standing; and minimum overall GPA of 2.25

JMC 4390 MEDIA ENTREPRENEURSHIP (3 credits)

4390 Media Entrepreneurship explores new and emerging media business models from local, national and global perspectives. Students learn about and work within the start-up economy and entrepreneurial approaches. The course offers professional and critical perspectives. (Cross-listed with JMC 8396, ENTR 4390).

Prerequisite(s): JMC 3340 and JMC 3350 or permission of instructor

JMC 4400 MEDIA ETHICS (3 credits)

The course examines ethical standards and practices of the media - print, electronic and online media, as well as advertising, public relations and entertainment media. It includes development of ethical decision-making skills.

Prerequisite(s): Junior standing; ENGL 1160; JMC 3350; and minimum overall GPA of 2.25

JMC 4410 COMMUNICATION LAW AND POLICY (3 credits)

Communication practitioners need to understand legal protections and constraints. This course explores legal concepts, frameworks and principles to understand constitutional, statutory, regulatory and case law and policies. The student must have a basic understanding of government, social studies and human rights principles. The First Amendment and international law provide a framework for exploring current cases and issues.

Prerequisite(s): JMC 3340 and JMC 3350 or permission of instructor

JMC 4420 SPORTS WRITING (3 credits)

Students will learn all aspects of the specialized aspect of sports media communication. Areas covered will include writing, interviewing, storytelling, using multiple media platforms and the ethics of sports reporting. Various writing experiences across the media spectrum, from traditional media to the new forms of online journalism, will be addressed.

Prerequisite(s): JMC 3030 or permission of instructor. Not open to non-degree graduate students.

JMC 4430 GLOBAL MEDIA COMMUNICATION (3 credits)

In-depth study of global media communication systems. This course will examine cultural influence of dominant global media, the changing global media climates, information flow, regulation and censorship of media worldwide. Students will look at the various aspects of mass communication including advertising, public relations, broadcasting, movies and social media. There will be an emphasis on global communication theories and on critical examinations of media systems.

Prerequisite(s): JMC 3340 and JMC 3350 or permission of instructor

JMC 4440 MEDIA CONTENT AND CREATION (3 credits)

This course is a culmination of skills students acquired in the Emerging Media concentration and prepares them for the Capstone experience and careers in the media industry. In this class, students will produce substantive and original reporting projects on a timely issue showcasing their talents as a prospective journalist and/or media professional. A field component to this course requires time outside of class. Students' work will be publicly available on television, cable, and the internet. This class contributes to a digital portfolio allowing students to showcase their work.

Prerequisite(s): JMC 2320, JMC 2370, JMC 3030,

JMC 4450 PR AND ADVERTISING CAPSTONE (3 credits)

This advanced course provides students with professional development opportunities to hone their Public Relations and Advertising skills. Students will apply their knowledge to serve a university or community client by assessing their needs and developing an integrated marketing communication campaign. The final project will contribute to students' portfolios used for the job market.

Prerequisite(s): JMC 2500, JMC 3340, JMC 3350 and JMC 4250, and Senior standing or permission of instructor. Not open to non-degree graduate students.

JMC 4460 EMERGING MEDIA CAPSTONE (3 credits)

This advanced course provides students with professional development opportunities to polish their skills. Students will continue to create content for the School of Communication's media outlets and will assume mentoring and leadership roles under the supervision of instructors of the capstone classes.

Prerequisite(s): JMC 4440; JMC 4440 may not be taken as a co-requisite. Not open to non-degree graduate students.

JMC 4810 DIGITAL LITERACIES FOR TECHNICAL COMMUNICATORS (3 credits)

This course addresses emerging issues in digital literacies such as the rhetoric of technology, technological competency, technology and information ecologies, critical awareness of technology and human interactions, judicious application of technological knowledge, user-centered design, networking and online communities, ethics and technology, and culture and technology. (Cross-listed with ENGL 4810, ENGL 8816, JMC 8816).

Prerequisite(s): ENGL 1160 and CMST 1110 or permission of instructor.

JMC 4820 POLITICS AND FILM (3 credits)

This course introduces students to the analysis of politics and film, focusing on how politics is portrayed in film and the politics of film making. (Cross-listed with PSCI 4820, JMC 8826, PSCI 8826).

JMC 4830 TECHNICAL COMMUNICATION (3 credits)

Technical Communication introduces students to the field of technical communication. Students will study the development of print and electronic genres common to industry settings, the design and production of technical documents, the writing processes and work practices of professional technical communicators, and the roles of technical communicators in organizational contexts. (Cross-listed with ENGL 4830, ENGL 8836, JMC 8836).

Prerequisite(s): ENGL1160 and CMST 1110 and minimum overall GPA of 2.25

JMC 4850 INFORMATION DESIGN FOR TECHNICAL COMMUNICATORS (3 credits)

This course introduces students to strategies for integrating visual and textual elements of technical documents. Instruction will focus on design theory and application through individual and collaborative projects. Students will develop the professional judgment necessary for making and implementing stylistic choices appropriate for communicating technical information to a lay audience. (Cross-listed with ENGL 4850, ENGL 8856, JMC 8856).

Prerequisite(s): JMC 4810 or JMC 4830 or permission of instructor

JMC 4870 TECHNICAL EDITING (3 credits)

This course introduces students to the roles and responsibilities of technical editors: the editorial decision-making processes for genre, design, style, and production of technical information; the communication with technical experts, writers, and publishers; the collaborative processes of technical editing; and the techniques technical editors use during comprehensive, developmental, copyediting, and proofreading stages. (Cross-listed with ENGL 4870, ENGL 8876, JMC 8876).

Prerequisite(s): ENGL 1160 or permission of the instructor

JMC 4890 CAPSTONE COURSE IN TECHNICAL COMMUNICATION (3 credits)

In this capstone course, students will extend foundational skills learned in previous technical communication courses. Students will demonstrate their competency in the technical documentation process in organizational environments, the issues important to the technical communication profession, and the practices of writing and creating complex technical documents for specific purpose and audience. (Cross-listed with ENGL 4890, ENGL 8896, JMC 8896).

Prerequisite(s): JMC 4810, JMC 4830, JMC 4870, JMC 4850 or permission of instructor

JMC 4900 SEMINAR MASS COMMUNICATION (3 credits)

A senior seminar applying historical and theoretical perspective to current issues and developments in mass communications. (Cross-listed with JMC 8906).

Prerequisite(s): Junior standing and (Communication Studies or Journalism and Media Communication major) and ENGL 1160 and minimum overall GPA of 2.25

JMC 4920 MEDIA LITERACY (3 credits)

An advanced seminar on the study of media and information literacy through deconstruction of mass communication content, meaning construction, framing analyses and critical/cultural approaches. (Cross-listed with JMC 8926).

Prerequisite(s): Junior standing; JMC 3350; and minimum GPA of 2.25

JMC 4970 INTERNSHIP EXPERIENCE (1 credit)

This course will provide students professional communication-related experience in an internship approved and supervised by the School of Communication.

Prerequisite(s): JMC 4960, CMST 4960; junior standing; School of Communication major or minor; instructor permission; and minimum cumulative GPA of 2.25.

JMC 4980 INDEPENDENT STUDY IN COMMUNICATION (3 credits)

Specialized studies in communication supplementing regular courses: readings; research; tutorial.

Prerequisite(s): JMC 3340, JMC 3350, permission of department, and minimum GPA of 2.25