Communication Course Descriptions

**COMM 1020 HU - Principles of Public Speaking**

Credits: (3)
Typically taught: Fall, Spring, Summer

Introduces theories and principles of effective speaking with emphasis on: audience analysis and adaptation, listening, organization, content development, use of language, and extemporaneous delivery. Designed to improve the student’s ability to research, organize, develop and make presentations.

**COMM 1130 - Media Writing**

Credits: (3)
Typically taught: Fall, Spring, Summer

Beginning instruction in information-gathering techniques and media writing styles that inform, entertain and/or persuade. Approach recognizes that new technology is blurring the distinctions among various media and that writers must have a broad base of knowledge and skills. Prerequisite: Proficiency in word processing.

**COMM 1270 - Analysis of Argument**

Credits: (3)
Typically taught: Spring

Students will learn to analyze, evaluate, develop and refute arguments using formal argumentation methods and research based evidence. The course is designed to increase student competence and confidence in constructing, defending and critiquing a broad range of arguments found in public discourse.

**COMM 1500 - Introduction to Mass Communication**

Credits: (3)
Typically taught: Fall, Spring, Summer

Examines mass media development and impact upon society. Considers newspapers, magazines, film, radio, TV and multimedia. The role of media in providing information, opinion, entertainment and advertising support are considered along with the social political-economic controls which affect the media.
COMM 1560 - Audio Production & Performance

Credits: (3)
Typically taught: Fall

An introductory course in audio production and performance. Training in audio console operation, use of recorders and microphones, and audio editing. Class includes basic announcing and formatting for radio stations. Course emphasizes hands-on projects.
**COMM 2010 HU - Mass Media & Society**

Credits: (3)
Typically taught: Fall, Spring, Summer

Media literacy course which examines the non-legal, but ethical and social problems of mass media. Discusses current media issues and explores constructive steps to improve media relationships.

**COMM 2110 HU - Interpersonal & Small Group Communication**

Credits: (3)
Typically taught: Fall, Spring, Summer

Explores the dynamics of verbal and nonverbal communication in personal relationships and small groups. The emphasis is on practical application of course content to enhance interpersonal relationships and to achieve competence as group members.

**COMM 2200 - In-studio Video Production and Performance**

Credits: (3)
Typically taught: Fall

An introductory course in all aspects of in-studio video production. Skills include performing for video as well as the use of cameras, switching, lighting, electronic graphics and audio equipment. In-class projects emphasize directing, writing and performing for video.

**COMM 2210 - Intercollegiate Debate**

Credits: (1)
Typically taught: Fall, Spring, Summer

Preparation and competition on the national debate resolutions and participation in individual events. Prerequisite: Permission of instructor. May be repeated 7 times up to 8 credits. However, only 6 credits may be used toward the Communication major.

**COMM 2250 - Essentials of Digital Media**

Credits: (3)
Typically taught: Fall, Spring

This course introduces the basic digital communication skills necessary to be successful in today’s multimedia environment. Students will learn how to produce and edit audio, stills, and video. Students will also learn to upload content for presentation on the Web and will learn to use social media to
disseminate information relative to your content. Concepts will first be discussed in two lecture periods, and then put into practice in a lab.

**COMM 2270 - Argumentation & Debate**

Credits: (3)  
Typically taught: Fall

An examination of the theory and practice of argumentation with emphasis on parliamentary and policy debate formats. Emphasis also placed on making claims and inferences, research and the use of evidence, cross-examination, case construction, rebuttals and style of presentation.

**COMM 2730 - Radio Production Workshop**

Credits: (1)  
Typically taught: Fall, Spring, Summer

Students meet once a week and work as contributors to the Weber State student radio station, KWCR. Work may include such things as station management, announcing, production, news, sales or engineering. At least one shift of 4 hours per week is required. Specific hours to be arranged. Prerequisite: Instructor permission. May be repeated 3 times up to 4 credits.

**COMM 2751 - Field Video Production & Performance**

Credits: (3)  
Remote video production and performance. Skills include performance, program planning and writing, use of field cameras and post-production. May be taken in same semester as COMM 2200.

**COMM 2920 - Short Courses, Workshops, Institutes and Special Programs**

Credits: (1-6)  
Consult the class schedule for the current offering under this number. The specific title and credit authorized will appear on the student transcript. May be repeated 5 times up to 6 credit hours.

**COMM 3000 - Communication Theory**

Credits: (3)  
Typically taught: Fall, Spring, Summer

This course is intended to provide students with an overview of communication theory. It will give students a working knowledge of theories used to explain a wide range of communication phenomena, enabling them to build upon selected theories in other upper-division courses in their chosen communication major concentration. Prerequisite: COMM 2110 or permission of instructor.
COMM 3050 - Interpersonal Communication and Conflict Management

Credits: (3)
Typically taught: Spring

The purpose of this course is to provide students an opportunity to explore interpersonal communication concepts in depth. Upon successful completion of this course, students will have a greater understanding of interpersonal communication theories and strategies and will be able to enrich their relationships with personal application of this material. A special emphasis will be given to conflict management as an interpersonal communication skill. Students will be provided the analytical and communication tools to understand, evaluate, and respond effectively to conflicts. Prerequisite: COMM 3000 or permission of instructor.

COMM 3060 - Listening and Interviewing

Credits: (3)
Typically taught: Fall

This course covers the purpose, structure, focus, and techniques employed in effective listening and interviewing. Emphasis is placed on observing, attending, listening, responding, recording, and summarizing in a variety of interviewing settings. This course is designed to offer students insight into improved listening and interviewing practices. The theory and research concerning the process of listening and the practice of interviewing will form the basis for students’ understanding about listening and interviewing behavior. This course then applies that knowledge to the development of listening and interviewing skills. Prerequisite: COMM 3000 or permission of instructor.

COMM 3070 - Performance Studies

Credits: (3)
Study of aesthetic texts through performance featuring the view of text or literature as communicative event and textual meaning as response in readers and audience. A primary emphasis will be placed on the relationship between performative choices and textual understanding. Prerequisite: COMM 1020 or permission of instructor.

COMM 3080 - Intercultural Communication

Credits: (3)
Typically taught: Fall

Explores theoretical perspectives in intercultural communication. Through analysis of various intercultural theories, students will become aware of cultural influences on communication in both international and domestic cultures. Prerequisite: COMM 2110 or permission of instructor.
COMM 3085 - Family Communication

Credits: (3)
Typically taught: Spring

No activity is more fundamental to emotional need fulfillment, overall personal satisfaction, and the maintenance of community-social systems than family communication. It is in the recursive cycle of family communication that we learn how to relate to others. This course examines current studies in family communication research and its implications. Students will add to the scholarship of family communication by completing a research project in conjunction with this course. Prerequisite: COMM 2110 or permission of instructor.

COMM 3090 - Gender and Communication

Credits: (3)
Typically taught: Spring

This course is designed to help students understand the influence that communication has upon the shaping of gender and the influence that gender has in shaping communication interactions. Students become aware of, sensitive to, and more experienced in the issues, implications and skills necessary to successfully and meaningfully communicate with males and females, and about males and females, in a wide range of communication contexts. Prerequisite: COMM 2110 or permission of instructor. Cross listed in WS 3090.

COMM 3100 - Small Group Facilitation & Leadership

Credits: (3)
Typically taught: Spring

Theories and practical communication processes are examined and applied to develop fundamental attitudes and skills for facilitating and leading effective groups. Prerequisite: COMM 2110 or permission of instructor.

COMM 3120 - Advanced Public Speaking

Credits: (3)
Typically taught: Spring

Enhanced speaking skills across a range of situations such as the professional workplace and via social media. Increase understanding of audience, publics, and the overall definition of “speaking” as a result of our ever-changing society. Prerequisite: COMM 1020 or permission of instructor.
**COMM 3130 - News Reporting and Writing**

Credits: (3)
Typically taught: Fall, Spring

Develops journalism skills relevant to newspapers and online news services. Emphasizes news gathering, interviewing and news writing. Prerequisite: [COMM 1130](#) or permission of instructor.

**COMM 3150 - Communication Research Methods**

Credits: (3)
Typically taught: Fall, Spring, Summer

Explores methods of gathering, analyzing and interpreting data. Topics include: asking questions, observing and measuring communication variables; designing valid and reliable research; research ethics, experimental design and survey research. Emphasis is also placed on how to present research and how to read scholarly journal articles. Prerequisite: [COMM 3000](#) or permission of instructor.

**COMM 3200 - Live Event Production**

Credits: (1-3)
Students will learn to operate field video cameras, switchers, instant-replay and other equipment while experiencing the pressures of live-sports production. Students will be part of a crew supplying the visuals for Weber State’s football and basketball scoreboards. The crew will also provide visuals necessary to fulfill production commitments. Prerequisite: [COMM 2200](#) or permission of instructor. May be repeated 2 times up to 6 credit hours.

**COMM 3220 - Editing**

Credits: (3)
Typically taught: Fall

Develops editing knowledge and skills for print and online publications. Covers copy editing, content editing and page editing. Prerequisite: [COMM 1130](#) or permission of instructor.

**COMM 3230 - Health Communication**

Credits: (3)
Typically taught: Fall

A broad examination of communication theory, application, and research in health care delivery and management. Examines many different levels and channels of communication including the development and application of interpersonal communication, small group communication and teamwork, organizational communication, communication ethics, leadership, and motivation skills in
dealing with health care providers, staff, and consumers in a variety of health care environments. Cross-listed with HAS 3230.

**COMM 3350 - Communication Design**

Credits: (3)
Typically taught: Fall, Spring

Visual messages have great power to inform, educate and persuade. In all fields of communication, visual presentation of the message helps determine the success of the message. This course is designed to help students become effective and ethical visual communicators on the page or the screen. In addition to creating design projects, students will learn how to critically analyze visual designs and to understand major visual communication theories. Prerequisite: COMM 1130.

**COMM 3400 - Public Relations**

Credits: (3)
Typically taught: Fall, Spring

Philosophy and practice of public relations in business, government, education and non profit organizations. Case studies will be selected from a wide range of actual public relations concerns to foster decision-making skills and a mature understanding of public relations management. Prerequisite: COMM 1130 or permission of instructor.

**COMM 3440 - Public Relations Writing**

Credits: (3)
Typically taught: Spring

Explores principles and practices of a variety of public relations writing formats ranging from news releases to websites. Prerequisite: COMM 3400 or permission of instructor.

**COMM 3460 - Public Relations and Social Media**

Credits: (3)
Typically taught: Fall

This course will combine theory and practice in teaching the principles of the new “Social Media” or “PR 2.0.” Students will learn how new web technologies have expanded the practice of Public Relations beyond the traditional arena and into the fast-moving and dynamic world of public communication on the web. They will learn how to communicate with the news media and directly with the public. The course will prepare them to use the newest technology and practices effectively as they represent their companies and their clients. Prerequisite: COMM 3400 or permission of instructor.
**COMM 3550 - Organizational Communication**

Credits: (3)
Typically taught: Fall

Study of communication in organizations from various theoretical perspectives with an emphasis on the organizational culture perspective. Includes topics such as communicating with external audiences, decision-making, conflict resolution, and power relationships. Prerequisite: [COMM 3000](#) or permission of instructor.

**COMM 3650 - Communication Law**

Credits: (3)
Typically taught: Fall, Spring, Summer

First Amendment origins, interpretations and philosophy underlying regulation of the mass media. Prerequisite: [COMM 3000](#) or permission of instructor.

**COMM 3730 - Media Programming and Audiences**

Credits: (3)

This course focuses on principles, strategies and approaches for creating and scheduling content for radio, television and the World Wide Web. The course also provides an analytical framework for understanding industry trends in media programming, and how those trends are influenced by audience research. Students create and schedule programs, apply programming strategies and philosophies, and learn relevant terminology and audience measurement techniques. Prerequisite: Permission of instructor.

**COMM 3740 - Copy Writing for Audio and Video**

Credits: (3)
Typically taught: Fall, Spring

Specialized concepts and techniques required to write effectively for radio, television, advertising, and other new media technologies. Prerequisite: [COMM 1130](#).

**COMM 3780 - Broadcast News Writing & Production**

Credits: (3)
Typically taught: Fall, Spring

Classroom instruction and practical experience in writing, reporting, performing, producing, and editing for television news. Students will produce newscasts for a local cable channel. Prerequisite: [COMM 1130](#) or permission of instructor.
**COMM 3820 - Persuasive Communication**

Credits: (3)
Typically taught: Fall

Study of theories and principles of persuasion from classical to modern times. Examines persuasion as a means of influence in interpersonal communication, public speaking, public relations, advertising, politics, and other contexts. Prerequisite: COMM 3000 or permission of instructor.

**COMM 3850 - Advertising**

Credits: (3)
Typically taught: Fall, Spring

A practical and theoretical study of advertising. Course is designed for students planning careers in advertising, as well as for those who are simply lifelong consumers of advertising and want to understand its role in the economic system. Prerequisite: COMM 1130 or permission of instructor.

**COMM 3890 - Advanced Cooperative Work Experience - Signpost**

Credits: (1-3)
Typically taught: Fall, Spring

Open to students who are Signpost editors and managers. Prerequisite: COMM 1130 or permission of instructor. (A maximum of 6 credit hours total from COMM 3890, COMM 3891, COMM 3892 and COMM 3893 may be counted for the major.)

**COMM 3891 - Advanced Cooperative Work Experience with KWCR**

Credits: (1-3)
Typically taught: Fall, Spring

Open to students who are KWCR senior staff. Prerequisite: COMM 2730 or permission of instructor. (A maximum of 6 credit hours total from COMM 3890, COMM 3891, COMM 3892 and COMM 3893 may be counted for the major.)

**COMM 3892 - Advanced Cooperative Work Experience with Public Relations**

Credits: (1-3)
Typically taught: Fall, Spring

Prerequisite: COMM 3400 and permission of instructor. (A maximum of 6 credit hours total from COMM 3890, COMM 3891, COMM 3892 and COMM 3893 may be counted for the major.)
COMM 3893 - Advanced Cooperative Work Experience with Studio 76

Credits: (1-3)
Typically taught: Fall, Spring

Open to students who are members of Weber State News’ crew or staff and/or crew members of other student produced television programs. Prerequisite: COMM 1130 or permission of instructor. (A maximum of 6 credit hours total from COMM 3890, COMM 3891, COMM 3892 and COMM 3893 may be counted for the major.)

COMM 4130 - In-depth and Investigative Journalism

Credits: (3)
Typically taught: Spring

Emphasizes finding and writing news stories that move from explanations of what happened to how and why something happened. Examines research techniques and discusses ways to use the law to access information. Prerequisite: COMM 1130 or permission of instructor.

COMM 4150 - Rhetorical Theory & Criticism

Credits: (3)
Typically taught: Fall

Studies the origins of rhetorical theory in Greece and Rome in the works of Corax, Isocrates, Plato, Protagoras, Aristotle, Cicero and Quintilian. Tensions between rhetoric and philosophy. Study and application of neo-classical standards of rhetorical criticism. Prerequisite: COMM 3820.

COMM 4160 - Contemporary Rhetorical and Communication Theories

Credits: (3)
Study of contemporary rhetorical and communication theories. Prerequisite: COMM 3000 and COMM 4150 or permission of instructor.

COMM 4210 - Intercollegiate Debate

Credits: (1)
Typically taught: Fall, Spring, Summer

Preparation and competition on the national debate resolutions and participation in individual events. Prerequisite: COMM 2270 or permission of instructor. May be repeated 7 times up to 8 credit hours. However, only 6 credits may be used toward the Communication major.
**COMM 4400 - Public Relations Media and Campaigns**

Credits: (3)
Typically taught: Fall, Spring

Apply communication principles to internal and external publics; research, plan and evaluate social interrelationships; study of the controlled and uncontrolled media and their role in public relations; prepare a major public relations campaign for a selected client. Prerequisite: COMM 3400 or permission of instructor.

**COMM 4440 - Developing and Evaluating Health Communication Campaigns**

Credits: (3)
This course prepares students to understand the planning, implementation, and refinement of communication campaigns that affect individual and group level behavior changes in relation to health care issues. It will thus address public health problems. Throughout the semester, students study, practice, and apply the various stages of a health communication campaign based on real world conditions. The course content will draw from health behavior theory; formative (including pretesting), process, impact, and outcome research; and expert opinion. Prerequisite: COMM 3400 or permission of instructor.

**COMM 4500 - Topics in Communication**

Credits: (3)
*variable title*

The study and application of Communication in contemporary society is dynamic and ever changing. This course will provide students with opportunities to explore specialized topics in contemporary journalism, electronic mediated communication, human communication studies, and public relations in a seminar format. Prerequisite: COMM 3000 or permission of instructor. May be taken 2 times up to 6 credit hours with different designations.

**COMM 4750 - Advanced Audio and Video Production**

Credits: (3)
Typically taught: Spring

Capstone course for audio and video production. Emphasis is placed on combining production types to produce longer and more complex programs. Prerequisite: COMM 2200 and COMM 2751.

**COMM 4760 - Electronic Media Management**

Credits: (3)
Typically taught: Spring
Analysis of complex systems necessary to manage media companies such as radio stations, television stations and cable outlets. Students will develop a master plan for a new media company. Prerequisite: COMM 1500 or permission of instructor.

**COMM 4800 - Special Study and Individual Projects**

Credits: (1-3)
Typically taught: Fall, Spring, Summer

Work with an assigned faculty member on a project of special interest. May be repeated for a maximum of 6 credit hours. Prerequisite: COMM 3000 and permission of instructor. May be taken 3 times up to 6 credit hours. A maximum of 3 credit hours may be counted for the major.

**COMM 4840 - Teaching Journalism and Advising Student Media in the Secondary School**

Credits: (3)
Typically taught: Fall

Prepares students to be teachers of journalism and advisors of student media in secondary schools. Designed to confront problems involved in organizing a staff, gathering material and publishing a newspaper, yearbook and literary magazine. Prerequisite: COMM 3000 or permission of instructor.

**COMM 4850 - Teaching Speech and Directing Speech Activities in the Secondary School**

Credits: (3)
Typically taught: Fall

Methods and techniques for teaching speech communication in secondary schools. Techniques and practices for coaching and supervising high school speech activities such as individual events, legislative forum, and debate. Prerequisite: COMM 3000 or permission of instructor.

**COMM 4890 - Communication Internship**

Credits: (1-3)
Typically taught: Fall, Spring, Summer

An opportunity for students to receive academic credit for faculty approved on-the job learning experiences within certain communication areas of emphasis. Prerequisite: COMM 3000. May be repeated for 5 times up to 6 credit hours. A maximum of 3 credit hours may be counted for the major. Credit/No credit only.
COMM 4920 - Short Courses, Workshops, Institutes and Special Programs

Credits: (1-3)
Consult the class schedule for the current offering under this number. The specific title and credit authorized will appear on the student transcript. May be repeated 5 times up to 6 credit hours.

COMM 4990 - Senior Seminar

Credits: (3)
Typically taught: Fall, Spring, Summer

A capstone course that prepares students to do a senior project and a portfolio to be used in job interviews or application to graduate school. Prerequisite: Communication major, COMM 3000 and COMM 3150.