

Communication (COMM)

COMM 1020 Public Speaking 3 HH

Provides an introduction to basic concepts, theories, principles of oral communication as applied to a variety of speaking situations. Develops competence in oral communication through performance, as applied to critical thinking skills, arrangement of ideas, and use of evidence and reasoning to support claims. Explains how culture influences the perception of effective public speaking. Canvas Course Mats of \$101/VitalSource applies.

COMM 1050 Introduction to Communication 3 SS

Surveys the questions, methods, and findings in the discipline of speech communication. Explores communication theory and practice across a variety of contexts and forms, including verbal, non-verbal, interpersonal, group, organization, and mass communication. Canvas Course Mats \$45/Sage applies

COMM 1130 Writing for the Mass Media 3

Acquaints students with the fundamentals of mass communication, especially the skills of information-gathering and writing for the mass media. Emphasizes print journalism but also considers broadcasting, legal and ethical issues, and public relations. Emphasizes writing for the media and AP style. Focuses on journalistic writing forms.

COMM 1500 Introduction to Mass Communication 3 HH

Introduces students to the study of American mass media. Provides a critical overview of the main themes in the study of mass media, including the historical development of the media; the social, political, economic, and organizational contexts, impacts, and significance of the media; the nature of media content; its complex relationships to mass audiences; and the legal/regulatory context in which the media operate.

COMM 1610 Reporting for the Mass Media 3

Provides an opportunity to learn about a career in journalism. Focuses on gathering and organizing information in the field. Includes interviewing, covering a beat, investigative reporting, reviews, and opinions. Simulates a journalist's working experience. Offers experience covering current events in the field. Lab access fee of \$20 applies.

COMM 202R Communication Field Experience 1 to 3

* Prerequisite(s): Instructor Approval

Explores a wide variety of topics in public relations, mass media, journalism, and speech communication. May be repeated for a maximum of 6 credits toward graduation.

COMM 207G Introduction to Gender and Communication 3

Introduces students to the study of gender differences and similarities in communication. Provides practical understanding and skills useful for more effective communication within and across gender boundaries. Addresses gender and communication issues across multiple cultural contexts, including issues beyond mainstream groups and United States culture.

COMM 2100 The News Editing Process 3

Introduces news judgment, content, and journalistic best practices. Prepares students to properly edit documents for publication through rewriting faulty stories, copy editing, and proof-reading. Includes instruction on how to create appropriate headlines and general page layouts. Lab access fee of \$20 applies.

COMM 2110 Interpersonal Communication 3 SS

Examines the role of communication in interpersonal relationships. Includes the history of interpersonal communication research and theory and applications such as negotiation, conflict management, listening, and assertiveness.

COMM 2115 Introduction to Health Communication 3

Provides an introduction to and a foundation for the important area of health communication. Covers persuasion theories as applied to health communication research. Examines the history of medicine and healthcare. Describes patient to caregiver interaction.

COMM 2120 Small Group Communication and Decision Making 3

Provides an overview of the communication processes involved in small-group interactions. Covers theories of leadership, decision-making, and problem-solving through group activities. Canvas Course Mats \$70/McGraw applies.

COMM 217G (Cross-listed with: CINE 217G, ENGL 217G) Race Class and Gender in U S Cinema 3 HH

* Prerequisite(s): ENGL 1010 or ENGH 1005

Raises cultural awareness through aesthetic, critical, and interdisciplinary examination of the evolution of the representation of race, class, and gender in American cinema. Focuses on both Hollywood and independent minority filmmakers. Some films screened may carry an "R" rating.

COMM 2250 Principles of Advertising 3

Introduces the basics of advertising research, strategy, creative execution, and media strategy. Canvas Course Mats of \$85/McGraw applies.

COMM 2270 Argumentation 3

Examines the study of argument. Emphasizes reasoning, evidence, analysis, evaluation, audience analysis, and application of argumentative skills.

COMM 2300 Introduction to Public Relations and Strategic Communication 3

* Prerequisite(s): ENGL 1010 or ENGL 101H or ENGH 1005

Introduces the basics of writing for the media, designing corporate literature, and working with the public and key stakeholders on behalf of a business, organization, and/or individual. Canvas Course Mats \$52/Sage applies.

COMM 2400 Organizational Communication 3

Teaches how communication processes affect organizations. Applies theory to organizational analysis. Utilizes dialogue and network analysis to improve organizational values and performance.

COMM 2510 Visual Strategies for Communication Majors 3

Teaches strategies to visually align public relation campaigns with an organization's brand, using contemporary digital software. Provides understanding of visual strategies and effective design practices. Creates a literacy of visual communication tools and strategies for articulating a vision to audiences using well-established web design techniques. Lab access fee of \$20 applies.

Course Descriptions

COMM 2790 **Magazine Writing** **3**

Focuses on non-fiction writing for magazine consumption. Teaches how to research and write long, investigative feature articles. Includes analysis of the early magazine industry, contemporary issues in the magazine industry, and in-depth reporting on special topics, such as science, politics, culture and society, education, environment, and international affairs. Lab access fee of \$20 applies.

COMM 290R **Independent Study** **1 to 3**

* Prerequisite(s): Departmental Approval

For qualified students who wish to undertake a well-defined project or directed study related to an area of special interest. Requires individual initiative and responsibility. Includes limited formal instruction and faculty supervision. Includes projects such as writing a publishable paper, creating a portfolio of published news articles, producing an annotated bibliography, oral or multimedia presentation, or other options as approved by the instructor. May be repeated for a maximum of 3 credits toward graduation.

COMM 3020 **Communication Research Methods WE** **3**

* Prerequisite(s): University Advanced Standing

Covers basic communication research methods in both quantitative and qualitative research. Focuses on the research process and discusses the methodological tools for understanding and conducting basic communication research. Includes examples based on research and promotes awareness of the importance of quantitative and qualitative research perspectives as well as of data collection and analytical procedures.

COMM 3025 **Introduction to Qualitative Communication Research** **3**

* Prerequisite(s): University Advanced Standing

Reviews methods of qualitative data collection, including ethnography, interviewing, observation, and textual analysis. Explores a variety of methods of qualitative analysis including rhetorical, interpretive, and critical analyses. Prepares students for careers in the fields of user-experience research, organizational research, communication consulting, and graduate research in the field of communication.

COMM 3030 **Media Literacy** **3**

* Prerequisite(s): University Advanced Standing

Explores the concept of media literacy and how individuals can become more knowledgeable citizens when analyzing and evaluating messages disseminated from a wide variety of media outlets.

COMM 3040 (Cross-listed with: PHIL 3040) **Media Ethics** **3**

* Prerequisite(s): University Advanced Standing

Covers ethical issues in media communication. Includes discussions of ethnicity, gender, nationalism, and conflict. Analyzes development of moral agency. Examines tensions between individual freedoms and social responsibilities. Addresses ethical questions in the context of current struggles within and over corporate and public media.

COMM 3050 **Theories of Communication and Culture WE** **3**

* Prerequisite(s): University Advanced Standing

Covers main theoretical approaches to communication and culture. Includes transmission, ritual, symbolic interactionist, structuralist, post-structuralist, postmodern, and critical theories.

COMM 3100 **Propaganda and Persuasion** **3**

* Prerequisite(s): University Advanced Standing

Considers the problem of manipulative propaganda in the modern American context. Focuses on consumerist and militaristic propaganda. Treats propaganda as a special type of intentionally persuasive communication, designed by power blocs to engineer the consent of large numbers of people, often with hidden, unethical, or nefarious intent. Features a heavy use of cinema.

COMM 3110 (Cross-listed with: ENGL 3110, THEA 3110) **Non Fiction Cinema History** **3**

* Prerequisite(s): University Advanced Standing

Surveys the history of non-fiction/documentary film from 1896 to the present. Includes study of early pioneers from Flaherty's NANOOK OF THE NORTH to the current trend of reality television and popular documentaries. May screen some films which carry an "R" rating.

COMM 3115 **Communicating in Environments** **3**

* Prerequisite(s): University Advanced Standing

Explores how people use communication to navigate both social and natural environments. Investigates social and small group communication; specifically, how small groups are created, what role(s) they play in life. Considers how our culture communicates about the natural world: how do we define nature, who communicates for nature, and how does nature behave as a stakeholder in environmental conflicts. Occurs at the Capitol Reef Field Station, which allows for an experiential application of the theories of small-group and environmental communication. Focuses on the experience and application of the literature of the discipline to create an integrated-learning opportunity.

COMM 3120 **Fundamentals of New and Social Media** **3**

* Prerequisite(s): University Advanced Standing

Examines contemporary issues related to social media, including the impact of such media on journalism and society, social media effects, and new media campaigns. Investigates the relationship between government policy and social media in relation to issues such as the digital divide, net neutrality, and the use of social media to sustain protests and revolutions. Software fee of \$20 applies.

COMM 3130 **The Culture of Nature and Technology** **3**

* Prerequisite(s): University Advanced Standing

Analyzes the cultural construction of nature and technology from historical, interpretive, and critical perspectives. Deconstructs the nature/culture dichotomy. Critiques the neutrality of technology thesis. Explores the political and social implications of representations of, and relations to, nature and technology.

COMM 3140 **Social Media Content Creation Strategy** **3**

* Prerequisite(s): University Advanced Standing

Develops critical thinking skills used for social media content creation, strategy, and management. Focuses both on the theoretical and practical foundation of persuasive/informative social media communication and campaigns. Covers a mix of apps, tools and techniques used by professionals to organically use social media to build a brand's community and reputation. Uses a communication/public relations lens. Software fee of \$45 applies.

COMM 314G (Cross-listed with: ENGL 314G, THEA 314G)**Global Cinema History****3**

* Prerequisite(s): (ENGL 2150 or THEA 1023) and University Advanced Standing

Studies the evolution of global film styles, movements, stars, and genres with a focus on international cinema chronologies outside the United States. Some films screened may be considered controversial and carry an "R" rating.

COMM 3160**Social Media Analytics****3**

* Prerequisite(s): University Advanced Standing

Provides methods in which social media activity data is obtained and subsequently measured. Examines common metrics that are used to evaluate the effectiveness of social media campaigns. Explores how social media, as a medium, can be properly evaluated in terms of valuation and return on investment. Critiques and analyzes current and past social media campaigns in order to better understand how metrics can help to modify social media strategy and tactics. Applies the associated theoretical concepts via hands-on activities using contemporary social media content management tools and analytic software. Software fee of \$45 applies.

COMM 317G**Ethnographic Methods for Communication Research****3**

* Prerequisite(s): University Advanced Standing

Provides an examination of concepts and methodologies used to conduct ethnographic research. Discusses the critical study of cultural processes; the approaches to ethnographic research; and the relationship among ethnographic evidence (fieldwork), interpretation, and representation.

COMM 319G**Intercultural Communication Encounters****3**

* Prerequisite(s): COMM 1050 and University Advanced Standing

Promotes awareness of the role of competent communication in intercultural awareness and sensitivity. Reviews classical and current definitions of culture and describes their general characteristics, with specific focus on the issue of cultural diversity. Describes the components and process of intercultural communication including perception and motivation. Provides an overview of differences and similarities in verbal and nonverbal intercultural communication. Identifies guidelines for achieving intercultural communication competence.

COMM 3290**Photojournalism****3**

* Prerequisite(s): University Advanced Standing

Covers the fundamental skills and principles of gathering news with a camera. Demonstrates how students can improve the way they see information for distribution via the mass media. Allows students to articulate how they feel about images and describe why such images work well or poorly for publication. Lab access fee of \$20 applies.

COMM 332G (Cross-listed with: MGMT 332G) International Business Communication**3**

* Prerequisite(s): University Advanced Standing

Reviews various aspects of today's international business environment from a business communication perspective. Overviews critical elements that arise from the various cultural backgrounds which can impact both domestic and international organizations. Focuses on the development and refinement of goals-driven, receiver-centric approach to communication. Considers topics such as managerial communication, negotiations, and cultural change.

COMM 3410**Fundamentals of Mediation and Negotiation****3**

* Prerequisite(s): University Advanced Standing

Teaches students to understand and participate knowledgeably on a basic level in the processes of mediation and negotiation. Emphasizes conceptual knowledge of both processes and improves practical skills and effectiveness as a mediator and negotiator. Uses an interactive-workshop format that blends theory with simulated class role-play.

COMM 3420 (Cross-listed with: BESC 3420) Communication and Conflict**3**

* Prerequisite(s): University Advanced Standing

Studies contemporary theories of conflict and communication. Analyzes the roles of culture, gender, personal, and organizational ethics in conflicts and disputes. Covers the nature of conflict and teaches methods of negotiation, mediation, and conflict resolution with an emphasis on collaborative problem-solving. Canvas Course Mats \$45/McGraw applies.

COMM 350R**Special Topics in Communication****3**

* Prerequisite(s): University Advanced Standing

Presents selected topics in communication that will vary from semester to semester. May be repeated with different topics for a total of 9 credits toward graduation.

COMM 3510**Visual Communication Theory****3**

* Prerequisite(s): University Advanced Standing

Explores the physio-psychological bases of perception, cognition, semiotics, aesthetics, and history that lead to realization of visual messages within the context of communication. Discusses the ethical dimensions of visual image-making and critiques contemporary visual images across all mass media.

COMM 3520**Public Relations and Strategic Communication Case Studies****3**

* Prerequisite(s): COMM 2300 and COMM 3020 and University Advanced Standing

Examines public relations and strategic planning process through the analysis of case studies. Addresses strategic communication planning issues in media relations, crisis communications, ethics, creative planning, research, and evaluation, using real-world situations and clients. Software fee of \$45 applies.

COMM 3530**Public Relations and Strategic Communication Writing****3**

* Prerequisite(s): University Advanced Standing

Develops skills in persuasive writing for institutional or individual clients. Provides a hands-on experience in applying public relations and strategic communication writing tools for corporate, non-profit, government, and/or integrated communication organizations. Covers writing for the media, designing and writing corporate literature, and working with the public on behalf of a business, organization, and/or individual as it relates to public relations and strategic communication. Lab access fee of \$20 applies. Software fee of \$45 applies.

COMM 3540**Sports Public Relations****3**

* Prerequisite(s): University Advanced Standing

Examines the history of sports communication for public relations. Spotlights sports communication key influencers. Highlights the skills necessary to effectively communicate in a changing sports marketplace. Exposes students to how public relations, social networking, corporate involvement, and mass media continue to shape a dynamic field that remains a top choice for creative communication professionals across the globe. Incorporates students' sports-writing skills as they learn the execution of sports digital media plans, media conferences, and media availability.

Course Descriptions

COMM 3560

Public Relations Event and Media Coordination

3

* Prerequisite(s): University Advanced Standing.

Examines the process of event coordination as it relates to public relations and media management. Reviews the history of festivals and events. Provides an understanding of the concepts of project coordination, strategic planning, and strategic vision within event coordination. Explores media management within event coordination for events that include award shows, film festivals, government press conferences, sporting events, fundraisers, promotional events, and more. Explores public-relations careers within event coordination and helps students create, develop, manage, execute, and evaluate an event from a public-relations approach. Software fee of \$45 applies.

COMM 3570

Crisis Communication

3

* Prerequisite(s): University Advanced Standing

Provides a broad theoretical and practical understanding of crisis communication and risk assessment. Examines recent cases to determine what constitutes a crisis. Examines causes of organizational crises, how to avoid these crises, and what to do when a crisis hits. Evaluates communicative channels and messages, including new media, and develops strategies to prepare and manage a crisis situation.

COMM 3580

Fashion Public Relations and Strategic Communication

3

* Prerequisite(s): University Advanced Standing

Provides students with an understanding of professional public relations practices for the fashion industry. Explores strategies for creating and executing publicity campaigns for unique areas of fashion print design, haute couture, shows, labels and designers, merchandising, influencers, and the role of social media in fashion. Includes the application of a two-way symmetrical model approach as part of Grunig and Hunt's four models of public relations theory. Includes lecture, reading assignments, guest speakers in the fashion industry and possible field trips to course events.

COMM 362G

International Communication

3

* Prerequisite(s): COMM 3020, COMM 3050, and University Advanced Standing

Introduces theories of international communication. Covers different systems of the press in different countries. Analyzes specific case studies in international media.

COMM 3660

Investigative Reporting

3

* Prerequisite(s): University Advanced Standing

Explores news and information in a democratic framework. Develops interview techniques, public record use, fact-checking, and electronic data access in relation to complex social issues.

COMM 3680

Advertising Media Planning

3

* Prerequisite(s): University Advanced Standing

Teaches the process of media planning. Covers procedures, issues, and methods of evaluation. Takes a problem-solving approach, oriented to targeting particular audiences in appropriate ways.

COMM 3690

Creative Strategy in Communication Campaigns

3

* Prerequisite(s): University Advanced Standing

Prepares students for careers in public relations, journalism, and communication by exploring the role of research, copywriting, design, and media structures in developing persuasive messages. Emphasizes execution of creative strategies that are appealing to the intended audience, consistent with communication objectives, and formatted correctly for the media in which they are implemented.

COMM 3700

Free Expression in a Democratic Society

3

* Prerequisite(s): University Advanced Standing

Examines the role of the free speech and free press clauses of the First Amendment of the U.S. Constitution from legal, ethical, political, and pragmatic perspectives. Covers basic rules governing the media (advertisers, newspapers, public relations specialists, and electronic media) and individuals. Includes analysis of court decisions, executive orders, administrative rules, and legislation intended to limit or regulate speech and examples of people/organizations who have challenged these rules.

COMM 3780

Mormons Media and Culture

3

* Prerequisite(s): University Advanced Standing

Examines the intersection of media, popular culture, and Mormonism. Analyzes the social construction of Mormonism through representations in the media, official and unofficial LDS discourse, folklore, material culture, and history. Discusses cultural theories of race, gender, orientalism, and tribalism.

COMM 3790

Case Studies in Journalism

3

* Prerequisite(s): University Advanced Standing

Examines historically significant examples of the press in action from historical, ethical, and critical perspectives. Lab access fee of \$20 applies.

COMM 401G

Communication Education

3

* Prerequisite(s): University Advanced Standing

Discusses the various principles and objectives related to communication education and instructional communication. Offers experience in the role of speech lab mentor.

COMM 4110

Interpersonal Communication Theory and Research

3

* Prerequisite(s): University Advanced Standing

Surveys current interpersonal research. Explores the interrelated nature of theory and research. Provides the foundational knowledge required to critically assess current research in the field. Creates an opportunity to systematically explore a personal area of interest within the area of interpersonal communication.

COMM 4115

Advanced Health Communication

3

* Prerequisite(s): University Advanced Standing

Examines how persuasion, interpersonal, and organizational theories impact patient-provider communication. Examines the role of technology in healthcare contexts. Examines the impact of the mass media in health sense-making and decision-making.

COMM 4120

Group Communication

3

* Prerequisite(s): University Advanced Standing

Extends understanding of group operation and experience through current theory and research studies. Provides experiential activity of working in class groups. Enables students to study groups in their social environments, investigate real-world group policy, and discover the benefits of viewing groups as having stable yet permeable boundaries.

**COMM 4125
Applied Survey Research**

3
* Prerequisite(s): University Advanced Standing

Provides the students with knowledge and skills for conducting applied survey research. Focuses on how to search for previous research, formulation of research questions and hypotheses, primary communication survey research methods and their uses, descriptive and inferential statistical analyses of data, interpretation of statistical findings, and the development of a group-based research paper. Develops students' ability to both consume and produce research.

**COMM 4170
Contemporary Issues in Organizational Communication**

3
* Prerequisite(s): University Advanced Standing

Provides an introduction, overview, and in-depth look at the role of communication in contemporary organizations. Demonstrates the importance and challenges of communication within organizations. Emphasizes the interdependence of internal and external forms of organizational communication.

**COMM 4180
Communication and Social Behavior**

3
* Prerequisite(s): University Advanced Standing

Examines the complex relationship between human communication and the social worlds in which we live. Looks at ways behavior in roles, institutions, and culture are socially constructed through language. Examines discourses and their roles in constructing social phenomena, with an emphasis on the relationships between discourse and power.

**COMM 4190
Family Communication**

3
* Prerequisite(s): University Advanced Standing

Evaluates communication concepts and research specific to the distinct field of inquiry known as Family Communication. Reviews family communication concepts such as privacy, conflict, intimacy, difficult conversations, family storytelling, and family communication patterns. Includes quantitative and qualitative research methods.

**COMM 4250
Communication and Leadership**

3
* Prerequisite(s): University Advanced Standing

Encourages students to critically analyze leadership in terms of interpersonal effectiveness and professionalism from both a theoretical and practical perspective. Examines power and influence in leadership-related group and team communication. Advances oral and written communication, interpersonal communication, and emotional intelligence in crisis scenarios.

**COMM 431R
Communication Executive Lecture Series**

1
* Prerequisite(s): University Advanced Standing

Presents lectures by guest speakers emphasizing current public relations and communication topics concerning the student, community, nation, etc. Exposes students to varying topics and industry experts each semester. May be repeated for a maximum of 2 credits toward graduation.

**COMM 4500
Media and Politics**

3
* Prerequisite(s): University Advanced Standing

Examines theories and research of media and politics. Analyzes the intersection between traditional and emerging media platforms and current issues in political campaigns, attitudes towards politics, and democratic participation.

**COMM 4630
Wolverine Student Public Relations and Strategic Communication Firm**

3
* Prerequisite(s): University Advanced Standing

Provides industry experience in a public relations firm setting working in corporate and nonprofit sectors. Applies writing, media relations, event planning, branding, copy editing, content creation, and social media management for real-world organizations consistent with accepted public relations practices. Teaches market and consumer research and provides regular contact with clients. Prepares students to create and implement public relations campaigns, including evaluations for client work. Software fee of \$45 applies.

**COMM 479R
Journalism Workshop**

3
* Prerequisite(s): University Advanced Standing

Provides student newspaper staff experience in writing, editing, and publishing. Allows students to work on the student newspaper and complete specific learning objectives related to print production, such as news and feature writing, columns, and editorials. Focuses on layout, production, photography, advertising, and sales in a real-world newspaper environment. May be repeated for a maximum of 6 credits toward graduation. May be graded credit/no credit. Lab access fee of \$20 applies.

**COMM 481R
Internship**

3 or 6
* Prerequisite(s): Instructor Approval and University Advanced Standing

For upper division students working towards a Bachelor of Arts or a Bachelor of Science degree in Applied Communication and/or Public Relations and Strategic Communication. Provides a transition from school to work where academic concepts are applied to actual practice through on-the-job experience commensurate with upper-division classroom instruction. Requires instructor approval. May be repeated for a maximum of 6 credits toward graduation. May be graded credit/no credit.

**COMM 4830
Competitive Case Studies**

3
* Prerequisite(s): Instructor Approval and University Advanced Standing

Teaches competitive case studies with a public relations emphasis. Focuses on development, research, execution, and evaluation of strategic communication planning for a client. Prepares students to compete in regional or national competitions. Software fee of \$45 applies.

**COMM 4850
Public Relations and Strategic Communication Campaigns**

3
* Prerequisite(s): COMM 2300, COMM 3520, and University Advanced Standing

Applies PR skills, case studies, and writing analysis to create strategic public relations campaigns for a number of clients. Requires students to generate a portfolio of work for clients. Software fee of \$45 applies.

**COMM 4930
Communication Capstone**

3
* Prerequisite(s): COMM 1050, COMM 319G, and University Advanced Standing

Discusses the integration of various principles and objectives covered across the communication curriculum. Includes major thesis or project designed to reflect students' career goals.

Course Descriptions

COMM 497R

Independent Study

1 to 3

* Prerequisite(s): Departmental approval and University Advanced Standing

For advanced, qualified students who wish to undertake a well-defined project or directed study related to an area of special interest. Requires individual initiative and responsibility. Includes limited formal instruction and faculty supervision. Includes projects such as writing a publishable paper, creating a portfolio of published news articles, producing an annotated bibliography, oral or multimedia presentation, or other advanced options as approved by the instructor. May be taken for a maximum of 9 credit hours toward graduation.