Courses in Communication
Note: Please notice prerequisites; also, not every class is offered every semester

General Foundation Courses

A COM 100 Human Communication: Language and Social Action (3)
Introduction to human communication in terms of an examination of the communication needs, processes, and results that typically occur in different social settings.

A COM 203 Speech Composition and Presentation (3)
Introduction to the composition and presentation of speeches. Course includes guided practice in topic development, organization, and the oral presentation of various kinds of speeches.

A COM 212 Argumentation and Debate (3)
Study of and practice in the methods of argument. Special emphasis upon skills needed in oral argumentation. May not be offered in 2013-2014.

A COM 238 Introduction to Mass Communication (3)
Survey of electronic and print media with emphasis on structural analysis, content analysis, and research.

A COM 265X Introduction to Communication Theory (3)
Approaches to the study of human communication. Consideration of major research findings, methods and conceptualizations in such areas as persuasion, interpersonal communication, group communication, organizational communication, and mass communication. For rhetoric and communication majors completing their major requirements as outlined in this bulletin or subsequent editions, A COM 265X is restricted to A–E grading after matriculation at Albany. Prerequisite(s): A COM 100.

Courses in Public and Mass Communication

A COM 345/345Z Argumentative Methods (3)
Composition and criticism of argumentative discourse stressing the nature of issue, proposition, evidence, and form. Theory of rhetorical and scientific argument is also included. Only one version of A COM 345 may be taken for credit. Prerequisite(s): A COM 265 or permission of instructor.

A COM 355/355Z Introduction to Rhetorical Theory (3)
The writings of major theorists, from Aristotle to figures of the 20th century. Only one version of A COM 355 may be taken for credit. Prerequisite(s): A COM 265 and junior or senior standing, or permission of instructor.

A COM 370 Theories of Mass Media (3)
The theories, research methods, and empirical research findings related to the effects of mass communication on individuals and society. Prerequisite(s): A COM 238 and 265, or permission of instructor.

A COM 372 Persuasion in Media (3)
The purpose of this course is to challenge traditional assumptions about persuasion with the everyday practice of persuasion in our mediated world, and vice versa. At the end of the course the student should have acquired an understanding of effective techniques of persuasion and propaganda, an appreciation for how these are applied in practices such as advertising and public relations campaigns, and an appreciation of the problems of persuasion that challenge contemporary corporations. Prerequisite(s): A COM 265 and junior or senior standing, or permission of instructor.
A COM 374 Radio and the Public Imagination (3)
Radio is an essential component in understanding the shape and texture of contemporary American culture and identity. This course explores the medium of radio, its history and its influence in shaping the ways Americans have imagined themselves through the 20th century and into the 21st century. The course also explores listening and the distinctiveness of radio as a medium of mass communication; the role of radio in creating belief in national identity; the creation of radio audiences; the emergence of broadcast journalism; sports and talk radio as cultural practices; the music industry, commercialism, and corporate influence in radio; and, finally, the persistence of radio despite the emergence of TV and computers. Prerequisite(s): A COM 265 and junior or senior standing, or permission of instructor.

A COM 375 Computer-Mediated Communication (3)
Possibly the most important technological innovation of the latter half of the 20th century, computer-mediated communication is revolutionizing interaction in the global village. This course explores how social life is accomplished in a variety of Internet CMC systems, including threaded email forums, instant messaging, chat rooms, videoconferencing, and World Wide Web pages. Prerequisite(s): A COM 265 or permission of instructor.

A COM 376/376Z Empirical Studies of Persuasion (3)
Empirical approaches to attitude and behavior change brought about by communication. Only one version of A COM 376 may be taken for credit. Prerequisite(s): A COM 265 or permission of instructor.

A COM 378/378Z Studies in Public Persuasion (3)
Application of the student’s critical skills to the rhetoric of a particular public figure or movement; or to the rhetorical practice of a particular historical period or genre of public persuasion, such as television advertising, propaganda in mass movements, American campaign rhetoric. May be repeated for a total of 15 credits when content varies. Prerequisite(s): A COM 265 and junior or senior standing, or permission of instructor.

A COM 379 Rhetoric and Social Movements (3)
Social movements are unique because, lacking other financial and political resources, they must rely upon rhetoric and persuasion. This course surveys the major approaches for studying the rhetoric of social movements and uses a case study approach to identify, describe, and evaluate the rhetoric of current social movements. Prerequisite(s): A COM 265 and junior or senior standing, or permission of instructor.

A COM 380 Political Campaign Communication (3)
This course examines from both a theoretical and a practical standpoint the planning, execution, and evaluation of campaign communication strategies. It focuses mainly on modern presidential campaigns—the organization, the candidate, the audience, and the media. Forms examined include speeches, debates, television commercials, polling, news stories, and interpersonal contact. This course often has a co-requirement of A COM 297 for 1 credit. Prerequisite(s): A COM 265 and junior or senior standing, or permission of instructor.

A COM 382 Introduction to Political Communication (3)
Course introduces students to fundamental areas of political communication, including campaigns, elected officials, the news media, popular culture, and citizen involvement in the political process. Prerequisite(s): A COM 265 or permission of instructor.

A COM 384 Children, Youth, and Media (3)
This course will examine the uses and effects of media content consumed by children and adolescents. Audience attention to several message domains will be examined, including television programs, movies, music, electronic games, advertising, and the Internet. Economic, political, and cultural influences on the production of child/youth media content also will be considered. Areas investigated will include governmental regulation of children’s media, message design features of educational media content, and the commercialization of youth culture. Prerequisite(s): A COM 265 and junior or senior standing, or permission of instructor.

A COM 386/386Z Persuasion and Film (3)
This course will examine cinema as a vehicle of persuasion. Cinematic themes will be analyzed for their manifest
and latent advocacy of various positions and points of view. A variety of films will be critically evaluated, including those that raise issues about race, gender, power, and politics. Contemporary thinking about persuasive message design will be drawn upon to investigate the cinematic presentation of these and other issues. Only one version of A COM 386 may be taken for credit. Prerequisite(s): A COM 265 and junior or senior standing, or permission of instructor.

A COM 420 Communication and Social Protest (3)
This course provides students with an understanding of the communication strategies and challenges in social protest. By the end of the course, students should understand different goals and forms of activism, communication challenges for each, and issues regarding mainstream and alternative media. Students will also become familiar with specific social movements, and their various communication strategies. Prerequisite(s): A COM 265, and junior or senior standing.

A COM 430/430Z Communication on the Internet (3)
Course applies principles of persuasion to understanding communication on the World Wide Web. Students create a website using an HTML editor to advance an argument, and use persuasion theory to determine quality and credibility of information found online. Only one version of A COM 430 may be taken for credit. Prerequisite(s): A COM 265 and junior or senior standing, or permission of instructor.

A COM 465 Studies in Communication Theory (3)
Study of a selected topic in communication theory; e.g., nonverbal communication, consistency theory, or mass communication. May be repeated for a total of 15 credits when content varies. Prerequisite(s): A COM 265, and junior or senior standing.

A COM 470 Methods of Communication Research (3)
Intermediate-level study of research strategies, design of experiments, and field methods in human communication. Prerequisite(s): A COM 100 and A COM 265, or permission of instructor. Statistics course recommended.

Courses in Interpersonal Interaction/Cultural Practices

A COM 201 Interpersonal Communication (3)
Introduction to those aspects of communication which typify interpersonal relationships. Included are experientially acquired insights into, and theoretical considerations of, interpersonal communication.

A COM 340 Health Communication (3)
Students explore the role of communication in the delivery and receipt of health care, especially with respect to physician-patient encounters, organizations in the health care system, and the design and execution of health care campaigns. Prerequisite(s): A COM 265 or permission of instructor.

A COM 367 Theories of Interpersonal Communication (3)
The theories, research methods, and representative research findings related to experimental and observational studies of interpersonal communication. Prerequisite(s): A COM 201 and 265, or permission of instructor.

A COM 371 Theories of Intercultural Communication (3)
Communication between people from different cultures and/or subcultures, including racial and ethnic groups. Focus is upon appropriate theories, concepts, research findings, and practice in intercultural settings. Prerequisite(s): A COM 265, or permission of instructor.

A COM 373 Communication Codes (3-6)
The patterns of communication behavior in everyday life. Emphasizes both language and non-language behavior, and the various social contexts in which interaction occurs. Topics include social and cultural rules for structuring...
messages and the basis for interpreting behaviors. Course includes major components in both theory and research on this topic, including a research paper. Course will be scheduled intensively during the semester to reflect the number of credits to be earned. Prerequisite(s): A COM 265 and junior or senior standing, or permission of instructor. May not be offered in 2013-2014.

A COM 465 Studies in Communication Theory (3)
Study of a selected topic in communication theory; e.g., nonverbal communication, consistency theory, or mass communication. May be repeated for a total of 15 credits when content varies. Prerequisite(s): A COM 265, and junior or senior standing.

Courses in Organizational Communication

A COM 204 Group Communication (3)
The theory and practice of small group interaction. Examination of both group dynamics and cognitive processes, as they relate to group deliberation.

T COM 250Z Communication in Organizational Life (3)
This course examines how individuals negotiate their relationships with organizations primarily as employees of organizations, but also as consumers of services offered by organizations. In the context of internal stakeholders, or employees of organizations, the course addresses topics such as organizational assimilation, identification, resistance, and the management of work and personal-life interrelationships, including the impact of new information and communication technologies. We will consider employing organizations as sources of identity, sites for entertainment and socializing, sites for enacting spirituality (broadly defined) and religion, sources of social relationships and support, and substitutes for different aspects of family (e.g., mentor-parents; co-worker spouses). Relationships of external stakeholders to organizations are also considered, focusing on consumers of health care services. Only one of T COM 250Z and A COM 412/412Z can be taken for credit. May not be taken by students with credit for topics courses, “The Individual and the Organization” and “Interacting with Organizations.” Open to Honors College students only.

A COM 298/298Z Studies in Communication Practice (1–3)
Application of theory and research to the development of problem solving and other communication skills. May be repeated for a total of 15 credits when content varies.

A COM 304 Conference and Group Leadership (3)
Advanced study of small group deliberation, with special emphasis upon theories of group leadership as they apply in business and professional group communication settings. Prerequisite(s): A COM 204 and A COM 265, or permission of instructor. May not be offered in 2013-2014.

A COM 369 Theories of Organizational Communication (3)
Theoretical models and empirical studies of communication within complex organizations. In-depth case study of one or more organizations. Prerequisite(s): A COM 265, or permission of instructor.

A COM 388 Communication and Global Organizations (3)
Through a series of readings, case studies, and video programs, students in this class investigate what globalization is and how it is transforming organizations across the world. The course is designed to enable students to understand why and how communication is a critical process through which these transformations are taking place. Students will explore, for example, how new communication technologies have led to the emergence of network, virtual, and web organizations, and what the implications of these developments are for both organizations and the individuals that are part of them (e.g., as employees, clients). Moreover, this course aims to highlight those unique and often unexpected ways, in which the processes of globalization, communication, and organization intersect and affect our lives today. Prerequisite(s): A COM 265 and junior or senior standing, or permission of instructor.
A COM 389 Ethnic Media: Producers, Consumers, and Societies (3)
This course explores how media produced by ethnic communities, for ethnic communities affect ongoing negotiations of identity, perceived lines of division between ‘us’ and ‘others,’ and how the production and consumption of ethnic media affects the character of the larger media and societal landscapes. Historical, policy, cultural, organizational, professional, social relations, community, migration, and globalization dimensions of the study of ethnic media will be addressed through readings, individual and group projects, as well as case studies from the U.S., Europe, Australia, and beyond. Prerequisite(s): A COM 265 and junior or senior class standing, or permission of instructor.

A COM 410/410Y Organization Image Building (3)
Students will learn the fundamentals of integrated communication strategies and how they can be applied effectively to present and advance business, organizations, products, and issues. Topics covered include the basics of communication theory; the importance of clearly evaluating and defining organization objectives as the foundation of communication planning activities; how branding decisions affect a communication campaign, etc. Only one version of A COM 410 may be taken for credit. Prerequisite(s): A COM 265, and junior or senior standing.

A COM 412/412Z Communication, Work and Organization Life (3)
This course examines how individuals negotiate their relationships with organizations – primarily as employees of organizations, but also as consumers of services offered by organizations. Topics include organizational controls, employee identification and resistance, and the management of work and personal-life interrelationships, including the impact of new information and communication technologies. Organizations are considered as sources of identity, sites for entertainment and socializing, sites for enacting spirituality and religion, sources of social relationships and support, and substitutes for different aspects of family (e.g., mentor-parents; co-worker spouses). Only one of T COM 250Z and A COM 412/412Z can be taken for credit. May not be taken by students with credit for topics courses, “The Individual and the Organization” and “Interacting with Organizations.” Prerequisite(s): A COM 265 or permission of instructor.

A COM 415 Persuasion and Public Relations (3)
This course combines the study of theories of persuasive communication with the practice of persuasive communication campaign. Through readings, lectures, and classroom activities, students will become acquainted with the nature of persuasion, and then apply the concepts in practical exercises. The goals are to develop an understanding of the nature of persuasion, theoretical approaches to influence, managing campaigns, measurement and research design in persuasion, free and paid communication modalities, and using mass media in public relations campaigns. Prerequisite(s): A COM 265, and junior or senior standing.

A COM 465 Studies in Communication Theory (3)
Study of a selected topic in communication theory; e.g., nonverbal communication, consistency theory, or mass communication. May be repeated for a total of 15 credits when content varies. Prerequisite(s): A COM 265, and junior or senior standing.

Courses in Applied Studies

A COM 297 Research Practicum (1–3)
Supervised participation in established research projects. Course may be repeated for a total of 6 credits, but only a maximum of 3 credits may be applied toward major requirements. Prerequisite(s): permission of instructor. S/U graded.

A COM 390 Internship in Communication (1–3)
Supervised participation in rhetorical or communicative practices. May be repeated for a total of 3 credits. This course is meant to provide practical experience and cannot be counted among the 12 additional credits in “A COM” courses at the 300 level required for majors. Open only to majors and minors in their junior or senior years.
with cumulative averages of at least 2.50. Prerequisite(s): A COM 265, and permission of undergraduate director. S/U graded.

**A COM 392 Internship in Operational and Applied Communication Theory (9)**
Supervised field placement in an approved setting. Cumulative average of at least 2.50 required. (Open only to rhetoric and communication majors and minors, except with permission of instructor.) Student attends a weekly seminar (A COM 393) and prepares a major project and weekly reports in conjunction with that seminar. Does not satisfy major or minor requirements. Internships are open only to qualified juniors and seniors who have an overall grade point average of 2.50 or higher. Corequisite(s): A COM 393, and permission of instructor. S/U graded.

**A COM 393Z Seminar in Operational and Applied Communication Theory (6)**
Advanced applications of rhetoric and communication theory. Participants will complete a major project describing in detail each segment of their work. Each participant will also complete five ten-page analytical papers in addition to a series of weekly seminar papers. (Open only to rhetoric and communication majors and minors, except with permission of instructor.) Yields credit toward rhetoric and communication major or minor. Corequisite(s): A COM 392, and permission of instructor.

**A COM 397 Independent Study and Research in Communication (1–3)**
Directed reading and conferences on selected topics. May be repeated for a total of 6 credits. Prerequisite(s): A COM 265, and permission of instructor and department chair.

**A COM 399Y Oral Discourse and Civic Culture (1)**
In this course, students learn to develop oral communication skills needed to participate more effectively in civic culture, including political, organizational, and community contexts. Students practice a variety of discourse skills, which may include group discussion, public speaking, questioning and responding, persuasion, and debate. Students also respond to the contributions that others make as well as reflect on the criteria for evaluating the effectiveness of discourse practices. May not be offered in 2013-2014.

**A COM 499 Senior Honors Project (3–6)**
Design and implementation of an investigation of some clearly defined problem in rhetoric and communication, under faculty supervision. Students may repeat this course once, for a maximum of 6 credits, for those projects requiring two consecutive semesters of study. Prerequisite(s): admission to the honors program in communication; enrollment by permission of the director of undergraduate studies.