### Com 100  Human Communication: Language, Codes & Social Action  
1707  TTH  11:45AM-1:05PM  LC 7  
Bill Husson  
Introduction to human communication in terms of an examination of the communication needs, processes, and results that typically occur in different social settings.

### Com 201  Interpersonal Communication  
7227  T  4:15-7:05PM  AS 014  Tim Stephen  
Introduction to those aspects of communication which typify interpersonal relationships. Included are experientially acquired insights into, and theoretical considerations of, interpersonal communication.

### Com 203Y  Speech Composition and Presentation  
1708  MWF  11:30AM-12:25PM  AS 015  Alana Elia  
7554  MWF  9:20-10:15AM  AS 015  Alana Elia  
7555  MWF  12:35-1:30PM  AS 015  Yunmi Lee  
7556  TTh  4:15-5:35PM  ES 245  Emilie Gould  
7557  TTh  11:45AM-1:05PM  AS 015  Teresa Harrison  
7558  TTh  5:45-7:05PM  AS 015  Virginia Yonkers  
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.

### Com 212Y  Argumentation and Debate  
8463  TTh  1:15-2:35PM  AS 015  Brea Barthel  
Study of and practice in the methods of argument. Special emphasis upon skills needed in oral argumentation.

### Com 238  Introduction to Mass Communication  
9791  W  4:15-7:05PM  BA 212  Mark LaVigne  
Survey of electronic and print media with emphasis on structural analysis, content analysis, and research.

### Com 265X  Introduction to Communication Theory  
1709  TTh  2:45-4:05PM  LC 23  B.J. Fehr  
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. *Prerequisite(s): A COM 100.*

### Com 297  Research Practicum  
1710  ARR  ARR  Michael Barberich

### Com 340  Health Communication  
7228  MW  2:45-4:05PM  HU 127  Yunmi Lee  
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.*

### Com 370  Theories of Mass Media  
7108  MW  4:15-5:35PM  HU 137  Hyerim Jo  
10083  MW  5:45-7:05PM  HU 123  Hyerim Jo  
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.*

### Com 371  Theories of Intercultural Communication  
5409  TTh  11:45AM-1:05PM  BA 130  BJ Fehr  
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*
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<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Instructor</th>
<th>Days &amp; Time</th>
<th>Location</th>
<th>Prerequisites</th>
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<tbody>
<tr>
<td>Com 372</td>
<td>Persuasion in Media</td>
<td>Michael Barberich</td>
<td>TTh 8:45-10:05AM</td>
<td>HU 137</td>
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<td>9290 MWF 12:35-1:30PM</td>
<td>HU 133</td>
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<td>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. <strong>Prerequisite(s):</strong> A COM 265 and junior or senior standing, or permission of instructor.</td>
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<td>Com 374</td>
<td>Radio and the Public Imagination</td>
<td>Michael Barberich</td>
<td>TTh 10:15-11:35PM</td>
<td>HU 133</td>
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<td>5603 MWF 12:35-1:30PM</td>
<td>HU 133</td>
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<td>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. <strong>Prerequisite(s):</strong> A COM 265 and junior or senior standing, or permission of instructor.</td>
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<td>Com 375</td>
<td>Computer-Mediated Communication</td>
<td>Alan Zemel</td>
<td>W 2:45-5:35PM</td>
<td>SL G12</td>
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<td>9792 Th 2:45-5:35PM</td>
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<td>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. <strong>Prerequisite(s):</strong> A COM 265 or permission of instructor.</td>
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<td>Com 376</td>
<td>Empirical Studies of Persuasion</td>
<td>Alyssa Morey</td>
<td>TTh 1:15-2:35PM</td>
<td>HU 128</td>
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<td>8033 MWF 1:15-2:35PM</td>
<td>HU 128</td>
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<td>Empirical approaches to attitude and behavior change brought about by communication. Only one version of A COM 376 may be taken for credit. <strong>Prerequisite(s):</strong> A COM 265 or permission of instructor.</td>
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<td>Com 378</td>
<td>Marketing Communication and Media Campaigns (new)</td>
<td>Soyoen Cho</td>
<td>M 2:45-5:35PM</td>
<td>HU 124</td>
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<td>10337 M 2:45-5:35PM</td>
<td>HU 124</td>
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<td>The overall objective of the course is to design, construct, and present a campaign plan for a business or organization. To accomplish this, this course provides overview and application of marketing communication and campaign principles and strategies. Students will learn creating campaign objectives, performing a situation analysis, creating a target audience profile, and developing an integrated media plan that combines traditional and interactive media. <strong>Prerequisites:</strong> COM 265 and junior or senior standing.</td>
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<td>Com 378</td>
<td>Non-verbal Communication</td>
<td>Emilie Gould</td>
<td>TTh 11:45-1:05PM</td>
<td>HU 129</td>
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<td>8465 M 11:45-1:05PM</td>
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<td>This course will explore some of the core concepts of nonverbal communication, and theories about the function that nonverbal communication plays in interpersonal and intercultural communication. We will look at “body language” plus the role of space (proxemics) and time (chronemics). The goal is to improve your ability to encode and decode appropriate nonverbal messages and to recognize the wide variety of nonverbal information that we encounter every day. You WILL NOT be able to receive credit for both COM 378 and COM 378Z, since COM 378Z is a writing-intensive version of COM 378. <strong>Prerequisites:</strong> COM 265 and junior or senior standing.</td>
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<td>Com 378</td>
<td>Communication and Technology in Organizations</td>
<td>Nicolas Bencheri</td>
<td>Th 2:45-5:35PM</td>
<td>HU 124</td>
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<td>8467 Th 2:45-5:35PM</td>
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<td>Review of alternative perspectives on technology, communication and work. Analysis of the introduction of technology in organizations and of its impact on daily collaboration and interaction practices. Consideration of the way members negotiate and make sense of technology in organizations and in collaborative work. <strong>Prerequisites:</strong> COM 265 and junior or senior standing.</td>
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Com 378  Corporate Communication and Rhetorical Advocacy
8552  TTh  1:45-2:35PM  HU 020  Michael Barberich
As one of the most prominent rhetorical agents in contemporary society, the corporation not only communicates about its products and services, it also contributes to public discourse, influencing political arrangements and policy decisions. This course focuses on the corporation as a rhetorical advocate for its interests in political, economic and social forums. Using case study examples, the course will explore the role of advocacy in corporate communication, the development of rhetorical advocacy in corporate communication, the forms of rhetorical advocacy used in corporate communication, and an assessment of corporate advocacy in public discourse. Prerequisite(s): A COM 265 or permission of instructor.

Com 378Z  Practicum in Organizational Communication (new)
8466  M  2:45-5:35PM  BA 222  Emilie Gould
This practicum is designed to give you a hands-on experience in writing hardcopy and web content for a client. Over the course of the term, we will: discuss the needs of client and audience in the writing process; identify appropriate communication strategies to project a strong organizational identity to diverse stakeholders; focus on documentation and interview techniques; develop factual news briefs, blog entries, and twitter feeds for the web and a magazine article through an iterative writing process; strengthen editing skills; learn about the publication process for online and print media. By the end of the term, you should have a small portfolio of web content and articles to demonstrate your organizational communication skills. Prerequisite(s): A COM 265 and junior or senior standing, or permission of instructor.

Com 378Z  Social Media: Theory & Practice (new)
9795  Online  Online  Lauren Bryant
This course introduces students to the theory and practice of social media in an online learning context. The course includes communication theory, readings on social media and the practical application of social media skills to better understand the relationship between society and social media platforms. Students will have the opportunity to use different social media technologies to design, execute and promote user-generated communication campaigns in virtual communities and networks. Prerequisite(s): A COM 265 and junior or senior standing, or permission of instructor.

Com 378Z  Professional Communication Practicum (new)
9796  TTh  4:15-5:35PM  HU 020  Brea Barthel
This course will provide students with supervised experience in applying theories of organizational communication, editing, rhetoric, and graphic design to “real-world” challenges. Students will become familiar with a variety of standard communication genres, and develop materials appropriate for a job-hunting portfolio. Team-based projects may include developing print and/or online materials for local non-profit organizations. No previous experience in design is needed; some background in MS Word and/or design software will be helpful. This course is appropriate for any communication major/minor, but may be of special interest to students pursuing a career in marketing, public relations, nonprofit administration, or political communication. Prerequisite(s): A COM 265 and junior or senior standing, or permission of instructor.

Com 386  Persuasion and Film
9798  W  2:45-5:35PM  HU 124  Bill Husson
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.

Com 390  Internship in Communication (part-time)
1712  By arrangement only  Bill Husson

Com 392  Internship in Communication (full-time)
1713  By arrangement only  Bill Husson

Com 393Z  Seminar for COM 392 Internship in Communication
1714  T  4:15-5:15PM  FA 114  Bill Husson

Com 393Z  Seminar for COM 392 (Legislative Gazette Interns Only)
4594  ARR  ARR  ARR  Alan Chartock
Note: students must register for both COM 392 and COM 393Z to earn 15 credits for the full-time internship

Com 397  Independent Study in Communication
By arrangement only
Com 410    Organization Image Building
10278    M    5:45-8:35PM    BA 212    Stephen Madarasz
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. Prerequisite(s): A COM 265 and junior or senior class standing, or permission of instructor.

Com 415    Persuasion and Public Relations
8469    MWF    10:25-11:30am    HU 132    Amy Williams
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.

Com 465    Undergraduate Teaching Practicum
4385    By arrangement only    Michael Barberich
Students work with an instructor to assist in teaching a communication course they have already taken with that instructor or in which they otherwise have background or experience. Possible activities may include serving as course mentors or tutors, assisting with course exercises, planning presentations for class, supervised grading, and/or other projects to be negotiated. Prerequisite: Membership in Lambda Pi Eta, or the Department Honors Program, or Permission of Instructor.

Com 499    Senior Honors Project
By arrangement only for students who have been admitted to the COM Honors Program