# Fall 2017 COMMUNICATION
## Schedule & Course Descriptions (Updated: 8-1-2017)

**Foundation courses (these courses are open to COM-INT students)**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Days</th>
<th>Time</th>
<th>Location</th>
<th>Instructor</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACOM 100</td>
<td>Human Communication: Language, Codes &amp; Social Action</td>
<td>TTh</td>
<td>11:45-1:05pm</td>
<td>LC 7</td>
<td>William Husson</td>
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<tr>
<td></td>
<td>Introduction to human communication in terms of an examination of the communication needs, processes, and results that typically occur in different social settings.</td>
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<tr>
<td>ACOM 203Y</td>
<td>Speech Composition and Presentation</td>
<td>MWF</td>
<td>10:25-11:20am</td>
<td>PC 263</td>
<td>Bryanna Hebenstreit</td>
</tr>
<tr>
<td>1624</td>
<td></td>
<td>6597</td>
<td>9:20-10:15am</td>
<td>AS 015</td>
<td>Yunmi Lee</td>
</tr>
<tr>
<td>6598</td>
<td></td>
<td>6599</td>
<td>10:25-11:20am</td>
<td>AS 015</td>
<td>Shirley Jin</td>
</tr>
<tr>
<td>6600</td>
<td></td>
<td>8329</td>
<td>10:15-11:35am</td>
<td>AS 015</td>
<td>Xin Zhou</td>
</tr>
<tr>
<td>8659</td>
<td></td>
<td>9902</td>
<td>11:45am-1:05pm</td>
<td>ED 021</td>
<td>Lin Lin</td>
</tr>
<tr>
<td>9903</td>
<td></td>
<td>9222</td>
<td>9:20-10:15am</td>
<td>LC 3B</td>
<td>David Mamorella</td>
</tr>
<tr>
<td></td>
<td>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.</td>
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<tr>
<td>ACOM 212</td>
<td>Argumentation and Debate</td>
<td>MWF</td>
<td>9:20-10:15am</td>
<td>LC 3A</td>
<td>Victoria Barbeisch</td>
</tr>
<tr>
<td>9222</td>
<td>Study of and practice in the methods of argument. Special emphasis upon skills needed in oral argumentation.</td>
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<tr>
<td>ACOM 265X</td>
<td>Introduction to Communication Theory</td>
<td>TTh</td>
<td>1:15-2:35pm</td>
<td>LC 23</td>
<td>Lauren Bryant</td>
</tr>
<tr>
<td>1626</td>
<td>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. <strong>Prerequisite:</strong> ACOM 100.</td>
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**Mass Communication & New Technologies courses**

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<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Days</th>
<th>Time</th>
<th>Location</th>
<th>Instructor</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACOM 238</td>
<td>Introduction to Mass Communication</td>
<td>M</td>
<td>4:15-7:05pm</td>
<td>HU 109</td>
<td>M. Monica Bartoszek</td>
</tr>
<tr>
<td>10486</td>
<td></td>
<td>TTh</td>
<td>11:45am-1:05pm</td>
<td>LC 3B</td>
<td>Jamie Campbell Votraw</td>
</tr>
<tr>
<td>10539</td>
<td></td>
<td>T</td>
<td>4:15-7:05pm</td>
<td>HU 124</td>
<td>Mark LaVigne</td>
</tr>
<tr>
<td></td>
<td>Survey of electronic and print media with emphasis on structural analysis, content analysis, and research with discussion on history/trends in all forms of media/mass communication.</td>
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<tr>
<td>ACOM 370</td>
<td>Theories of Mass Media</td>
<td>TTh</td>
<td>8:45-10:05am</td>
<td>BB B05</td>
<td>Soyoen Cho</td>
</tr>
<tr>
<td>10540</td>
<td>The theories, research methods, and empirical research findings related to the effects of mass communication on individuals and society. <strong>Prerequisite(s):</strong> A COM 238 and 265, or permission of instructor.</td>
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<tr>
<td>ACOM 374</td>
<td>Radio and the Public Imagination</td>
<td>TTh</td>
<td>10:15-11:35pm</td>
<td>CH 151</td>
<td>Michael Barberich</td>
</tr>
<tr>
<td>9024</td>
<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</td>
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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.

ACOM 376 Empirical Studies of Persuasion
9914 TTh 1:15-2:35pm LC 3B Alyssa Morey
Empirical approaches to attitude and behavior change brought about by communication. Only one version of ACOM 376 may be taken for credit. Prerequisite(s): ACOM 265 or permission of instructor. (Also listed under Political Communication).

ACOM 378 Social Media: Theory and Practice
8643 Online Online Online Lauren Bryant
10532 Online Online Online Yumeng Luo
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): ACOM 265 and junior or senior standing, or permission of instructor. (Also listed under Applied Communication).

ACOM 378 Digital & Social Media in Strategic Communication
9050 TTh 2:45-4:05pm AS 013 Masahiro Yamamoto
The course addresses such topics as search engine optimization, social media publishing, audience research, online press releases, email marketing, Web analytics, online advertising, and video production. Students will write blog posts, create videos, and manage social media. Non-profit organizational context is emphasized. Prerequisite(s): ACOM 265 and junior or senior standing, or permission of instructor. (Listed under multiple categories).

ACOM 378 Risk Communication
9926 W 2:45-5:35pm BB 137 Piotr Szpunar
The dual aim of the course is to provide students with an understanding of how risk and crisis communication is done and a knowledge base from which to critically assess such practices. This course addresses and assesses current thinking about the practice and make up of risk and crisis communication, including how risk and crisis are perceived by the public and how they are theorized by practitioners and critics. The course will critically engage with a variety of contexts – (cyber)security, social conflict, policing, environmental disasters – and examine a breadth of actors and technologies that are involved in communicating risk and crisis to the public: government officials, journalists and mass, digital and social media. Students will apply what they learn to current and past events/campaigns. Prerequisite(s): ACOM 265, and junior or senior standing. (Listed under multiple categories).

ACOM 386 Persuasion and Film
7861 W 2:45-5:35PM LC 3B 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. (Also listed under Political Communication).

Organizational Communication & Public Relations courses

ACOM 204 Group Communication
9904 TTh 2:45-4:05pm ES 147 Virginia Yonkers
The theory and practice of small group interaction. Examination of both group dynamics and cognitive processes, as they relate to group deliberation.
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): ACOM 265 and junior or senior standing, or permission of instructor.**

**ACOM 378 Corporate Communication and Rhetorical Advocacy**

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): ACOM 265 and junior or senior standing.**

**ACOM 378 Digital & Social Media in Strategic Communication**

The course addresses such topics as search engine optimization, social media publishing, audience research, online press releases, email marketing, Web analytics, online advertising, and video production. Students will write blog posts, create videos, and manage social media. Non-profit organizational context

**ACOM 378 Public Relations Research Methods**

This course is to acquaint students with quantitative and qualitative research methods that support decision making in the public relations industry. Students will learn how to apply those methods for decision making and problem solving in complex settings. Topics include research designs, questionnaire construction, sampling, data analysis techniques, and practical application of research methods. **Prerequisite(s): ACOM 265, and junior or senior standing.**

**ACOM 378 Marketing Communication and Media Campaigns**

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. **Prerequisite(s): ACOM 265 and junior or senior standing, or permission of instructor.**

**ACOM 378 Leadership Communication**

Leadership is an advanced communication course aimed at providing students with in-depth knowledge on the various leadership theories and insight into effective leadership practices. Areas of leadership covered include: management versus leadership; trait, behavior, and contingency theories of leadership; “modern” theories of leadership (Charismatic, Transformational, & Transactional); developing leadership skills; and ethical leadership. Upon completion of the course, students should have an in-depth understanding of what makes a good leader and how they can enhance their overall leadership effectiveness. **Prerequisite(s): ACOM 265 and junior or senior standing**

**ACOM 410 Organizational Image Building**

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): ACOM 265 and junior or senior class standing, or permission of instructor* 

**ACOM 415**  Persuasion and Public Relations  
7144  MW  2:45-4:05pm  HU 032  Alana Elia  
10530  TTh  5:45-7:05pm  ES 144  Alissa D'Aquanni  
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): ACOM 265, and junior or senior standing.*

### Interpersonal/Intercultural courses

**ACOM 201**  Interpersonal Communication  
6389  MW  2:45-4:05pm  CH 151  Erting Sa  
9900  MW  4:15-5:35pm  CH 151  Erting Sa  
10312  Online  Online  Online  Alan Zemel  
Introduction to those aspects of communication which typify interpersonal relationships. Included are experientially acquired insights into, and theoretical considerations of, interpersonal communication.

**ACOM 367**  Theories of Interpersonal Communication  
8332  MW  2:45-4:05pm  ED 125  Amy Williams  
The theories, research methods, and representative research findings related to experimental and observational studies of interpersonal communication. *Prerequisite(s): ACOM 201 and 265, or permission of instructor.*

**ACOM 371**  Theories of Intercultural Communication  
4864  TTh  10:15-11:35am  LC 3C  Chendan Cui-Laughton  
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): ACOM 265, or permission of instructor.*

### Health Communication courses

**ACOM 340**  Health Communication  
6390  TTh  11:45am-1:05pm  CH 151  Xin Zhou  
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): ACOM 265 or permission of instructor.*

**ACOM 378**  New Media and Health  
9921  TTh  10:15-11:35am  LC 3A  Archana Krishnan  
This course will introduce basic concepts of new media and computer-mediated communication, and explore the impact of digital media technologies on health behaviors. Topics include online social support, health information-seeking online, social media of health promotion, and emergence of mobile health (mHealth). *Prerequisite(s): ACOM 265 and junior or senior standing, or permission of instructor.*

### Political Communication courses

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Communication • Fall 2017
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Applied courses

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ACOM 390  Internship in Communication (part-time, for 1-3 credits)
1628 By arrangement only Bill Husson

**COM 392  Internship in Communication (full-time)**
1629 By arrangement only Bill Husson

**ACOM 393Z  Seminar for COM 392 Internship in Communication**
1630 Online Online Online Bill Husson

**ACOM 393Z  Seminar for COM 392 (Legislative Gazette Interns Only)**
4153 ARR ARR ARR Alan Chartock

*Note: Students must register for both ACOM 392 and 393Z to earn 15 credits for the full-time internship*

**ACOM 465  Undergraduate Teaching Practicum**
3954 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.*

**ACOM 499  Senior Honors Project**
By arrangement / only for students who have been admitted to the COM Honors Program. Contact Professor Alyssa Morey.

### Study Abroad

*Note: If you wish to Study Abroad, please get your plan approved by Professor Michael Barberich, particularly if you expect any of your credits to count as Communication courses. Please email him directly to set up an appointment (mbarberich@albany.edu) or check out his office hours.*