Department of Communication
Spring 2015 classes  (updated Jan. 9, 2015)

Foundation Courses

Com 100  Human Communication: Language, Codes & Social Action
5296  TTh  1:15-2:35pm  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 203Y  Speech Composition and Presentation
1654  MW  4:15-5:35pm  LC 021  James Snack
1655  TTh  1:15-2:35pm  LC 022  Brea Barthel
5379  TTh  10:15-11:35am  ES 108  Virginia Yonkers
6454  MWF  10:25-11:20am  AS 015  Yumeng Luo
6703  MWF  11:30am-12:25pm  AS 015  Xin Zhou
6704  MWF  1:40-2:35pm  HU 024  Yunmi Lee
7442  MW  2:45-4:05pm  AS 015  Alana Elia
10213  MW  5:45-7:05pm  ED 121  David Mamorella
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 265X  Introduction to Communication Theory
1656  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.

Mass Communication & New Technologies Courses

Com 238  Introduction to Mass Communication
7632  M  4:15-7:05pm  HU 024  Monica Bartoszek
Survey of electronic and print media with emphasis on structural analysis, content analysis, and research.

Com 370  Theories of Mass Media
8871  MW  4:15-5:35pm  BA 233  Hyerim Jo
9883  MW  5:45-7:05pm  BA 233  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 374 Radio and the Public Imagination**
7146  TTh  1:15-2:35pm  BA 212  Michael Barberich
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.

**Com 375 Computer-Mediated Communication**
8873  W  2:45-5:35pm  SL G12  Alan Zemel
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. 
(Also listed under Interpersonal Communication)

**Com 376 Empirical Studies of Persuasion**
7635  TTh  2:45-4:05pm  HU 020  Alyssa Morey
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. (Also listed under Political Communication)

**Com 378 Social Media: Theory & Practice**
9885  Online  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. (Also listed under Applied)

Com 378  Politics on Film  
10321  W  2:45-5:35pm  HU 020  Bill Husson  
This course will focus on cinematic representations of politics. There is a rich tradition of film that sheds light on politicians, political institutions, and matters of public interest typically aired in political arenas. These include biographical dramas of notable figures in political history; stories about governance and campaigning; and narratives with political messages about such issues as social conflict, gender bias and racial equality. In telling their stories, these films typically raise broader questions about justice, fairness, civic engagement, and the nature of argument and public discourse. Prerequisite(s): A COM 265 and junior or senior standing, or permission of instructor.

Com 389  Ethnic Media: Producers, Consumers & Societies  
9886  M  2:45-5:35pm  SS 256  Matthew Matsaganis  
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.

Organizational Communication & Public Relations Courses

Com 304  Conference and Group Leadership  
7966  TTh  8:45-10:05am  HU 024  Virginia Yonkers  
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.

Com 369  Theories of Organizational Communication  
8870  Th  4:15-7:05pm  FA 126  Nicolas Bencherki  
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.
Com 378 Professional Communication Practice
6568  TTh  11:45am-1:05pm  SL G02  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. (Also listed under Applied)

Com 378 Corporate Communication and Rhetorical Advocacy
7636  TTh  2:45-4:05pm  BA 130  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 378 Strategic Communication Challenges
9884  TTh  10:15-11:35am  BA 222  Michael Barberich
Strategic communication creates commitment to an organization’s mission and helps execute its initiatives. This course provides practice in applying strategic communication skills to an existing communication challenge. Students will gain experience in managing communication challenges in real-time scenarios to improve organizational value and effectiveness. Working in small teams, students will design, construct and present communication that delivers on stated objectives, leverages limited resources and achieves measurable outcomes for an organization. Through course assignments, students will create samples of work appropriate for a portfolio in corporate communication. Prerequisite(s): A COM 265 and junior or senior standing, or permission of instructor. (Also listed under Applied)
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.

**Interpersonal/Intercultural Communication Courses**

**Com 371**  
Theories of Intercultural Communication  
7633  TTh  1:15-2:35pm  HU 024  Virginia Yonkers  
9314  TTh  4:15-5:35pm  HU 024  CiCi 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): A COM 265, or permission of instructor.

**Com 375**  
Computer-Mediated Communication  
8873  W  2:45-5:35pm  SL G12  Alan Zemel  
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. (Also listed under Mass Communication)

**Health Communication Courses**

**Com 340**  
Health Communication  
6707  MW  2:45-4:05pm  HU 024  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 465**  
Communication Campaign Practicum  
4032  MW  5:45-7:05pm  HU 113  Alana Elia
This course is available to juniors and seniors. In this course, students take on the roles and responsibilities required to conceptualize and design a sustained communication campaign involving multiple messages using a variety of media. This year, the course will focus on the issue of recruiting organ and tissue donors, with a group of UAlbany staff and members of the New York State Task Force to Increase Organ and Tissue Donation serving as the client. Students work in teams to conceptualize and design the campaign. Based on a needs assessment and the establishment of campaign objectives, students propose a campaign focusing on a set of selected themes and messages. Students also engage in the design and crafting of messages and communication activities for particular media. 

Prerequisite(s): A COM 265 or permission of instructor. (Also listed under Political Communication)

### Political Communication Courses

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7635  TTh  2:45-4:05pm  HU 020  Alyssa Morey  
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Prerequisite(s): A COM 265 or permission of instructor. (Also listed under Mass Communication)

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4032  MW  5:45-7:05pm  HU 113  Alana Elia  
This course is available to Seniors and Juniors. In this course, students take on the roles and responsibilities required to conceptualize and design a sustained communication campaign involving multiple messages using a variety of media. This year, the course will focus on the issue of recruiting organ and tissue donors, with a group of UAlbany staff and members of the New York State Task Force to Increase Organ and Tissue Donation serving as the client. Students work in teams to conceptualize and design the campaign. Based on a needs assessment and the establishment of campaign objectives, students propose a campaign focusing on a set of selected themes and messages. Students also engage in the design and crafting of messages and communication activities for particular media. 

Prerequisite(s): A COM 265 or permission of instructor. (Also listed under Health Communication)

### Applied Courses

**Com 378  Professional Communication Practice**  
6568  TTh  11:45am-1:05pm  SL G02  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. (Also listed under Organizational Communication)

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**Com 390 Internship in Communication (part-time)**
1657  By arrangement only  Bill Husson
Com 392 Internship in Communication (full-time)
1658 By arrangement only Bill Husson

Com 393Z Seminar for COM 392 Internship in Communication
1659 T Online Online Bill Husson

Com 393Z Seminar for COM 392 (Legislative Gazette Interns Only)
4254 M 9-10am ARR Alan Chartock
Note: Students must register for both COM 392 and COM 393Z to earn 15 credits for the full-time internship

Com 465 Communication Campaign Practicum
4032 MW 5:45-7:05pm HU 113 Alana Elia
This course is available to juniors and seniors. In this course, students take on the roles and responsibilities required to conceptualize and design a sustained communication campaign involving multiple messages using a variety of media. This year, the course will focus on the issue of recruiting organ and tissue donors, with a group of UAlbany staff and members of the New York State Task Force to Increase Organ and Tissue Donation serving as the client. Students work in teams to conceptualize and design the campaign. Based on a needs assessment and the establishment of campaign objectives, students propose a campaign focusing on a set of selected themes and messages. Students also engage in the design and crafting of messages and communication activities for particular media. Prerequisite(s): A COM 265 or permission of instructor. (Also listed under Health Communication and Political Communication)

Com 465 Undergraduate Teaching Practicum
4259 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