Courses in Communication

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

(1167) Husson, William
4 Week 1: May 23 - June 17

A Com 265X
Introduction to Communication Theory (3)
*This course offered fully online.* Approaches to the study of human communication. Consideration of major research traditions, methods and conceptualizations in rhetoric, semiotics, interpersonal communication, organizational communication and media communication. A Com 265X is restricted to A–E grading after matriculation at Albany.

(1166) Barberich, Michael
4 Week 1: May 23 - June 17

A Com 360
Digital and Social Media in Strategic Communication (3)
*This course offered fully online.* 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.

(2515) Yamamoto, Masahiro
4 Week 2: June 21 – July 15

A Com 367
Theories of Interpersonal Communication (3)
*This course offered fully online.* The theories, research methods, and representative research findings related to experimental and observational studies of interpersonal communication.

(1987) Jin, Shengqin
4 Week 2: June 21 – July 15

A Com 371
Theories of Intercultural Communication (3)
*This course offered fully online.* 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.

(2352) Hebenstreit, Bryanna
4 Week 3: July 18 - August 12

A Com 375
Computer-Mediated Communication (3)
*This course offered fully online.* 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.

(2353) Zemel, Alan
4 Week 1: May 23 - June 17
A Com 378
Studies in Public Persuasion – Leadership Communication (3)
This course offered fully online.
Leadership Communication is an advanced Communication course aimed at providing student with in-depth knowledge on the various leadership theories and insight into effective leadership practices. A critical examination of leadership theories and research will be undertaken. Areas of leadership covered include: (1) Management versus leadership; (2) Trait theories of leadership; (3) Behavior theories of leadership; (3) Participative leadership and delegation; (4) Dyadic theories and followership; (5) Power and influence; (6) Contingency theories of leadership; (7) “Modern” theories of leadership (Charismatic, Transformational, & Transactional); (8) Leading teams, meetings and change; (9) Developing leadership skills; and (10) Ethical Leadership.
(1746) Snack, James
4 Week 2: June 21 - July 15

A Com 385
Communicating Terror: Political Violence and Media (3)
This course offered fully online. This course begins from two basic assumptions about terrorism: it is a historical, political and ill-defined concept that takes many forms and it is a mediated phenomenon. The course will analyze the various ways that media, broadly defined, have been connected to terrorism, focusing on the media used in acts deemed terroristic (e.g., the mass media, the airplane, the bomb, the body and the internet), how terrorism is represented in popular media, and the media deployed in counterterrorism efforts. The aim of the course is to go beyond popular narratives of terrorism and foster a broader understanding of the history, politics and unequal social consequences of framing an increasing amount of actors, actions and utterances as terrorist.
(2517) Szpunar, Piotr
4 Week 3: July 18 - August 12

Graduate Courses

A Com 657
Leadership Communication (3)
This course offered fully online. Leadership in organizations, and the critical role of communication in the process of moving organizational members towards shared organizational goals. Topics include the history of leadership studies, leadership vision, leading learning organizations, and shaping values and culture through effective communication.
(2518) Belasen, Alan
6 Week 3: July 5-August 12