

# COMM - Communication

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Courses numbered 100 to 299 = *lower-division*; 300 to 499 = *upper-division*; 500 to 799 = *undergraduate/graduate*.

## **COMM 111. Public Speaking (3). †**

*General education foundation course.* Studies basic concepts of speech communication as applied to public speaking and critical analysis. For students wishing to enhance leadership potential by improvement in traditional public speaking situations. This is a Kansas Systemwide Transfer Course.

## **COMM 111H. Public Speaking Honors (3). †**

*General education foundation course.* Studies basic concepts of speech communication as applied to public speaking and critical analysis. For students wishing to enhance leadership potential by improvement in traditional public speaking situations. This is a Kansas Systemwide Transfer Course.

## **COMM 130. Communication and Society (3). †**

*General education humanities course.* Introduces the functions, processes and effects of individual and mass communication in American society. Explores economic, social and governmental impacts of such communication. Includes a survey of the media and communication industry. This is a Kansas Systemwide Transfer Course.

## **COMM 190. Introduction to Human Communication (3).**

*General education humanities course.* Explores several alternative frameworks by which humans cope with and control the communication environment. Uses observational and experiential opportunities to discover the variety of patterns used by humans to symbolically interact with themselves, each other and entire cultures. Uses multimedia instructional procedures.

## **COMM 202. Debate and Forensics (3).**

Research and preparation for debate and individual speaking events, participation in intercollegiate debate and/or forensics competition, and debate and forensics squad meetings. Repeatable for a total of 6 credit hours. May not be counted toward a major. Prerequisite(s): departmental consent.

## **COMM 205. Visual Technologies (3).**

Helps students acquire knowledge about the theory, ethics, history and power of visual communication. Students use industry tools and software to create visual messages through photography, typography and design.

## **COMM 206. Introduction to Multimedia (3).**

Serves as an introduction to multimedia production. Students learn about digital storytelling strategies, record audio, shoot video, and edit audio and video projects. This is a hands-on course, and students create digital media projects.

## **COMM 212. Live Sports Production (3).**

Students learn the roles, responsibilities and techniques of producing live sporting events. Topics also include equipment, graphics, replay and technical direction.

## **COMM 222. Voice and Movement for the Actor 1 - Speech and Diction (2).**

Cross-listed as THEA 222. For students wishing to improve their speaking voices and gain greater control over their pronunciation of spoken English. Course is performance oriented, however, the anatomy of the vocal mechanism and the International Phonetic Alphabet are studied for practical application in the improvement of voice and diction.

## **COMM 255. Introduction to Web Design and Analytics (3).**

Teaches students to design and create simple and advanced websites and social media pages. Students learn to optimize their sites and channels using search engine optimization (SEO). Students also learn to read and assess data and analytics to make informed content decisions.

## **COMM 260. Seminar in Communication (1-3).**

An umbrella course created to explore a variety of subtopics differentiated by letter (e.g., 260A, 260B). Not all subtopics are offered each semester – see the course schedule for availability. Students enroll in the lettered courses with specific topics in the titles rather than in this root course.

## **COMM 260A. Presidential Campaign Communication (0.5).**

Examines the theory and practice of the communicative aspects of modern campaigns for president. Topics include political persuasion, political advertising, political debates and political conventions.

## **COMM 260B. McNair Research (1).**

Students not only produce a manuscript but also develop the essential skills related to academic writing, critical analysis and scholarly communication. This course emphasizes the importance of clarity, precision and adherence to academic standards in the creation of a well-crafted manuscript. Repeatable for up to 4 credit hours.

## **COMM 260H. Seminar in Communication Honors (1-3).**

An umbrella course created to explore a variety of subtopics differentiated by letter (e.g., 260A, 260B). Not all subtopics are offered each semester – see the course schedule for availability. Students enroll in the lettered courses with specific topics in the titles rather than in this root course.

## **COMM 301. Writing for the Mass Audience (3).**

Hands-on introduction to writing for the mass audience, including print and broadcast journalism, advertising and public relations. In this survey-style course, students become acquainted with various news and promotional writing techniques and formats, develop reporting and interviewing skills, and learn to apply media judgment and ethics. Course is a prerequisite to many specialized Elliott School courses. Prerequisite(s): grade of C- or better in ENGL 101 and ENGL 102.

## **COMM 302. Interpersonal Communication (3). †**

*General education humanities course.* Develops an awareness of the elements of interpersonal communication and aids the student in establishing more meaningful and effective interpersonal relationships, both personally and professionally. This is a Kansas Systemwide Transfer Course.

## **COMM 310. Introduction to Photojournalism (3).**

Basic photographic theory and technique emphasizing telling stories about people and events. Students explore and use digital camera gear and learn shooting techniques; study masters of the genre, historical changes, photo editing, legal and ethical issues, and dealing with controversy.

## **COMM 312. Nonverbal Communication (3).**

*General education humanities course.* Studies theory and research in nonverbal communication. Students explore different aspects of nonverbal communication and engage in original research and study in the field of nonverbal communication. Emphasizes the application of nonverbal communication to the total human communication process. Prerequisite(s): COMM 111.

## **COMM 313. Argumentation and Advocacy (3).**

*General education humanities course.* Studies the principles of effective rational discourse, oral and written, dealing with controversial issues in public deliberative, forensic and educational areas. Includes valid and fallacious reasoning as well as tests of evidence.

**COMM 321. Introduction to Film Studies (3).**

*General education humanities course.* Emphasizes the nature and function of film as a mode of communication with attention to film theory and technical criticism. Selected films are shown in class.

**COMM 324. Integrated Marketing Communication (3).**

Introduces the theory and practice of the integrated fields of advertising and public relations viewed from the perspective of integrated marketing communication. Includes audience research, the creation of specialized messages and message delivery systems.

**COMM 325. Speaking in Business and the Professions (3).**

Studies the basic concepts of public speaking and discussions as they apply to the business and professional person. Emphasizes public presentations, group leadership and interpersonal communication as appropriate to business and professional oral communication.

Prerequisite(s): COMM 111 with a grade of C or better.

**COMM 328. Teamwork, Leadership and Group Communication (3).**

Studies the nature and functions of groups and the development of skills for identifying and evaluating communication behavior in small group situations emphasizing the dynamics of teamwork and group leadership.

**COMM 335. International and Intercultural Communication (3).**

*General education humanities course.* Introduces basic concepts and principles regarding communication between people from different racial, ethnic and cultural backgrounds. Also includes the influence of the media in intercultural communication.

**COMM 350. Communication Strategy for the Mass Audience (3).**

Covers the systematic planning and implementation of communication messages for specific audiences with the goal of achieving specific objectives. The course introduces theories of persuasion with an emphasis on the rhetorical dimensions of message design. This course explores the many forms of persuasive communication across all of the emphasis areas including advertising, public relations, journalism and media production in corporate, governmental and nonprofit contexts.

**COMM 355. Race and Media (3).**

*General education humanities course.* An introduction to the theoretical foundations of rhetoric and cultural studies. The course interrogates how race and to some degree gender interact in the domains of media and technology. In addition, students explore how those concepts continue to structure contemporary life, through examinations of various forms media including podcasts, print, film and social media.

**COMM 365. Pop Culture and Communication (3).**

Introduces the study of popular culture in communication contexts. This course teaches several frameworks that can be used to study diverse popular culture and apply those frameworks in various aspects of popular culture including music, television, movies, social media and more.

**COMM 368. Social Media Management (3).**

Examine the expanding role of social media in marketing, organizational communication and public relations. Students analyze why traditional communication and marketing approaches often fall short with today's socially empowered audiences. Through theory, applied practice and case studies, the course introduces a strategic framework for integrating social media into broader business and communication functions. Students evaluate monitoring and engagement strategies as they explore how platforms can support authentic communication and achieve measurable organizational objectives.

**COMM 391. Special Topics in Communication (3).**

An umbrella course created to explore a variety of subtopics differentiated by letter (e.g., 391A, 391B). Not all subtopics are offered

each semester – see the course schedule for availability. Students enroll in the lettered courses with specific topics in the titles rather than in this root course.

**COMM 391A. Media and Politics (3).**

Cross-listed as POLS 391X. Examines the role the media plays in the political system and how politics can influence media. Historical and current trends in political media is also examined. This course also includes looking at the advantages and challenges of various forms of political media, particularly digital.

**COMM 398. Travel Seminar (1-4).**

An interdisciplinary travel seminar that allows a student to gain credit for study of culture, art, literature, architecture, politics, society, science and/or economics while visiting historic places of interest.

Prerequisite(s): departmental consent.

**COMM 401. Reporting the News (3).**

Emphasizes the reporting, interviewing and writing techniques needed to practice good journalism. The platform (print, web, audio, visual) is important but secondary. Students learn about news writing concepts and criticisms of journalism, forms of storytelling (news, features and profiles), hone their interviewing skills and learn how to use the Associated Press Stylebook. Prerequisite(s): COMM 301 with a C- or better, COMM 410.

**COMM 402. Debate and Forensics (3).**

Research and preparation for debate and individual speaking events, participation in intercollegiate debate and/or forensics competition, and debate and forensics squad meetings. Repeatable for a total of 6 credit hours. Three (3) credit hours may be counted toward the major. Prerequisite(s): departmental consent.

**COMM 406. Audio Storytelling and Podcasting (3).**

This course is about telling stories using sound. Students learn about various types of audio, including natural sound, ambient sound, effects, dialogue, voice over and music. They discover how to build a soundscape using these elements to craft a compelling story. Projects include podcasts, audio feature packages, radio stories, audio commercials and social audio.

**COMM 410. Principles of Journalism (3).**

Explores essential principles and practices of journalism, centered around methods for finding and verifying information. Students learn about industry trends as well as study the cornerstones of modern journalism, including transparency, credibility and independence.

**COMM 412. Principles of Media Production (3).**

Advances the skills and level of technology needed to create audio and video stories. Students learn how to shoot on a professional video camera, use external microphones and audio recorders, work with natural and artificial lighting sources, and the basics of non-linear video editing. Prerequisite(s): COMM 206.

**COMM 422. Television News (3).**

Theory and techniques of reporting and producing newscasts. Students learn visual storytelling in a journalism environment. The course explores and prepares students for the producer role in television/streaming news outlets. Prerequisite(s): COMM 301 with a C- or better, COMM 410, COMM 412.

**COMM 425. Advertising and Promotional Writing (3).**

An introduction to the theory and practice of writing compelling, creative and strategic copy based on a creative brief. Includes practice at writing headlines and body copy for various platforms. Techniques and strategies used can be used for products, services or causes for corporate, nonprofit, government or political campaigns. This course may not be used toward the undergraduate degree in integrated

marketing communication. Prerequisite(s): grade of C- or better in ENGL 101 and ENGL 102.

**COMM 430. Communication Research and Inquiry (3).**

*General education humanities course.* Introduces the process of research and inquiry across the discipline of communication. Helps students in communication become more intelligent consumers of research and investigative inquiry, and to become more adept at designing their own research projects. Includes information gathering, structuring inquiry with qualitative and quantitative research designs, and processing and reporting information. Prerequisite(s): junior standing.

**COMM 450. Integrated Marketing Communication Strategy (3).**

Builds on theories and practices of integrated marketing communication, including audience, market research, brand management and media selection. Uses case studies of local and national brands to explore strategic concepts unique to integrated marketing communication.

**COMM 481. Cooperative Education (1-3).**

Academic program that expands a student's learning experiences through paid employment in a supervised educational work setting related to the student's major field of study or career focus. Repeatable for credit, but limited to a total of 6 credit hours in COMM 481 and COMM 581. Prerequisite(s): departmental consent.

**COMM 481N. Internship (1-2).**

Complements and enhances the student's academic program by providing an opportunity to apply and acquire knowledge in a workplace environment as an intern. Prerequisite(s): departmental consent.

**COMM 500. News Reporting (3).**

Focuses on journalistic techniques for reporting and writing more complex and important types of news and feature stories. Students work with various forms of traditional and emerging news gathering tools. Students also learn about the solutions journalism approach to storytelling. Prerequisite(s): COMM 301.

**COMM 502. Public Information Writing (3).**

Uses basic journalistic skills of clear, precise writing to communicate effectively with various audiences. Students write press releases, speeches and popularizations of complex documents. Techniques learned are valuable in writing grant proposals, committee reports, pamphlets and journal articles. Prerequisite(s): COMM 301 with a C- or better, or departmental consent.

**COMM 504. Corporate and Commercial Video Production (3).**

Allows students to discover and create a variety of real-world video projects that regularly occur in the corporate and commercial communication industry. Projects include TV commercials, promotional videos, informational training videos, customer testimonials, screencast tutorials, music videos and social stories. Prerequisite(s): COMM 412.

**COMM 506. Sound for Picture (3).**

Focuses on the use of sound as a part of the storytelling process of film and video production. Examines the concepts and technology necessary for production. Prerequisite(s): COMM 406.

**COMM 508. Drone Videography Seminar in Communication (3).**

Introduces drone technology through the lens of videography. Students learn the technical and safety components of drone piloting and practice hands-on flying. Students learn material required for the FAA Part 107 commercial drone pilot exam should they choose to become licensed at the end of the semester.

**COMM 510. Editing for Print and Web (3).**

Selection, evaluation and preparation of copy for publication. Covers copy editing, rewriting, headline and caption writing, social media writing and media ethics. Prerequisite(s): COMM 301 with a C- or better.

**COMM 522. Advanced Television News (3).**

Advances television reporting and producing techniques from COMM 422. Students create and deliver news content and build a portfolio in preparation for the job-market. Prerequisite(s): COMM 422.

**COMM 525. Advertising Copywriting (3).**

Detailed practice at writing various kinds of advertising copy, including print and broadcast forms. Emphasizes terse, precise writing that evokes response sought by advertiser. Prerequisite(s): COMM 301 with a C- or better and either COMM 324 or COMM 450.

**COMM 530. Media Analytics and Audience Behavior (3).**

Analysis of audience behaviors based on media analytics. Students explore psychological and methodological approaches to better understand audiences based on data derived from media analytics.

**COMM 535. Communication Analysis and Criticism (3).**

Introduces the methods used for the analysis and critique of various linguistic, pictorial and aural elements of communication to become more discerning consumers of the various forms of public and mass-mediated messages. Analysis includes print advertisements, radio and television messages, newspaper features and public speeches. Prerequisite(s): junior standing and COMM 301 with a C- or better or instructor's consent.

**COMM 550. Opinion Writing (3).**

Studies editorial judgment, including practice in writing print, broadcast and electronic opinion pieces, and examining traditional and new technology research materials available to opinion writers. Prerequisite(s): COMM 301 with a C or better, junior standing.

**COMM 555. Media Design (3).**

Course focuses on designing engaging visual content across platforms. Students use industry-standard software and interactive software applications to create infographics, marketing material and layouts for print, web and social media. Prerequisite(s): COMM 205.

**COMM 562. Shocker Ad Lab (3).**

Applied skills-based course that functions as a student-run advertising and public relations agency. Students design, write, edit, photograph, video record and produce client work across all platforms, giving them a solid working knowledge of the platforms and processes as well as pieces for their professional portfolios. Prerequisite(s): COMM 301 with a C- or better, and COMM 205 or COMM 206.

**COMM 571. Feature Writing (3).**

Course emphasizes storytelling in the journalism tradition of feature writing. Feature stories can be long-form journalism or shorter articles that are informative for both print and online readers. The class explores the use of narrative, immersion, profile or biography, plots, back stories and voice. Attention is paid to studying successful feature writers. Prerequisite(s): COMM 301 with a C- or better.

**COMM 581. Communication Practicum (1-3).**

Application of theory, principles and practices to professional settings where students work under instructor supervision to continue their professional preparation in various areas of media and communication. For undergraduate credit only. Repeatable for credit, but limited to a total of 6 credit hours in COMM 481 and COMM 581. Prerequisite(s): departmental consent.

**COMM 604. Video Storytelling (3).**

An advanced video course focusing on documentary and other current styles of video production, paying particular attention to composition,

sequencing, lighting and audio gathering skills that cross multiple visual platforms. Students advance skills in recording and editing to create portfolio-ready material. Prerequisite(s): COMM 412.

**COMM 609. Advanced Video Editing (3).**

Course builds from a foundational knowledge of nonlinear editing. Students learn to manage complex media workflows and edit video more efficiently. This course also introduces video compositing and effects as well as motion graphics production. Prerequisite(s): COMM 412.

**COMM 622. Studio B: Live Television News (3).**

Reporting and writing about events in the university and community. Story assignment and preparation under the instructor's guidance; story broadcast over WSU Cable Channel 13. Repeatable for credit with advisor's consent. Prerequisite(s): COMM 422 or instructor's consent.

**COMM 625. Advanced Copy Writing (3).**

Focuses on developing creativity as an approach to ad copy writing, as well as honing existing writing skills. It includes practice at writing for various platforms. Students learn techniques for pushing their writing beyond typical solutions. Students practice writing copy to promote products, services or causes for corporate, nonprofit, government or political campaigns. Prerequisite(s): COMM 425 or COMM 525, or instructor's consent.

**COMM 626. Integrated Marketing Communications Campaigns (3).**

Instruction and practice in planning and developing integrated advertising and public relations campaigns. Teaches students to perform a situation analysis, identify objectives, develop strategies and tactics, and write a plans book, as well as produce advertising and public relations campaign materials. Prerequisite(s): COMM 502 or 525, or instructor's consent.

**COMM 630. Communication Law and Responsibility (3).**

Emphasizes both oral and written aspects of communication law and responsibility. Addresses general functions of the law including the right to communicate, broadcast law and law of the press. Includes discussion of First Amendment rights, libel, privacy, copyright, advertising, obscenity, pornography and corporate communication concerns. Prerequisite(s): COMM 301 with a C- or better or instructor's consent.

**COMM 631. Historical and Theoretical Issues in Communication (3).**

Examines the development of various issues in communication in historical context. Emphasizes different humanistic and scientific theories of communication and the historical development of mediated communication. Uses selected theories to generate critiques of specific communication events. Prerequisite(s): junior standing and COMM 301.

**COMM 633. Senior Honors Project (3).**

For undergraduates seeking departmental honors in communication. An individual written and oral project, including a review of literature, methodology and critical analysis on a communication topic approved by the instructor. Prerequisite(s): senior standing; minimum GPA of 3.500; COMM 430, 535, 630, 631; departmental consent.

**COMM 640. Issues in Corporate Communication (3).**

Examines how corporations craft messages that are persuasive to their various publics. Special attention to how companies use communication strategies to cope with situations that threaten their reputations.

**COMM 655. Capstone Media Project (3).**

Serves as a hands-on application of the cumulative skills and expertise learned in the journalism and media production emphasis area. Students work in teams to create cross-platform stories centered on a specific

topic using audio, video, text, graphics, photography, social media and more. Students should be seniors before enrolling in this course. Capstone course. Prerequisite(s): COMM 301 with a grade of C- or better, COMM 410, COMM 412 and senior standing.

**COMM 660. Seminar in Communication (1-3).**

An umbrella course created to explore a variety of subtopics differentiated by letter (e.g., 660A, 660B). Not all subtopics are offered each semester – see the course schedule for availability. Students enroll in the lettered courses with specific topics in the titles rather than in this root course.

**COMM 660A. Political Communication (3).**

Examines the theory and practice of the communicative aspects of American governing processes with a focus on the strategies of crafting messages to persuade constituent groups and the public at large. Topics include the study of news coverage of political events, political campaigns, political advertising and political debates.

**COMM 660AA. Popular Culture and Communication (3).**

Introduces the study of popular culture in communication contexts. This course teaches several frameworks that can be used to study popular culture and applies those frameworks in various aspects of popular culture including music, television, movies, social media and more.

**COMM 660AB. Travel Seminar (3).**

A graduate-level intercultural communication seminar focusing on significant intercultural communication theories in the context of contemporary Central Europe, and includes a travel seminar where students visit and compare the cultures of Germany (Bavaria), Northern Italy and Switzerland. Students study theoretical concepts and interpret them through lenses that may include communication, art, literature, architecture, politics, society, science, economics and historic places of interest.

**COMM 660AN. Race, Rhetoric, Media and Technology (3).**

An introduction to the theoretical foundations of rhetoric and cultural studies. The class explores how these concepts interact with race in the domains of media and technology. Students examine the changing nature of race, racism and racial inequalities throughout our media and technological landscapes.

**COMM 660AS. Persuasion (3).**

Cross-listed as COMM 860AS. Surveys advanced theory and experimental studies in persuasion.

**COMM 660AX. Advanced Public Relations (3).**

Builds on basic public relations tactics such as press releases, pitches, fact sheets, communication plans and press conferences. Students learn and implement advanced public relations and strategic communications skills including targeted media pitches, audience research, measurement, issues management, reputation management, media training and change communication techniques. Prerequisite(s): COMM 301 with a grade of C-.

**COMM 660BC. Communication and Persuasion in the Courtroom (3).**

Cross-listed as COMM 860BC. Studies the theory and techniques of courtroom persuasion. Examines the role of communication in the practice of law. Topics include witness preparation, theme development, opening and closing statements, and the use of pretrial mock jury research.

**COMM 660BF. Advanced Web Design and Analytics (3).**

Teaches students advanced concepts in design of websites and social media pages. Students learn to optimize their sites and channels using search engine optimization (SEO). Students also learn to read and assess data and analytics to make informed content decisions. Prerequisite(s): COMM 255 or graduate standing.

**COMM 660CA. Photographing Contemporary Social Issues (3).**

Overview of the history, theory, technology and practice of modern point-of-view photojournalism. Includes a personal documentary photo essay project and other experiential assignments. Basic digital photography experience is recommended.

**COMM 660CB. Applied Video Production (3).**

Students learn to apply principles of video production to create projects for corporate clients, including feature stories, training videos, promotional videos and other multimedia content as needed. Students work closely with clients in Shocker Ad Lab and IMC Campaigns. COMM 412 is strongly encouraged. Prerequisite(s): COMM 206.

**COMM 662. Seminar in Communication (1-3).**

An umbrella course created to explore a variety of subtopics differentiated by letter (e.g., 662A, 662B). Not all subtopics are offered each semester – see the course schedule for availability. Students enroll in the lettered courses with specific topics in the titles rather than in this root course.

**COMM 662V. Communication Entrepreneur (3).**

Special seminar dealing with current problems, issues or interests in various areas of communication. Students read and discuss how to effectively communicate while starting a company. Students meet with entrepreneurs who have been both successful and unsuccessful communicators in their careers. Repeatable for credit in different topics only.

**COMM 675. Directed Study (1-4).**

Arranged individual directed study in specialized content areas under the supervision of a faculty member. Repeatable for credit. Prerequisite(s): departmental consent.

**COMM 690. Communication Internship (1-3).**

Credit for professional experience that integrates theory with a planned and supervised professional experience designed to complement and enhance an academic program. Individualized programs must be formulated in consultation with, and approved by, appropriate faculty sponsors. Repeatable for credit, but limited to a total of 4 credit hours in COMM 481 and COMM 690. Prerequisite(s): departmental consent.

**COMM 731. Communication Theory for Secondary Educators I (3).**

Survey of communication theory including communication fundamentals, interpersonal communication and group communication. Special attention is given to topics required for secondary teacher licensure in speech communication.

**COMM 732. Communication Theory for Secondary Educators II (3).**

Survey of communication theory including media, public speaking, oral interpretation and performance studies, and competitive speech and debate. Special attention is given to topics required for secondary teacher licensure in speech communication.

**COMM 750. Workshops in Communication (1-4).**

An umbrella course created to explore a variety of subtopics differentiated by letter (e.g., 750A, 750B). Not all subtopics are offered each semester – see the course schedule for availability. Students enroll in the lettered courses with specific topics in the titles rather than in this root course.

**COMM 750C. Oral Communication Methods (1-3).**

Introduces students to philosophies, strategies and practices pertaining to instructing undergraduates. Demonstrates how to teach public speaking in entry-level skills courses at the collegiate level. Designed as a practicum that covers lecture skills, speech preparation skills, grading/speech evaluation, student-instructor interaction, classroom exercises, university policies, etc.

**COMM 760. Seminar in Communication (1-3).**

An umbrella course created to explore a variety of subtopics differentiated by letter (e.g., 760A, 760B). Not all subtopics are offered each semester – see the course schedule for availability. Students enroll in the lettered courses with specific topics in the titles rather than in this root course.