COMM 2103-001
Writing for the Media
Suya Yin
MWF 9:55AM – 11:10AM
Fall 2006

Course Description: This course is designed to help you put the basics of journalism into practice, building your skills, improving your judgment, deepening your understanding of the concepts, values, and standards of journalism, and providing real life reporting experience. This course utilizes a “learn by doing” philosophy. You will spend most of your time reporting stories and presenting them in print, audio, and on-line formats.

Prerequisite(s): Open only to COMM majors.

Attendance: Mandatory

Class Format: lecture/discussion/guest speaker sessions/movie or video sessions

Course Materials: Text: The Missouri Group (2004): Telling the Story, Writing for Print, Broadcast and On-line Media (Second Edition). Additional readings will be handed out in class during the semester.

Projects: None.

Evaluation: in-class exercises (100 points); basic writing assignments (300 points); midterm (150 points); personality profile (100 points), issue story (150 points).
COMM 2200-001
Interpersonal Communication
Jessica Haviland
MWF 2:10PM – 3:25PM
Fall 2006

Course Content: This course is designed to explore various elements of communication in the interpersonal context. Course topics include verbal and nonverbal codes, conflict management, relationship development, etc. The goal of this course is to help students develop knowledge, competence and confidence in their interpersonal relationships.

Prerequisites: None.

Attendance: Mandatory

Class Format: Lecture, group activities, class discussion, research and writing.

Readings: As assigned.

Projects: Group and individual.

Evaluation: Written exams, assignments oral presentations and class participation.
COMM 2205-001
Intercultural Communication
Donnetrice Allison
MWF: 11:20 a.m. – 12:35 p.m.
Fall 2006
(I)

Course Content: The increases students' understanding of how culture influences communication, and how it interacts with social and psychological factors to influence communication. The course also increases students’ ability to explain cultural differences in communication and it increases their ability to determine when cultural issues are influencing the development of interpersonal relationships.

Prerequisites: None.

Attendance: Five points will be deducted from the final grade for any absences beyond three. Students will not be allowed to make-up a missed assignment unless they can supply written verification of an emergency.

Class Format: Lecture, discussion, and activity.


Papers/Projects:
Reaction Papers
Three Exams
Film Analysis
Cultural Study

Evaluation:
1000 – 930 A
929 – 900 A-
899 – 870 B+
869 – 830 B
829 – 800 B-
799 – 770 C+
769 – 730 C
729 – 700 C-
699 – 670 D+
669 – 630 D
629 – 600 D-
599 & below F
COMM 2206-001
Conflict Negotiation and Mediation
Donnetrice Allison
MWF: 12:45 p.m. – 2:00 p.m.
Fall 2006

Course Content: This course is designed to give students a basic understanding of the nature, theory and resolution of conflict in various contexts—interpersonal, interethic/intercultural, interracial, international, and organizational. Students will also gain skills in third-party mediation of personal and organizational contexts.

Prerequisites: None.

Attendance: Five points will be deducted from the final grade for any absences beyond three. Students will not be allowed to make-up a missed assignment unless they can supply written verification of an emergency.

Class Format: Lecture, discussion, and activity.

Readings: Course Packet

Papers/Projects:
Three Exams
Conflict Journal
Case Studies
Mediation Project

Evaluation:
740 – 800 A
739 – 720 A-
719 – 695 B+
694 – 660 B
659 – 640 B-
639 – 615 C+
614 – 580 C
579 – 560 C-
559 – 535 D+
534 – 500 D
499 – 480 D-
479 & below F
COMM 2302-001
PR & Advertising Writing
Jessica Haviland
MWF 8:30AM – 9:45AM
Fall 2006

Course Content: This course will help students understand the principles of Public Relations and Advertising Writing and enable them to create various kinds of business copy.

Prerequisites: None.

Attendance: Attendance is mandatory.

Class Format: Interactive instruction including lecture, group, learning, class discussion, research and writing.

Readings: As assigned

Projects: Group and individual projects

Evaluation: Grades will be determined through written exams, assignments, presentations and class participation.
COMM 2303-001
Organizational Communications
Jessica Haviland
MW 3:35PM – 5:25PM
Fall 2006

Course Content: The course is designed to be an active learning experience that helps students understand organizational life by critically examining communication behaviors, structures, and linkages with the external environment, all toward developing skills and enhancing understanding.

Prerequisites: None.

Attendance: Attendance is mandatory.

Class Format: Interactive instruction including lecture, group learning, class discussion, research and writing.

Readings: As assigned.

Projects: Group and individual projects.

Evaluation: Grades will be determined through written exams, assignments, oral presentations, and class participation.
COMM 3200-001
Theories of Communication
James Shen
TR 10:30AM – 12:20PM
Fall 2006

Course Content: This course is a major course in the Communications Program. It explores the origins, development, construction, application and critique of mass communication theory in society. It classifies, analyzes, and evaluates many core theories and perspectives proposed by communication scholars and social scientists over the past half century.

Prerequisites: Not open to freshmen.

Attendance: Students are expected to attend classes during scheduled class time. Your active participation in the class discussions will be strongly encouraged and evaluated by the instructor. Absences will be excused only for those reasons recognized by the College and described in the student handbook. As lectures and class discussions may not at all parallel the text readings, students are responsible for making up any ground missed in class.

Class Format: Lecture and class discussion


Projects: A group presentation

Evaluation: Two quizzes 20%; Mid-term exam 25%; Final exam 30%; Group presentation 15%; Group report 5%; Attendance 5%.
COMM 3203-001
Communication Research Methods
Tara Crowell
TR 2:30PM – 4:20PM
Fall 2006
(Q2)

Course Description:
Examination and application of concepts and contemporary communication research and methods of research that facilitate the investigation of human communication processes. Emphasis placed on student gaining experience in data collection and using the computer as a research tool.


Classroom Format & Participation: Class format is interactive and consists of a combination of lectures, discussions, exercises and activities, student participation, partner work, group work, and peer-led instruction. Except for a few occasions, this is not a lecture course. Much of your time will be spent interacting with others in discussions and classroom activities designed to help you better understanding the communication process. Additionally, active listening is an important part of developing good communication. You are expected to be an attentive audience member while your classmates speak.

Attendance: Mandatory. See syllabus.

Papers & Projects: Quizzes; Team Research

Evaluations:
You will be graded in this class based on the number of points you earn for each exam, written homework assignment, and group project as well as your class participation. The total number of points available for the semester is 700. You will be responsible to keep track of your own scores on the Student's Record of Grades form. At semester's end, add up your points and use the chart below to determine your letter grade. I will provide you with the number of points you earned for in-class participation and activities, but I will NOT average your grade for you.

A = 1000 - 900
B = 899 - 800
C = 799 - 700
D = 699 - 600
F = (under 600 points)
Course Description: This course is designed to introduce to you the concepts, frameworks, and tools of advertising. It will help you develop critical analysis and problem-solving abilities with respect to marketing communications and provide you with the opportunity of gaining first-hand understanding of how to develop an advertising plan. By the end of this course, you’ll have a better idea of how to develop the right creative strategy to reach the right target with the right message, how to develop work that's creative enough to break through the advertising (and other) clutter, and how to develop advertising that will motivate the target to take the desired action or adopt the desired thinking. You’ll also be able to identify good advertising, to identify what makes it good, and to identify what’s wrong with all the rest.

Prerequisite(s): None.

Attendance: Mandatory

Class Format: Lecture/discussion/guest speaker sessions/movie or video sessions


Projects: You are to form groups of 4-5 people to work on the project. Your task is to develop a complete advertising plan for a national brand and some fully-developed examples of the creative element that will be used within the plan (e.g. a set of print and/or broadcast advertisements, a website, a promotion packet etc.). This means you will be responsible for the managerial and creative decisions within the scope of your project. The assignment consists of (a) the written advertising plan, (b) the sample creative elements, and (c) a formal presentation to the class.

Evaluation: in-class (100 points), assignments (200 points), quiz 1 (100 points), quiz 2 (100 points), group project (300 points), final exam (200 points)
COMM 3333-001  
Mediated Comm: Computers  
James Shen  
TR 12:30PM – 2:20PM  
Fall 2006  
(Q2)

Course Content: This course is designed to provide students with both theoretical knowledge and professional skills in computer communication. It acquaints students with popular computer programs in the general office environment. At the end of the semester, students will be able to accomplish business and organizational tasks by using various features of Microsoft Office and the Internet. The class projects will include creating professional documents, spreadsheets, multimedia presentation and newsletters. The coursework will also cover issues of online research, desktop and internet publishing, and web page design.

Prerequisites: Not open to those with credit for CSIS 1180. Permission of Instructor Card required.

Attendance: 5% of the total grade

Class Format: Lecture/Computer lab work

Readings: Long, Larry and Nancy Long. Computers. 11th Ed. Upper Saddle River, NJ: Prentice-Hall, 2004. There are a number of optional texts for the course work. Also required are a number of computer diskettes.

Papers/Projects: weekly assignments including 2 quizzes, 1 exam. A final project for electronic publishing.

Evaluation: Weekly projects - 40%; 2 quizzes - 20%; 1 exam - 15%; Term project - 20%; Attendance - 5%
COMM 3335-001
Mediated Comm: Video Production
Christine Farina
TR 12:30PM – 2:20PM
Fall 2006

Course Content: Course explores production theory and science. Students will gain practical experience in video production, as well as exposure to media aesthetics.

Prerequisites: Permission of Instructor Card required.

Attendance: Mandatory

Class Format: Lecture/Lab

Readings: Zetl textbook, some supplementary materials, video journals/industry publications

Projects: One complete video project, two outside-lab projects

Evaluation: Mid-term; Project evaluation – final project; Peer critiques – smaller projects, homework.
Course Content: This course introduces students to the procedures and vocabulary used in the television industry. For example, students learn the techniques used by electronic journalists and practice these skills through field production exercises. Students are also introduced to the newer digital television technologies.

Prerequisite(s): Permission of Instructor card required.

Attendance: Required.

Class Format: Lectures and production exercises.


Projects: Students will write, shoot and edit several television news stories for inclusion in a student-produced newscast. Students will also write a term paper critiquing local, professional television newscasts and complete a midterm and final examination.

Evaluation:
COMM 4901-001
Communication Internship
James Shen
TBA
Fall 2006

Course Content: This course provides students with real-life work experience in various media and corporate companies or non-profit organizations. With prior written permission of the Program internship coordinator, a student may choose to work in PR, advertising, radio or TV station, or any other approved communication-intensive environment.

Requirement: Standing: Junior or Senior; GPA: 2.5 or above; Coursework: Completed some related communication courses, such as Writing for the Media, and Mediated Communication: Radio/TV/Video/Computer; Enrollment: Complete a Special Project Request Form (independent study request form), and an agreement form—Administration and Finance Memo: 95-5, with internship coordinator. Register in D-wing in person and pay 4-credit tuition fees.

Attendance: Required

Class Format: On-site work

Readings: Materials will be supplied by the internship site.

Project & Paper: A 160-hour internship project for 4 credits; A 3-5 page internship report on learning experience; Evaluation: Internship report 50%; Site evaluation 50%;