Course Content: This course is designed to introduce students some of the important principles of the mass media and mass communications, the role of mass media within our society and the power the media have in our life.

Prerequisites: Not open to those with credit for GEN 1119.

Attendance: You are expected to attend classes during the scheduled class time regularly and punctually. Absences will be excused for those reasons recognized by the College and described in the student handbook.

Class Format: Lecture, class discussion, videos.


Papers/Projects: Group presentations.

Evaluation: Two quizzes 20%; Mid-term exam 20%; Final Exam 30%; Group presentation 15%; Group report 5%; Attendance and participation 10%.
Course Content: 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 required formats.

Prerequisites:

Attendance: Mandatory

Class Format: Lecture/Discussion/Film Session


Paper/Projects: None

Evaluation: Homework Assignments 30%; In-class exercises 15%; Mid-term Exam 15%; Personality Profile 20%; Issue Story 20%
Course Content: This course focuses upon the complementary skills of listening and speaking. Audience analysis, message organization, effective listening, and communication apprehension management are foremost among the course objectives.

Prerequisites: None.

Attendance: I believe that attendance and participation are part of the learning process; and therefore, will be a factor in the grade students earn. You are expected to attend all classes. Students are allow 3 absences, each additional absence will result in 10 points off students’ final grade (this is a general rule, extreme circumstances are taken into consideration).

Class Format: Class format is interactive and consists of a combination of 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. This is a doing course—a comfortable clothes, get off your duff, get a grip, hold on tight, whole lotta shakin’ goin’ on sort of class. A get over your fears, no whimps course; so wallflowers, the exit is to your left!

Readings: Course Packet at the Bookstore. You must bring your course pack to class everyday. Daily reading assignments from the course packet are listed on the course schedule. You should complete the assigned reading before coming to class and review the material periodically. The course packet is available at the college bookstore.

Papers/Projects: There will be both oral and written projects in this class, as well as both in-class and out-of-class assignments. Your grade in this class will be based on the following assignments (further description of each assignment can be found under “Assignments” in this course packet): Classroom Participation; Reaction Papers; Individuals Speeches; Debate & Self-evaluation; Theatre of the Oppressed; and Final Project - Persuasive Speech & Outline, Self-evaluation, Peer-evaluations, and Journals.

Evaluation: You will be graded in this class based on the number of points you earn for each assignment as well as your class participation. The total number of points available for the semester is 1000: A = 1000 – 900; B = 899 – 800; C = 799 – 700; D = 699 – 600; F = (under 599 points). There will be no curve on final grades and there will be no exceptions to the grading scale. Therefore set your grade goal and proceed accordingly.
COMM 2301-001
Public Relations
Hong Ji
MWF 9:55AM – 11:10AM
Spring 2006

Course Content: This course is designed to provide students with knowledge of the basic concepts and principles of public relations. By the end of the course you should understand the role of the public relations professional, the process of public relations and strategies and tactics employed in this field.

Prerequisites: None.

Attendance: You are expected to attend classes during the scheduled class time regularly and punctually. Absences will be excused for those reasons recognized by the College and described in the student handbook.

Class Format: Lecture, class discussion, case studies.


Papers/Projects: Group presentations.

Evaluation: Two quizzes 20%; Mid-term exam 20%; Final Exam 30%; Group presentation 15%; Group report 5%; Attendance and participation 10%.
Course Content: This class will give you both theoretical knowledge and hands-on experience in developing the professional-level writing skills expected of beginning communications professionals. We will also emphasize the different approaches required for particular audiences and media.

Prerequisites: None

Attendance: Mandatory

Class Format: Lecture, class discussion, group projects, in-class and at-home writing assignments

Readings: From text and workbook as assigned

Projects: Group and individual writing and editing assignments

Evaluation: Tests, class discussions, writing exercises
Course Content: This course is designed to help you understand the roles and activities of the mass media through history and its impact on our society today. By the end of the semester you should have a much better sense of the forces that guide the media you use everyday and be savvier to the effects the media have on each one of us.

Prerequisites: None

Attendance: Mandatory

Class Format: Lecture, group exercises, class discussion, reflective writing, viewing media materials

Readings: From text and handouts as assigned

Projects: Article Summary, Issue Paper, Film Analysis

Evaluation: Tests, group exercises, writing assignments
COMM 3200-001
Theories of Communication
James Shen
TR 10:30AM – 12:20PM
Spring 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 3200-002  
Theories of Communication  
Jessica Haviland  
MW 3:35PM – 5:25PM  
Spring 2006

Course Content: This course explores the origins, development and applications of communication theory in society and helps students better understand and utilize the media.

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.
Course Content: This course will analyze theories and perspectives on rhetoric from the classical era to the contemporary era. Then, the course will cover specific rhetorical styles of criticism.

Prerequisites: Only open to COMM majors.

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: Class Activities, Debate, Midterm Exam, Critical Analyses, Final Project, Final Exam

Course Content: This course is a semester-long study in the examination and application of health communication and persuasion concepts and contemporary research. This course will explore the diverse perspectives of people involved in health communication and show how they blend and negotiate their ideas to create communication episodes. This course will explore the history, culture, current issues and philosophy surrounding health communication. Specifically, this course will investigate the roles of patients and caregivers, social support, organizational culture and professional diversity, leadership and teamwork in the health care field, health and the media, and promotional health campaigns.

Prerequisite: Sophomores, Junior or Senior status

Readings: Communicating about Health: Current Issues and Perspective, Athena du Pre
You must bring your textbook to class everyday. Daily reading assignments from the text are listed on the course schedule. You should complete the assigned reading before coming to class and review the material periodically.

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: See syllabus for detailed attendance policy.

Papers/Projects: You will be evaluated solely on your written and oral communication. The following is the breakdown of your responsibilities this semester:
1. Classroom participation
2. Partner Presentation
3. Written Preparation for class:
4. Promotional Health Campaign (semester long project)

Evaluation: You will be graded in this class based on the number of points you earn for verbal and written assignment as well as your class participation. The total number of points available for the semester is 1000. 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 NOT average your grade for you. A = 1000 – 900  B = 899 – 800  C = 799 – 700  D = 699 – 600  F = (under 600 points). There will be no curve on final grades and there will be no exceptions to the grading scale. Therefore set your grade goal and proceed accordingly.
Course Content: This course is designed to give students a basic understanding of qualitative research methods. Specifically, the course will focus on understanding rather than predicting various communication phenomena. Students will learn skills in data collection involving human subjects, with particular emphasis on the interpretation of data as opposed to statistical analysis.

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 missed assignments unless they can supply written verification of an emergency.

Class Format: Primarily discussion and written assignments.

Readings: Course Packet.

Papers/Projects: Abstracts; Proposal; Group Project; Exams

Course Content: 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 advertising 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.

Prerequisites:

Attendance: Mandatory

Class Format: Lecture/Discussion/Video Session


Paper/Projects: A group project for creating an advertising plan for a national brand.

Evaluation: Assignments and Exercises 35%; Test (1) 10%; Test (2) 10%; Final Exam 15%; Group Project 30%
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. 9th Ed. Upper Saddle River, NJ: Prentice-Hall, 2002. There are a number of optional texts for the course work. Also required are a number of computer diskettes.

Papers/Projects: 10 weekly assignments (in addition to in-class exercises). 2 quizzes, 1 exam and a final project for electronic publishing

Evaluation: 10 Weekly projects 40%
COMM 3335-001
Mediated Comm: Video Production
Christine Farina
TR 2:30PM –4:20PM
Spring 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 television shows. Students will also write a term paper critiquing local, professional television newscasts and complete a midterm and final examination.

Evaluation: Midterm, projects, class work
COMM 4601-001
Seminar in Communication
Christine Farina
TR 12:30PM – 2:20PM
Spring 2006

Course Content: Documentary film in history. Critical study of documentary film history and theory.

Prerequisites:

Attendance: Mandatory.

Class Format: Lecture, viewings & discussion.

Readings: Textbook, supplementary materials, periodicals.

Projects: Papers, evaluation assessment presentations

Evaluation: Midterm and final exams, three papers.
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%;
Course Content: This course is designed to provide an understanding of all the aspects of radio operations. This includes: basic theoretical concepts; radio history; radio's impact on society; radio as an art form; the different departments of a radio station; the on-air sound; governmental controls and future trends. The audio production portion of the course includes: audio principles and aesthetics; the purpose and operation of primary (microphones, tape machines, consoles, CD players) and secondary studio equipment; the techniques of the production process and the basics of digital audio production using the Pro Tools digital editing system. Students will get hands-on experience producing projects for broadcast on WLFR-FM.

Prerequisites: None

Attendance: Mandatory

Class Format: Class will include lectures, student reports on radio listening research, and hands-on audio production.


Projects: Students will be required to write short papers on listening assignments. Two radio production projects, including recording of announcements, basic editing, and short-form radio packages are also required.

Evaluation:
Short Weekly Assignments 20%
Tests 25%
Class Participation 15%
Production Projects 40%
Course Content: Students will work in all aspects of the operation of WLFR, the College's non-commercial radio station. Areas of emphasis will include news, sports, production, programming, underwriting sales, operations and promotions. There may also be on-air duties covering music, news, sports, and public affairs.

Prerequisites: None

Attendance: 12 – 18 hours per week working at WLFR. Mandatory meetings will professor every two weeks.

Class Format: Students will learn by doing. They will work in the radio studios and offices. There will also be group work and meetings and discussions with instructor.

Readings: N/A

Projects: Independent Work

Evaluation: Weekly reports, project completion, attendance at internship and WLFR meetings, communication with WLFR directors and professor.