ADDENDUM

DEPARTMENT OF COMMUNICATION

Vicente Berdayes, Ph.D., Chair
Faculty: Berdayes L., Chojnacki, Gordon, Hicks, Nelson, Samra, Saverimuthu, Sirimangkala, Steele

The Department of Communication offers various majors, programs, and opportunities for students interested in pursuing professional objectives in a variety of communication and related settings. A choice of four baccalaureate degree programs is offered. They are the Bachelor of Arts in Advertising, in Broadcast, and Emerging Media, in Communication Studies, and in Public Relations.

Curriculum in the Department of Communication is designed so that all students, regardless of major, will be able to:
1. Access multiple sources of reference material relevant to their area of study.
2. Write papers using concepts extending from some area of communication theory.
3. Make oral reports that effectively convey ideas or messages.
4. Communicate ethically and effectively in a variety of settings and behave professionally in their chosen career.
5. Develop an appreciation of the discipline through an integrated experience.

UNDERGRADUATE DEGREE REQUIREMENTS

Distribution Requirements:
All undergraduate degree candidates are required to fulfill the distribution requirements of the College of Arts and Sciences.

ADVERTISING (B.A.)

The Bachelor of Arts in Advertising is designed to provide the student with knowledge of all aspects of advertising. The curriculum exposes students to advertising strategy and planning, creative, media, and culture and provides them with the necessary tools to pursue a career in Advertising. In addition, the core curriculum in the liberal arts gives students a balanced education and prepares them for a wide variety of professional contexts. The minimum grade of C is required in all major and minor courses.

The Advertising curriculum is designed so that majors will be able to:
1. Identify target audiences and develop effective advertising campaigns aimed at those groups.
2. Understand the interplay among advertising research, strategy, and positioning.
3. Understand the creative process and develop strong creative for print, broadcast, and interactive media.
4. Explain the role of advertising in our national and the world economies.
5. Understand the influence of advertising on our cultural norms, tastes, and trends.

Distribution: 51-52 credits
SPE 101 is required as part of Distribution

Core Courses: 36 credits
ADV 301 Principles of Advertising 3 cr.
ADV 362 Advertising Media Planning 3 cr.
ADV 401 Advertising Creative Strategy & Execution 3 cr.
ADV 442 Advertising & Social Responsibility 3 cr.
ADV 470 Advertising Campaigns 3 cr.
ADV 480 International Advertising 3 cr.
ADV 484 Public Relations/Advertising Research 3 cr.
ADV 499 Internship 3 cr.
COM 201 Introduction to Communication 3 cr.
COM 390 Principles of Public Relations 3 cr.
COM 412 Persuasion 3 cr.
COM 495 Communication Law 3 cr.

Co-requisites: (select 3 courses) 9 credits
ART 205 Graphic Design Foundations 3 cr.
PHO 305 Computer Imaging Collateral Design 3 cr.
MKT 306 Marketing Concepts & Applications 3 cr.
MKT 385 Consumer Behavior 3 cr.

Minor and General Electives: 23 or 24 credits

Degree Total: 120 credits

International Advertising
Students desiring specialization in International Advertising must add COM 304, Intercultural Communication. Students who are not proficient in a second language must also add a foreign language. The internship can be done abroad. Internships done overseas must be supervised by the School of Business as BUS 441 or 442.

Minor in Advertising: 21 credits
COM 201 Introduction to Communication 3 cr.
ADV 301 Principles of Advertising 3 cr.
ADV 362 Advertising Media Planning 3 cr.
ADV 401 Advertising Creative Strategy & Execution 3 cr.
**ADDENDUM**

ADV 442 Advertising and Social Responsibility 3 cr.
ADV 470 Advertising Campaigns 3 cr.
ADV 480 International Advertising 3 cr.

**BROADCAST AND EMERGING MEDIA (B.A.)**

**Professional and Technical Standards for Admission, Enrollment and Graduation**

Success in the field of broadcasting requires certain technical and emotional skills in addition to knowledge of theory. The Department of Communication acknowledges Section 504 of the 1973 Vocational Rehabilitation Act and the Americans with Disabilities Act of 1990 but has determined that prospective students must be able to meet the physical and emotional requirements of the academic program. A candidate for a Bachelor of Arts degree in Broadcast and Emerging Media must have abilities in six areas: communication, hearing, visual, mobility, motor skills, and social behavior. Compensation can be made for some disabilities but the use of an intermediary delays production decisions that must be made in a split second. Therefore, third parties cannot be used in studio productions.

The performance standards presented below are prerequisite for admission, continued enrollment, and graduation with a B.A. in Broadcast and Emerging Media. An example of activities that students are required to perform while enrolled in the broadcast and emerging media program accompanies each standard.

<table>
<thead>
<tr>
<th>Performance</th>
<th>Standard</th>
<th>Examples of Necessary Activities (not all inclusive)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication</td>
<td>Communication abilities sufficient for interaction with others orally and in writing</td>
<td>Give directions</td>
</tr>
<tr>
<td>Hearing</td>
<td>Auditory ability sufficient to respond to oral instructions</td>
<td>Monitor audio levels, respond to directions given through a headset</td>
</tr>
<tr>
<td>Visual</td>
<td>Visual ability sufficient for monitoring video sources</td>
<td>Focus shot, follow movement of people and objects in video shot, adjust audio and video levels</td>
</tr>
<tr>
<td>Mobility</td>
<td>Physical abilities sufficient to carry, move, and maneuver cameras in small spaces</td>
<td>Balance, move and “truck” studio cameras in a timely manner, hold a field camera steady</td>
</tr>
<tr>
<td>Motor Skills</td>
<td>Gross and fine motor abilities sufficient to operate broadcast equipment</td>
<td>Operate switcher, linear and non-linear editors, focus cameras</td>
</tr>
<tr>
<td>Social Behavior</td>
<td>Patience, interpersonal skills, teamwork, integrity,</td>
<td>Work with others under the pressure of a “live” broadcast</td>
</tr>
</tbody>
</table>

The undergraduate major in Broadcast and Emerging Media is designed for students who seek practical skills complemented by a theoretical understanding of traditional broadcast and emerging media platforms.

The program prepares students with a multi-faceted curriculum that highlights Information gathering, content creation, and production in today’s rapidly changing media environment. In accord with the liberal arts emphasis on media literacy, students reflect on the social, economic, and cultural dimensions of media and engage in critical analysis of media systems and messages.
Students also examine legal and ethical frameworks that inform how media content is produced. The undergraduate curriculum is also shaped by the Barry University mission, so that students learn how media can be used for collaborative service projects and to pursue social justice.

Students who complete the major in Broadcast and Emerging Media will be able to:

1. Explain how media systems both shape and are shaped by various social, cultural, and economic contexts.

2. Explain and/or demonstrate how media can be used to pursue social justice and bring about social change.

3. Demonstrate knowledge of the technical and performance skills required to write, design, and produce broadcast media content.

4. Produce and distribute content over multiple contemporary media, including television and emerging Media.

Degree Requirements

Distribution: 51-52 credits
SPE 101 is required as part of the Distribution

Department Requirements: 3 credits
COM 201 Introduction to Communication 3 cr.

Theoretical Foundation: 15 credits
COM 200 Introduction to Mass Media 3 cr.
COM 335 Media Theory 3 cr.
ADV 442 Advertising & Social Responsibility 3 cr.
COM 484 Communication, Public Relations and Advertising Research 3 cr.
COM 495 Communication Law 3 cr.

Broadcast and Emerging Media Core: 22 credits
COM 204 Writing for the Media 3 cr.
COM 214 Television Production 3 cr.
COM 301 Practicum 1 cr.
COM 309 Multimedia Communication 3 cr.
COM 314 Advanced Television Production 3 cr.
COM 318 Radio & TV Reporting 3 cr.
COM 418 Broadcast News 3 cr.

Approved Elective (one course from list below)
COM 215 Audio Production 3 cr.
COM 322 Television and the Internet 3 cr.
COM 456 Advanced Video Editing 3 cr.

Capstone & Integrative Experience 5 credits
COM 489 Seminar in Broadcast & Emerging Media 3 cr.
COM 499 Internship 2 cr.

Minor or General Elective (a minor is strongly recommended) 23-24 credits

DEGREE TOTAL: 120 credits

COMMUNICATION STUDIES (B.A.)

The Bachelor of Arts in Communication Studies is a broadly-based program designed for those students who seek a generalist's orientation to the communication discipline. The student is encouraged to investigate all aspects of the program, developing a core of knowledge in communication studies, and to apply general elective hours to the minor in order to create a double major. The minimum grade of C is required in all major and minor courses.

The Communication Studies curriculum is designed so that majors will be able to:

1. Understand the human communication process, its major elements (i.e., source, receiver, message, channel, feedback, noise, context), and different contexts (e.g., interpersonal, intercultural, organizational, public).

2. Understand the complexity and dynamics of human communication.

3. Develop awareness of cultural similarities and dissimilarities and appreciation of differences in all communication contexts.

4. Identify the interplay among source, message, channel, and audience in persuasion and distinguish among the various persuasive strategies.

Degree Requirements

Distribution: 51-52 credits
SPE 101 is required as part of the Distribution

Senior Level Courses (Enroll after the majority of major coursework is successfully completed): 6 credits
COM 407 Theories of Human Communication 3 cr.
COM 499 Internship or
COM 399 Practicum (or additional upper level) 3 cr.

Overview Courses: 12 credits
COM 200 Introduction to Mass Media 3 cr.
COM 201 Introduction to Communication 3 cr.
ADV 301 Principles of Advertising 3 cr.
COM 390 Principles of Public Relations 3 cr.

Public Address Courses: 6 credits
SPE 401 Business & Professional Communication 3 cr.
SPE 415 Speech Research, Writing & Delivery 3 cr.

Context Courses: 18 credits
COM 104 Interpersonal Communication 3 cr.
COM 304 Intercultural Communication 3 cr.
COM 326 Small Group Communication 3 cr.
COM 408 Relational Communication or
COM 320 Family Communication 3 cr.
COM 409 Organizational Communication 3 cr.
COM 412 Persuasion 3 cr.

Minor: 21 credits
General Electives: 5-6 credits

Degree Total: 120 credits

Minor in Communication Studies: 21 credits
COM 104 Interpersonal Communication 3 cr.
COM 201 Introduction to Communication 3 cr.
COM 304 Intercultural Communication 3 cr.
COM 407 Theories of Human Communication 3 cr.
COM 408 Relational Communication 3 cr.
COM 409 Organizational Communication 3 cr.
SPE 401 Business & Professional Communication or
SPE 415 Speech Research, Writing, and Delivery 3 cr.

PUBLIC RELATIONS (B.A.)

This major provides students with a background in the theories, methods, and practical skills of the field so that they can pursue a variety of careers in public relations. The minimum grade of C is required in all major and minor courses.

Goals and Objectives
The Public Relations curriculum is designed so that majors will be able to:
• Define the role of public relations and understand its history.
• Demonstrate oral and written competency and understanding of media, current issues, and practices in the field.
• Apply various strategic systematic approaches to problem solving, case studies, and campaigns.
• Complete and present comprehensive research-based public relations campaigns to clients.

Distribution: 51 credits
SPE 101 is required as part of the distribution

Core Courses: 27 credits
COM 201 Introduction to Communication 3 cr.
ADV 301 Principles of Advertising 3 cr.
COM 390 Principles of Public Relations 3 cr.
COM 391 Public Relations Campaigns 3 cr.
COM 484 Public Relations/Advertising Research 3 cr.
COM 499 Internship 3 cr.

Select three of the following courses:
ADV 401 Advertising Creative Strategy and Execution 3 cr.
COM 409 Organizational Communication 3 cr.
COM 412 Persuasion 3 cr.
COM 495 Communication Law 3 cr.

Public Address Courses: 6 credits
SPE 401 Business & Professional Communication 3 cr.
SPE 415 Speech Research, Writing & Delivery 3 cr.

Writing Courses 6 credits
COM 204 Writing for the Media 3 cr.

Choose one course from the following:
ENG 344 Professional Editing 3 cr.
ENG 362 Magazine Article Writing 3 cr.
ENG 374 Writing for the Internet 3 cr.
ENG 404 Persuasive Writing or 3 cr.
ENG 406 Rhetorical Analysis 3 cr.
ENG 444 Business Research, Writing & Editing 3 cr.

Production Co-Requisites 3 credits
Choose any one course from the following:
PHO 305 Computer Imaging 1 3 cr.
CS 325 Desktop Publishing 3 cr.
CS 338 Web Design, Authoring & Pub. 3 cr.

Marketing Co-Requisite: 3 credits
MKT 306 Marketing Concepts and Apps. 3 cr.

Minor and/or Electives: 24 credits
Students are encouraged to take a relevant minor. Minors in Marketing, Computer Technologies, Photography and Art are strongly recommended.

Degree Total: 120 credits

Minor in Public Relations: 21 credits
COM 204 Writing for the Media 3 cr.
COM 390 Principles of Public Relations 3 cr.
COM 391 Public Relations Campaigns 3 cr.
SPE 401 Business & Professional Communication or
SPE 415 Speech Research, Writing & Delivery 3 cr.
COM 484 Public Relations/Advertising Research 3 cr.
ADV 301 Principles of Advertising 3 cr.
Course Descriptions —

Advertising Prefix: ADV

301 Principles of Advertising (3)
Basic principles of advertising and their role in media and society. Includes advertising environment in the 21st Century, agency and client relationships, consumer behavior, ethics, and the role of research, creative appeals, and media selection in advertising effectiveness. Study of the organization of the advertising profession. (Fall, Spring).

362 Advertising Media Planning (3)
Planning execution and control of advertising media programs. Fundamental characteristics of the media. Buying and selling process. Techniques and methods used in advertising media planning process. Prerequisites: ADV 301, and MAT 152 or permission of the instructor. (Every third semester).

401 Advertising Creative Strategy & Execution (3)
The role of strategy in the creation and design of advertising. Writing effective copy for print and broadcast media. Prerequisites: ADV 301, ENG 111. ART 205 recommended. (Spring).

442 Advertising and Social Responsibility (3)
Critical examination of the impact of advertising on society and culture. Advertising’s role in the formation of trends, social habits, and other patterns of behavior as they pertain to multiple groups within society. Prosocial uses of advertising will also be discussed. Note: for Juniors and Seniors only. (Every third semester).

470 Advertising Campaigns (3)
Capstone course emphasizing the planning and creation of advertising campaigns. Students will complete and present a multimedia advertising campaign. Prerequisites: ADV 301, ADV 401, and ADV 362. (Spring).

480 International Advertising (3)
Major theoretical and managerial issues in international advertising and advertising directed at cultural minorities within countries. (Every third semester).

484 Public Relations/Advertising Research (3)
Introduction to public relations and advertising research methodology. Includes planning, measurement, evaluation, and reporting of results. Prerequisites: ADV 301, COM 390, and MAT 152 or permission from the instructor. (Fall).

499 Internship (3-12)
Practical experience in advertising in a professional setting. CR/NC grade; unpaid internships only. Prerequisites: Senior standing (90+ credit hours); 2.5 overall G.P.A. with minimum 3.0 G.P.A. in major; approval of Advisor, Department Chair, and Dean. (Fall, Spring, Summer).

Course Descriptions —

Communication Prefix: COM

104 Interpersonal Communication (3)
Study of self-concept, perception, language, listening, emotions, and conflict as they relate to person-to-person communication. (Fall, Spring).

200 Introduction to Mass Media (3)
Processes, systems, and effects of the printed and electronic media; the role of newspapers, magazines, movies, radio, and television. Prerequisite: Eligible for ENG 111. (Fall, Spring).

201 Introduction to Communication (3)
This course provides an overview of the human communication discipline. Students will be introduced to various topics within Communication, including the rudiments of communication theory and a survey of communication contexts (e.g., interpersonal, small group, organizational, public, mass, and intercultural). (Fall, Spring).

204 Writing for the Media (3)
Writing basic media copy. Emphasis on script preparation and techniques used professionally in the electronic media. Prerequisite: ENG 111. (Fall, Spring).

214 Television Production (3)
Studio production theory and practice; hands-on experience in basic production, direction, and technical operations of a studio. (Special fee). (Fall, Spring).

215 Audio Production (3)
Audio production theory and practice; hands-on experience in basic production for radio and television. Prerequisite: COM 204. (Special fee). (Occasional offering).

300 Special Topics in Communication (3)
Exploration of selected areas of study in the field of communication. (limited to a maximum of 6 credit hours.) (Occasional offering).

301 Practicum I (1)
Development of skills in communication related settings. Prerequisite: COM 214 or permission of Department Chair. May be repeated for a maximum of 3 credit hours. Prerequisite: COM 204, COM 214 (taken in conjunction with COM 314) (Special fee) (Occasional offering).

302 Nonverbal Communication (3)
Survey of research in nonverbal communication. Includes the study of posture and body movements, eye contact, facial expression, vocal cues, physical appearance, and space as well as the effects of cultural, situational, and personality
variables. Prerequisites: COM 201 and either SPE 101 or COM 104. (Occasional offering).

304 Intercultural Communication (3)
An introduction to the factors which influence communication among individuals of different subcultures. Both theoretical and practical problems of intercultural communication are analyzed. Prerequisite: SPE 101 or COM 104. (Spring)

309 Multimedia Communication (3)
This course presents a practical survey of digital and emerging communication platforms. Students learn about institutional, ethical, and design issues that shape the production of content for digital/emerging media and how to produce multimedia content such as hypertext, digital images, podcasts, and videos within the context of well-planned communication campaigns. Prerequisites: COM 200 and CS 180.

314 Advanced Television Production (3)
Advanced television production techniques including electronic editing, special effects, and electronic field production. Completion of an individual creative project is required. Prerequisites: COM 204 and COM 214. (Special fee) (Fall, Spring).

315 Advanced Audio Production (3)
Advanced audio production techniques including editing special effects and multi-track recording. Completion of an individual creative project and “on air check” are required. Prerequisite: COM 215. (Occasional offering).

318 Radio and TV Reporting (3)
Researching, writing, taping and editing news stories for radio, television and the internet. Includes discussion and application of gate keeping functions: story selection and story order in a newscast. Prerequisites: COM 204, and COM 314. (Fall).

320 Family and Communication (3)
This course focuses on the ways families communicate in order to increase understanding of one’s own communication behaviors and improve speech and communication skills. The course will focus on the principles and practices of effective, ethical, persuasive communication as applied to family groups. Prerequisites: COM 201 and either SPE 101 or COM 104. (Occasional offering).

322 Television and the Internet (3)
The study and practice of the latest news gathering technology, including the increasingly important role that the Internet plays in Television news coverage. Prerequisites: COM 204, COM 214 and COM 314.

326 Small Group Communication (3)
Theory and practice in leading and participating in small groups. Special focus on problem solving and the management of conflict. Prerequisites: COM 201 and either SPE 101 or COM 104. (Alternate years, Fall).

335 Media Theory (3)
This course is designed to introduce students to the fundamental theories of mass communication and the role that these theories play in our understanding of the socio-cultural impact media have on society. It emphasizes the forms and effects of media and explains how these influence the structure and performance of media as well as the creation, reception and interpretation of mass media messages. Prerequisites: COM 200 and COM 201.

340 Film Genres (3)
This course will examine the concepts of film genre by looking at two genres in the same semester. In the first half of the semester, students will be introduced to the ideas with an easily identifiable genre, such as the musical or the Western. In the second half, students will build on their knowledge by applying the concepts to a genre which is more difficult to define (such as film noir) or which blends over into other genres (such as the horror/fantasy/science-fiction crossover). (Fall).

359 Independent Study (3)
Opportunity for research and study in the communication profession. Requires approval of Department Chair and Dean. (Fall, Spring).

366 History of the Moving Image (3)
This course examines the development of the media that utilize the moving visual image. The first focus of the course will be the history of cinema from the 1890s to the present. The second emphasis will be the history of television, from the early 20th century to the present. Through examination of the history of these two highly influential media, the student will gain an understanding of why and how the film and TV industries have arrived at their current status. In addition to class meetings, students will be required to attend one weekly screening of a classic example of the medium from the period under discussion. Prerequisite: COM 200. (Alternate years, Fall).

390 Principles and Case Studies of Public Relations (3)
Basic concepts of public relations; case studies; the tools and media used in communication with the public. (Fall).

391 Public Relations Campaigns (3)
The detailed analysis of the utilization of principles and techniques of public relations in a variety of contemporary situations and the practical
application of these principles and techniques to campaigns. Prerequisite: COM 390. (Fall).

399 Public Relations Practicum (1-3)  
Development of skills in public relations settings. Designed to give students hands-on experience in public relations on campus. Prerequisites: COM 390 and either COM 391 or COM 484. (Fall, Spring).

401 Practicum II (2)  
Advanced development of skills in communication related settings. Prerequisites: COM 301 and COM 314 or permission of Department Chair. (Occasional offering).

407 Theories of Human Communication (3)  
The study of Theoretical orientations in the field of human communication. Focus on 20th century theorists and schools of thought including models of communication. Prerequisite: Junior or Senior standing. (Fall).

408 Relational Communication (3)  
Focus on the nature and functions of communication within relationships. The purpose of this course is to provide a survey of some of the major theoretical perspectives and historical and contemporary research on relational communication. Topics include relationship stages, attraction, dating, relational communication dysfunction, and family communication. Prerequisites: COM 201 and either SPE 101 or COM 104. (Occasional offering).

409 Organizational Communication (3)  
This course focuses on the nature and functions of communication in organizational settings. The course seeks to provide students with an understanding of the concepts and methods needed to assess and improve the nature of communication processes in organizations. Prerequisites: Junior or Senior standing. (Alternate years, Spring).

412 Persuasion (3)  
Beginning with Aristotle, this course provides an historical perspective on how persuasion has evolved to modern times. Emphasis on factors such as attention, perception, needs, values, and credibility. Practice in presentation of persuasive oral and written communication. Emphasis given to persuasive campaigns. Prerequisites: COM 201 and either SPE 101 or COM 104. (Spring).

418 Broadcast News (3)  
Develops skills for positions of news producer and reporter. Includes news writing, analysis of news stories and their relative merit, and production considerations in assembling a newscast. Prerequisite: COM 318. (Spring).

420 Media Programming (3)  
Analysis of and experience in radio and television programming and promotion. Includes analysis of competitive rating system and overview of the mechanics of the broadcasting business. (Fall).

421 Ethics in the News Media (3)  
The exploration of ethical systems and their application to socially, professionally and personally responsible decision making in news media, including radio, television and the internet. (Spring).

431 Media Relations and Sport (3)  
Study of professional and collegiate sports and their relationship with the various media outlets. Same as SES 431. (Occasional offering).

446 Screenwriting (3)  
An advanced writing course designed for students interested in learning how to write scripts for film and television. Students learn the various forms, genres, techniques, and styles of writing for film and television. The course will require students to write both a teleplay and a full-length screenplay. Prerequisite: COM 204 or permission of the instructor. Same as ENG 446. (Occasional offering).

455 Acting for the Camera (3)  
On-camera workshop focusing on specific acting techniques relevant to film, TV, and commercials. Prerequisite: Permission of Department Chair. Same as TH 455. (Occasional offering).

456 Advanced Video Editing (3)  
The final stage in the life of a production, before air, occurs in the editing room. This course has two main thrusts: hands-on practical instruction in the use of digital non-linear (computer-based) editing systems, and in-depth, intense examination of the aesthetics and communication considerations that motivate the choices in the editing room. Prerequisites: COM 214 and COM 314. (Special fee) (Spring)

470 Seminar in Communication (3)  
A senior seminar in the identification and examination of selected topic(s) in communication. Limited to Department of Communication majors with 90+ credit hours and approved minors. Serves a Department of Communication integrative experience and includes service learning, comprehensive examination and senior thesis. (Occasional offering).

484 Communication, Public Relations and Advertising Research (3)  
Introduction to research methodology for public relations and advertising. Includes planning, measurement, evaluation, and reporting of results. Prerequisites: MAT 152 or permission from the instructor, and Junior or Senior standing.

489 Senior Seminar in Broadcast & Emerging
The senior capstone course in Broadcast and Emerging Media is designed to put into practice the knowledge that students have acquired throughout their program of study. Students will utilize their skills in research, writing and production, for multiple platforms, while applying ethical standards, in producing independent project(s) that will contribute towards their portfolios. Prerequisites: Senior standing and permission of the Instructor.

490 Public Affairs Producing (3)
In this course students function as full-charge producers in the pre-production stage of public affairs program development, and then as production crew during taping. Student producers are responsible for identifying a topic, and selecting and gaming the cooperation of a program host and guests. The student producer conducts background research on the topic, scripts the intros, transitions, and closes for the program, prepares a topic background file for the host, and then prepares sets of suggested questions to be used during the opening, body, and closing phases of the program. Prerequisites: COM 204 and COM 314. (Special fee).

491 Television Directing (3)
Integration of television studio facilities, scripting, and production techniques into directing of basic television formats. Directing exercises and individual projects including planning, producing, directing, and crew work. Prerequisite: COM 314. (Special fee).

495 Communication Law (3)
Studies in the current laws governing the mass media. Role of the FCC, libel, privacy, and First Amendment issues. Note: for Juniors and Seniors only. (Fall, Spring).

497 Media Management (3)
The theory of management applied to issues in radio, television or the internet. Practical experience in examining and resolving business problems in personnel, promotion, sales, advertising, content and regulation. Participation in a major project required. Prerequisite: Senior standing (90+ credit hours); 2.5 overall G.P.A. with minimum 3.0 G.P.A. in major; approval of Advisor, Department Chair, and Dean. (Fall, Spring, Summer).

NON-DEGREE PROGRAM

SPEECH
Course Descriptions—
Speech Prefix: SPE

101 Fundamentals of Speech (3)
Study and practice of basic public communication skills. Communication majors minimum grade of "C" required. (Fall, Spring, Summer).

105 American English Phonetics (3)
Reduction of foreign and regional accents. Focus on the International Phonetic Alphabet (IPA), with emphasis on linguistic variables that influence accent reduction: articulation, stress, intonation, word order, phrasing, and vocabulary. Individualized instruction incorporating speaking, reading, and writing. CR/NC grade only. Does not fulfill distribution or degree requirements. Same as ENG 105. (Occasional offering).

401 Business and Professional Communication (3)
Application of principles of speech communication in the presentation of informational reports, conference management, and interviewing. Prerequisite: SPE 101. (Spring).

415 Speech Research, Writing and Delivery (3)
Study of speech design and delivery for a variety of public situations. Includes the study of research sources, content, and organization in speeches written for and delivered by others. Prerequisite: SPE 101. (Spring).