

COMMUNICATION (COMM)

COMM 1000. Introduction to Mass Communication. (3 Credits)

This course acquaints the student with the basic forms of mass communication and the media through which messages are conveyed. Current media trends and their origins will also be studied.

COMM 1010. Speech Communication. (3 Credits)

This course focuses on oral communication between the speaker and audience. The ability to speak with confidence is developed through a variety of speaking experiences. This course combines the theory of public speaking with practical experience in delivering informative, persuasive and inspirational speeches. Emphasis is placed on the ability to give and receive feedback of a critical nature.

COMM 1100. Public Speaking. (3 Credits)

This course considers the fundamentals of giving speeches that are informative, persuasive, inspirational, or entertaining. Students learn to manage speech tension, use vocal variety, improve delivery, and organize and support effective presentations with research and visual aids.

COMM 1200. Journalism. (3 Credits)

This course introduces students to the basics of reporting, writing, and editing in a journalistic style, and examines contemporary issues facing journalists and journalism.

COMM 1400. Audio and Video Production. (3 Credits)

This course introduces students to the world of film and video production. Students learn the process involved in preproduction, production, and postproduction throughout the development of digital video productions.

COMM 2000. Beacon Newspaper (CUW). (1 Credit)

This course affords students the opportunity to write, edit and publish the university newspaper.

COMM 2001. WCUW-Radio. (1 Credit)

This course considers the fundamentals of preparing and performing an on-the-air radio show, with a variety of skills including monologues, interviews, co-hosting, and introductions of other material. No prerequisites, although COMM 1300: Radio Production is strongly recommended.

COMM 2002. WCUA-Radio. (1 Credit)

This course considers the fundamentals of preparing and performing an on-the-air radio show, with a variety of skills including monologues, interviews, co-hosting, and introductions of other material. No prerequisites, although COMM 1300: Radio Production is strongly recommended.

COMM 2003. Lighthouse Newspaper (CUAA). (1 Credit)

This course considers the fundamentals of preparing and performing an on-the-air radio show, with a variety of skills including monologues, interviews, co-hosting, and introductions of other material. No prerequisites, although COMM 351: Radio Production is strongly recommended.

COMM 2010. American Cinema. (3 Credits)

This course introduces basic issues related to the phenomenon of American cinema. It looks at American film history from the 1890's through the 1990's, but it does not explore this history in a purely chronological way. It is a cultural history which focuses on topics and issues more than on what happened when. It also explores how Hollywood films work technically, aesthetically, and culturally to reinforce and challenge America's national self-image.

COMM 2020. Intercultural Communication. (3 Credits)

This course provides students with an opportunity to develop communication skills necessary for a diverse workforce. In this course students come to understand intercultural communication by discussing language, stereotypes, behavior and patterns. Students develop the ability to apply cultural concepts to modern business situations and relate across cultures within that setting.

COMM 2100. Interpersonal Communication. (3 Credits)

This course studies why communication breaks down in interpersonal relationships, focusing on such topics as perception, self-concept, non-verbals, listening, gender, self-disclosure, power, and conflict. Assignments lead students to a greater awareness of their strengths and weaknesses as communicators.

COMM 2200. Advanced Public Speaking. (3 Credits)

This course teaches the use of research, strategy, audience analysis, and technology to attain professionalism in presentations. Students apply speaking skills in a variety of speeches selected by the instructor such as, "after dinner" humor presentation, an informative/persuasive PowerPoint lecture, a team debate judged by students, and an inspirational or devotional presentation.

Prerequisites: (COMM 1100 or 105).

COMM 2300. Media Literacy. (3 Credits)

Media literacy is essential, as it allows individuals to deconstruct messages in order to gain control over them. In an age where claims of "fake news" are prevalent, it is increasingly important that audiences understand the messages being presented. In this course, students will engage with a variety of media - photographs, news articles, advertisements, websites, movies, tv shows - and develop an understanding of how this content can influence audiences. We will draw on persuasion and media theories, in order to evaluate the messages being presented in society. This course places equal emphasis on the foundation of solid scholarly writing and the pervasiveness of media messages. The course will feature regular writing assignments, in-class discussions, and a final project in which students analyze media messages using persuasion theories and discuss the importance of media literacy in evaluating persuasive messages.

COMM 2400. Sports Journalism. (3 Credits)

This course introduces students to the skills of a sports journalist, primarily the techniques and principles of interviewing, reporting, and writing sports. A hands-on approach is emphasized, with several opportunities for field experience.

Prerequisites: (COMM 1200 or 265).

COMM 2500. Sports Broadcasting. (3 Credits)

This course introduces students to the skills of a sports broadcaster, primarily the techniques and principles of interviewing, reporting, and the on-air broadcasting of sports. A hands-on approach is emphasized, with several opportunities for experience.

Prerequisites: (COMM 1400 or 339).

COMM 3000. Special Topics in Mass Communication. (1 Credit)

Special Topics in Mass Communication engages students in an emergent topic of the Mass Communication industry, intending to spur interest in a specific sub-field of the discipline. Topics vary by semester.

COMM 3010. Servant Leadership. (3 Credits)

This course engages students in understanding and applying theory and skills grounded in the biblical concept of servanthood. Students are challenged to become effective leaders who value service, individual dignity, growth, and wholeness.

COMM 3100. Social Media. (3 Credits)

This course introduces students to theories about the ways in which social media influences society and provides students the opportunity to employ those theories via practical application.

COMM 3200. Mass Communication Campaigns. (3 Credits)

The course introduces students to the basic practices and principles for creating and implementing a comprehensive mass communication plan.

COMM 3300. Technical Writing and Speaking. (3 Credits)

This course focuses on the technical types of writing and speaking needed in professional positions, specifically presenting specialized information in an accessible way to a variety of audiences. Students will learn to write and design effective technical documents and present them orally.

COMM 3400. Gender and Communication. (3 Credits)

Students will study the differences – and similarities – between men and women as they communicate. Verbal and nonverbal elements are studied, along with why any differences might exist. Gender-specific issues in dating, education, family, religion, and the workplace will be discussed. A significant final project analyzing institutional artifacts specific to gender will be required.

COMM 3500. Film History. (3 Credits)

This course examines the development of motion pictures from its beginning to the present day. Films will be screened representing various movements, periods, and styles.

COMM 4000. Critical Analysis of Mass Communication. (3 Credits)

This course applies logical reasoning, critical thinking, and problem-solving approaches to the reading and writing processes with the intent to disseminate the information to internal and external audiences. Students will weigh, judge, and evaluate information from qualitative and quantitative perspectives.

COMM 4100. Cross-Cultural Communication. (3 Credits)

This course examines the cultural diversity that exists locally, nationally, and globally in order to develop a positive appreciation for the contributions of other cultures. Students will gain personal contact with members of other cultures and learn effective intercultural skills for a diverse world.

COMM 4200. Internship. (3-12 Credits)

This course involves supervised work at a commercial communication enterprise. Prerequisites are explained in the internship packet, which may be obtained from any communication professor.

COMM 4300. Fan Comm Practicum. (3 Credits)

This is an advanced course in sports reporting, writing, blogging, broadcasting, and presenting. Students prepare publishable-quality pieces covering campus sports teams, athletes, and events. Students will hone their research, interviewing, and reporting skills utilizing a variety of technologies during this hands-on practicum course.

COMM 4400. Research Seminar. (3 Credits)

This course allows students to demonstrate their communication competencies by writing a research paper related to their particular major and giving a public presentation.

COMM 4500. Multicultural Leadership. (3 Credits)

This capstone course will engage students with Multicultural Leadership Theory and help students understand leadership theory that is culturally nuanced, preparing them to be leaders as they begin their vocations as Concordians. This course will study different fields and how Multicultural Leadership skills will serve them as leaders to take on difficult, systemic challenges they will face in the workplace.