

Fall '24 Communication Department Course Offerings

Courses are organized below by whether they are foundation courses, message design, analysis, or communication and community to help you more easily find a course you may need in a particular area. Each 'goal area' begins on a new page.

After each course title are the Integrations Curriculum designations on each of the courses, as well. Please do reach out to faculty teaching the courses if you want to know more about the course.

Foundation Courses

Comm 102: Public Speaking and the Public Sphere (HE, J1)

- Students will explore how public speech has been used for social justice advocacy historically and in contemporary society through a variety of different rhetorical situations. Students will feel empowered civically and research a contemporary issue to advocate for a social justice issue.
- Key Skills: speaking, research, ethics

Comm 103: Media and Society (HE, T1)

- Learn how the media we access through our digital devices influences our everyday lives, shapes knowledge, and affects our relationships. Due to the sheer amount of time we spend with media, Media and Society is relevant to anyone growing up in the digital age. In this class, you'll learn how to critically analyze media messages and to understand the larger context behind why and how they are created and what it means for us as consumers.
- Key Skills: critical thinking, media literacy, message analysis

Comm 105: Introduction to Human Communication (SW, T1)

- Study key terms associated with intersectional notions of gender and race, investigate significant social movements and influential voices for change, and analyze the dynamic systems of power that dictate access to public spaces.
- Key Skills: communicate effectively, listening, collaboration, understanding how research creates theories

Message Design

Comm 220: Debate and Democracy (BN, TF)

- Students will work collaboratively to research and evaluate sources and evidence, assess the truthfulness and quality of claims by applying analytical and reasoning skills to public issues, listen thoughtfully to opposing viewpoints and learn to formulate creative counterarguments, develop presentation skills by constructing, questioning, and refuting arguments delivered to audiences, and explore the role of debate in promoting democratic political and social change. Students will participate in interactive classroom debates on contemporary issues, but no previous debate training is required.
- Key skills: Argument development and analysis; presentation skills, critical thinking, advocacy

Comm 245: Introduction to Media Writing (WR)

- An email to your boss or clients. A blog that explains what's behind supply chain delays. A feature story about someone in your community doing something cool. These are all forms of media writing, a cornerstone skill in fields like journalism, public relations, marketing communications, advertising and business in general. This course is designed to teach you how to construct clear, accurate and creative messages tailored to a specific purpose, context, audience, and media platform. You will learn to write across media—blogs, websites, email, social media, print, broadcast— and get a good introduction to writing in a variety of media-related professions.
- Key skills: effective message design, portfolio-building

Comm 265: Group Communication (SW, J1)

- Gives students a practical and theoretical understanding of how groups communicate. Includes such topics as group dynamics, leadership, feedback, decision-making, power, norms and roles, conflict, groupthink and communication theory.
- Key Skills: effective message design, improved group work

Analysis

Comm 205 Interpersonal Communication (SW, T1, BN)

- Gives students a practical and theoretical understanding of one-on-one communication. Topics may include relationship development, perception, self-image, language, nonverbal communication, listening, conflict, gender roles, family communication, culture, communication competence, and the impact of technology on communication. In addition, this class uses the lens of the Truth theme to explore many of these topics.
- Key skills: communicate effectively, listening, collaboration, understanding how research creates theories

Comm 336: Marketing, Advertising & Public Relations Campaign (SW, T3)

- Learn how effective strategic campaigns in marketing, advertising and public relations are designed. Master the tools necessary to analyze and create effective strategic communication campaigns. The primary purpose of this course is to develop students' analytical skills and to enable students to understand the role of persuasive theory in strategic communication campaign development, implementation, and evaluation. This course provides a framework for students to understand the appropriate use of theory and components of strategic communication campaigns, as relevant to marketing, public relations, public service, health campaigns, sports promotion, and much more. Students will learn to be more discerning creators and consumers of persuasive messages. Key Skills: mindfulness, storytelling, interpersonal communication, conflict resolution
- Key skills: message analysis, campaign planning, presentation skills

Comm 352 Health Communication (SW, T3, Global Health minor)

- Provides students with a broad introduction to the study and application of health communication theories, principles, and practices. Examines how narratives, media, interpersonal communication, group communication, intercultural communication, gender communication, organizational communication and promotional campaigns function within health contexts. The relevance of communication to health is examined as a means for improving communication in the health care setting, improving personal health, and influencing public health.
- Key skills: understand how healthcare works, communicate within medicine effectively

Comm 354 Gender, Media & Political Campaigns (CS, Gend)

- Learn how inter sectional gender norms determine and shape access to and leadership systems of power and be empowered by those who did something about it.
- Key skills: analysis, collaboration, presentation skills, cultural competence, media literacy

Communication and Community

Comm 330 Apology & Crisis (HE, BN, JF)

- Students will analyze speeches and statements of apology and self-defense and assess the effectiveness, ethics, and meaning of such appeals in several case studies. In addition to other requirements, students will generate a critical essay for public presentation.
- Key skills: communication and community

Comm 350 Intercultural Communication

- Identify and explore barriers and opportunities in communicating with individuals from different cultures and co-cultures.
- Key skills: intercultural communication, critical thinking, analysis, writing, discussion

Comm 351 Gender & Communication (SW, J3)

- Examines the impact of socialization on gender identity and the influence of gender roles on communication. Looks at the connections between communication and gender, racial identity, sexuality and other social identity factors in a variety of relational and social contexts. Introduces students to current theories of gender communication that highlight evolving understandings of gender identity.
- Key skills: critical thinking, analysis, writing, discussion

Comm 384B Rhetoric & Music (CS)

- Study the rhetoric of popular music, or how people use music to do stuff. In particular, we will explore how music helps people shape and maintain their identities.
- Key skills: communication & community, rhetorical analysis

