

COMMUNICATION (COMM)

COMM 110. Fundamentals of Public Speaking

Credits: 3

Typically Offered: FASPSU

The course is designed to lay a foundation in skills for informal and formal speaking situations. There is an emphasis on content, organization, audience adaptation, critical evaluation of messages, language, and delivery.

COMM 112. Understanding Media and Social Change

Credits: 3

Typically Offered: FASPSU

This course explores mass media, including its purpose, function and impact on society. In turn, the course explores the impact of society on the media.

COMM 120. Introduction to Broadcasting

Credits: 3

Corequisite: COMM 283 or COMM 284 for students pursuing an AAS in Mass Communications.

Typically Offered: SPRING

Students in this course will be introduced to commercial and non-commercial broadcasting. Topics will include coverage of current events, ethics of media issues, and the development, format and delivery of broadcast news.

COMM 200. Introduction to Media Writing

Credits: 3

Typically Offered: FALL

This course introduces writing styles and forms required in journalism, broadcast, online media, public relations and advertising. Students gather, organize, and write news stories using Associated Press style and learn about the media process through the applied process of publication.

COMM 201. Interpretive and Opinion Writing

Credits: 3

Typically Offered: FALLSPR

Following the tenets of professional journalism organizations and using the work of contemporary columnists and editorial writers as a guide, students will learn the importance of opinion writing. Through discussion and analysis, students will develop their own opinion column as well as write in-depth interpretive stories and editorials. Their writing will be submitted to the editors of the student campus newspaper to be considered for publication.

COMM 206. Digital Communication Fundamentals

Credits: 3

Typically Offered: FALL

This introduction to the theory and practice of digital communication for print, online and mobile media. Course emphasis is on a holistic approach to digital design including both theoretical knowledge and software expertise. Course involves creating a series of portfolio ready digital artifacts.

COMM 211. Oral Interpretation

Credits: 3

Typically Offered: FALL

The techniques of expression as applied to oral reading are studied and practiced. Students are encouraged to use all types of literature to secure an understanding of the intellectual and emotional content of the literature and to communicate this meaning to the listener.

COMM 212. Interpersonal Communications

Credits: 3

Typically Offered: FALLSPR

This course will acquaint students with fundamental concepts of communications between individuals. Course will give insights into the dynamics of interpersonal communication, aid in understanding how people present themselves to others, and how others perceive them in turn.

COMM 214. Persuasive Speaking

Credits: 3

Typically Offered: ONDEMAND

This course will examine principles of motivation, argumentation and techniques utilized in influencing human conduct. Student will prepare, deliver, and analyze various types of persuasive messages.

COMM 218. Public Relations Principles

Credits: 3

Typically Offered: FALLSPR

An introduction to the theory and practice of public relations, emphasizing management functions, writing skills, communication processes, tools, and professional ethics.

COMM 222. Voice and Diction

Credits: 3

Typically Offered: SPRING

Studies and exercises designed to develop the career voice. For students going into fields where the quality of public vocal presentation is important.

COMM 224. Social Media, Writing & Design

Credits: 3

Typically Offered: SPRING

Learn techniques used to capture readers attention in online and print media while combining images and text to tell the story.

COMM 225. Introduction to Audio Production

Credits: 3

Typically Offered: FALL

Lab and lecture course which is designed to introduce the student to the basic principles and practices of audio production. Student will learn how to operate production equipment, properly record and process audio signals, and learn how to use a digital audio workstation (DAW).

COMM 233. Media Ethics

Credits: 3

Typically Offered: ONDEMAND

This course uses real-life and hypothetical cases in ethical decision-making situations in the media areas of general information (truth), advertising, loyalties, public relations, privacy, a democratic society, visuals, cyberspace and arts and entertainment.

COMM 240. Introduction to News Photography

Credits: 3

Typically Offered: FALLSPR

Basic principles of the digital photographic process are explored. Major areas covered are equipment selection and handling, light, composition, exposure, and accessories such as filters and proper flash techniques. Good picture taking methods are explained including image transfer, digital file types, and basic Photoshop tools.

COMM 242. Advanced News Photography

Credits: 3

Prerequisite: COMM 240 or departmental approval.

Typically Offered: ONDEMAND

This course is further exploration of photography in all phases of news and general use. Equipment selection and handling, exposure, and accessories are further explained. Students will be required to shoot assignments for the student print and online publications.

COMM 244. Reporting and Feature Writing

Credits: 3

Prerequisite: COMM 200 or departmental approval.

Typically Offered: SPRING

In this course students discuss current practices, problems and ethics of news reporting. Students are introduced to the differences between hard news and soft news with continued practice in gathering, organizing and writing stories using Associated Press style as well as continued practice in the process of publication.

COMM 270. Basic Video Production

Credits: 3

Repeat Status: Repeatable up to 6.00 credits.

Typically Offered: FALL

This course teaches the principles of video production. Students learn basic picture and sound generation, recording, editing and scripting and the fundamentals of lighting and equipment setup.

COMM 272. Advanced Video Production

Credits: 3

Repeat Status: Repeatable up to 6.00 credits.

Typically Offered: SPRING

This course is designed to help students learn to use video as an effective form of communication. Students will study and apply the technical and aesthetic principles of broadcast production. Emphasis will be on the theory and practice of studio productions. Students will explore electronic news gathering/interview techniques so they can effectively communicate audio/visual messages through the generally accepted production norms associated with media production. Students will learn to operate equipment in a television studio, work as a member of a production team and serve as a crewmember of the student video production MystiCast.

COMM 281. Reporting and Editing: Mystician

Credits: 1

Repeat Status: Repeatable up to 4.00 credits.

Typically Offered: FALLSPR

Students in this laboratory course become staff members of the campus newspaper the Mystician. Options for involvement include editors, writers, photographers, graphic design artists and advertising personnel.

COMM 282. Yearbook Editing

Credits: 1-2

Repeat Status: Repeatable up to 8.00 credits.

Typically Offered: ONDEMAND

Laboratory course for members of yearbook staff.

COMM 283. Video Lab: MystiCast

Credits: 1

Repeat Status: Repeatable up to 4.00 credits.

Typically Offered: FALLSPR

Students in this laboratory course become staff members of the student campus video production - MystiCast. Options for involvement include working on the technical and production aspects, as well as being an anchor or reporter. Repeatable.

COMM 284. Radio Lab: The MYX

Credits: 1

Repeat Status: Repeatable up to 4.00 credits.

Typically Offered: FALLSPR

Students in this laboratory course become staff members of the student campus radio production - The MYX. Options for involvement include working on the technical and production aspects, as well as being an announcer or having a weekly radio program.

COMM 285. Communication Arts Lab

Credits: 1

Typically Offered: FALLSPR

Students in this course will promote arts and humanities events and projects across campus by working with faculty, staff, and student organizations. Students will also work on tasks related to publishing Figments of Imagination, BSC's literary journal, which is produced during the spring semester in ENGL 213. It is recommended but not required, that students take ENGL 213 and COMM 285 together.

COMM 327. Industry Communications

Credits: 3

Prerequisites: ENGL 110 and COMM 110.

Typically Offered: FASPSU

This course will cover preparing and presenting professional speeches, communications with peers and supervisors, as well as clients. Focus will be on proper organization of material, as well as techniques to present material in an informational, interesting style and being prepared for follow-up questions and answers.