Communication

Mitchell McKinney, Chair  
College of Arts and Science  
108 Switzer Hall  
(573) 882-4431  
http://communication.missouri.edu

The Department of Communication offers courses in creating and critically evaluating messages. These messages persuade, inform and entertain in contexts such as one-to-one interactions, communication in organizations, and media. Students prepare for careers in broadcasting, sales, public relations, law, politics, marketing and new media.

The department offers BA, MA and PhD degrees with majors in Communication.

Faculty

Associate Professor D. S. Dougherty**, M. S. McKinney**, R. Meisenbach**  
Assistant Professor L. Behm-Morawitz**, M. Click**, C. Colaner**, K. Harris, J. B. Houston**, B. Warner*  
Assistant Teaching Professor A. Villamil*  
Associate Professor Emeritus M. J. Porter, M. J. Smythe  
Adjunct Professor D. Dunkin, M. W. Dunn*, R. Karwoski  
Professor Emeritus L. Reid

** Graduate Faculty Member - membership is required to teach graduate-level courses, chair master's thesis committees, and serve on doctoral examination and dissertation committees.

* Doctoral Faculty Member - membership is required to chair doctoral examination or dissertation committees. Graduate faculty membership is a prerequisite for Doctoral faculty membership.

Undergraduate

• BA in Communication (http://catalog.missouri.edu/undergraduategraduate/collegeofartsandscience/communication/ba-communication)

Admission

Because of student interest in communication programs, admission is restricted. Students must apply for admission no earlier than the first semester of their sophomore year, or during the semester in which they will complete 45 credits. A copy of the admission procedures and policies is available in the department office or at http://communication.missouri.edu.

The student’s grade point average from the MU system as adjusted by the MU grade repeat policy and the grade point averages in completed communication courses at MU are the primary criteria used to determine admission to the program.

Transfer Student Admission

Transfer students are not eligible for admission until they have completed at least one semester in residence (12 credits) and a communication course in residence. Students who are not admitted may reapply for consideration in subsequent terms.

Departmental Honors

To receive departmental honors, a student must earn a minimum overall MU GPA of 3.3 and a minimum GPA of 3.5 in courses in communication completed at the University of Missouri. Students must a research project for a minimum of 3 credits with a faculty member, or a creative project completed for a minimum of 3 credits with a faculty member.

Graduate

• MA in Communication (http://catalog.missouri.edu/undergraduategraduate/collegeofartsandscience/communication/ma-communication)  
• PhD in Communication (http://catalog.missouri.edu/undergraduategraduate/collegeofartsandscience/communication/phd-communication)

Communication Graduate Programs  
College of Arts and Science  
108 Switzer Hall  
(573) 882-4431  
http://communication.missouri.edu/  
Director of Graduate Studies: Mitchell McKinney

About the Program

The program takes a theoretical, critical, and experimental approach to the study of communication. The MA program is designed to further enhance the understanding of the communication process by allowing students to study various aspects of communication in greater depth. Graduates are employed in corporate communication, educational and instructional media, sales, research and consulting. The doctoral program is designed for those interested in an academic career of college or university teaching and research. Doctoral students graduate with a strong theoretical background in interpersonal, mass media, organizational, or political communication.

Funding

Graduate students are eligible to apply for fellowships and graduate teaching assistantships. Funding is normally limited to doctoral students.

COMMUN 1200: Public Speaking  
Principles, process of speech communication in small group and public speaking situations.  
Credit Hours: 3

COMMUN 1200H: Public Speaking - Honors  
Principles, process of speech communication in small group and public speaking situations.  
Credit Hours: 3  
Prerequisites: Honors eligibility required

COMMUN 2100: Media Communication in Society  
An introduction to the development and impact of media communications and its technologies on American society. Emphasis on contemporary industry developments, their historical antecedents, as well as contemporary issues related to the influence and impact of media communication on society.  
Credit Hours: 3  
Prerequisites: freshman, sophomore or junior standing only
COMMUN 2100H: Media Communication in Society - Honors
An introduction to the development and impact of media communications and its technologies on American society. Emphasis on contemporary industry developments, their historical antecedents, as well as contemporary issues related to the influence and impact of media communication on society.

Credit Hours: 3
Prerequisites: freshman, sophomore or junior standing only. Honors eligibility required

COMMUN 2200: Video Workshop: Mizzou Network
A hands-on workshop; students will participate in all phases of video production (camera operations, directing, graphics, video replay, and live audio production and digital editing) in a variety of live sports Projects. There is no requirement of previous production experience or course work. Course may be repeated an additional two times for credit. Graded on S/U basis only.

Credit Hour: 1
Prerequisites: restricted to Communication majors

COMMUN 2315: Basic Audio Production and Performance
Radio speaking in varied types of programs; console operations, tape editing, microphone techniques.

Credit Hours: 3
Prerequisites: may be restricted to Communication majors only during early registration

COMMUN 2701: Topics in Communication - General
Topics in Communication - General.

Credit Hours: 3
Prerequisites: may be restricted to Communication majors only during early registration

COMMUN 2703: Topics in Communication - Behavioral Science
Topics in Communication - Behavioral Science.

Credit Hours: 3
Prerequisites: may be restricted to Communication majors only during early registration

COMMUN 2705: Topics in Communication - Humanities/Fine Arts
Topics in Communication - Humanities/Fine Arts.

Credit Hours: 3
Prerequisites: may be restricted to Communication majors only during early registration

COMMUN 3050: Survey of Communication Studies
A survey of four main areas of the field communication, interpersonal, organizational, political, and mass communication.

Credit Hours: 3
Prerequisites: May be restricted to Communications majors through early registration

COMMUN 3050W: Survey of Communication Studies - Writing Intensive
A survey of four main areas of the field communication, interpersonal, organizational, political, and mass communication.

Credit Hours: 3
Prerequisites: May be restricted to Communications majors through early registration

COMMUN 3310: Message Design and Writing for the Media
This course introduces students to writing for the media in various contexts including television, film and new media (e.g., websites and social media).

Credit Hours: 3
Prerequisites: COMMUN 2100. May be restricted to Communication majors only during early registration

COMMUN 3315: Advanced Audio Production
The study and application of techniques applicable to radio, television, and multimedia production with an emphasis on digital audio workstation systems.

Credit Hours: 3
Prerequisites: COMMUN 2315. May be restricted to Communication majors only during early registration

COMMUN 3390: Digital Production I
Focus on building familiarity with video cameras, microphones, lighting, editing as well as the fundamentals of visual composition, (framing, camera angles, story boards, and ways to visualize information) and processes and procedures for producing and directing.

Credit Hours: 3
Prerequisites: COMMUN 3390 or instructor's consent. May be restricted to Communication majors only during early registration

COMMUN 3395: Digital Production II
Focus on advanced production work; more elaborate projects including digital shorts, music videos, and short documentaries; advanced editing, storyboards, and emphasis on developing narrative structure.

Credit Hours: 3
Prerequisites: COMMUN 3390 or instructor's consent. May be restricted to Communication majors only during early registration

COMMUN 3422: Communication Research Methods
Focuses on writing and administering surveys, conducting field research, and designing experimental studies.

Credit Hours: 3
Prerequisites: sophomore standing and COMMUN 1200. May be restricted to Communication majors only during early registration

COMMUN 3441: Nonverbal Communication
Analysis of form and content of nonverbal communication. Emphasis on role of nonverbal cues in interpersonal communication.

Credit Hours: 3
Prerequisites: sophomore standing and COMMUN 1200. May be restricted to Communication majors only during early registration
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Prerequisites</th>
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<tbody>
<tr>
<td>COMMUN 3460</td>
<td>Organizational Advocacy</td>
<td>Theory and analysis of communication to promote organizational culture and image.</td>
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<td><strong>Credit Hours:</strong> 3</td>
<td><strong>Prerequisites:</strong> sophomore standing. May be restricted to Communication majors only during early registration</td>
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<tr>
<td>COMMUN 3470</td>
<td>Culture as Communication (same as ANTHRO 3470, LINGST 3470)</td>
<td>Study of the influence of culture on communication processes. Examines topics such as the impact of values, languages, and nonverbal behavior on intercultural interaction.</td>
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<td><strong>Credit Hours:</strong> 3</td>
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<tr>
<td>COMMUN 3490</td>
<td>Mass Media Theory</td>
<td>Survey of the theories of mass communication.</td>
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<td><strong>Credit Hours:</strong> 3</td>
<td><strong>Prerequisites:</strong> COMMUN 2100 or senior standing. May be restricted to Communication majors only during early registration</td>
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<tr>
<td>COMMUN 3525</td>
<td>Conflict and Communication</td>
<td>Theory and analysis of communication in conflict situations across a variety of contexts.</td>
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<td></td>
<td><strong>Credit Hours:</strong> 3</td>
<td><strong>Prerequisites:</strong> sophomore standing required. May be restricted to Communication majors only during early registration</td>
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<tr>
<td>COMMUN 3561</td>
<td>Relational Communication</td>
<td>Analysis of communication influences on relational identities and development.</td>
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<td><strong>Credit Hours:</strong> 3</td>
<td><strong>Prerequisites:</strong> sophomore standing and COMMUN 1200. May be restricted to Communication majors only during early registration</td>
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<tr>
<td>COMMUN 3570</td>
<td>Performance of Literature (same as ENGLISH 3570 and THEATR 3200)</td>
<td>Analysis and oral interpretation of literary works. Graded on A-F basis only.</td>
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<td><strong>Credit Hours:</strong> 3</td>
<td><strong>Prerequisites:</strong> sophomore standing</td>
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<tr>
<td>COMMUN 3571</td>
<td>Group Decision Making Processes (same as PEA-ST 3521)</td>
<td>Procedures and techniques for interpersonal communication and decision making in small groups.</td>
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<td><strong>Credit Hours:</strong> 3</td>
<td><strong>Prerequisites:</strong> sophomore standing. May be restricted to Communication majors only during early registration</td>
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<tr>
<td>COMMUN 3572</td>
<td>Argument and Advocacy</td>
<td>Critical analysis and production of argument emphasizing evidence, reasoning, and refutation.</td>
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<td><strong>Credit Hours:</strong> 3</td>
<td><strong>Prerequisites:</strong> COMMUN 1200. May be restricted to Communication majors only during early registration</td>
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<td>COMMUN 3575</td>
<td>Business and Professional Communication</td>
<td>Principles and practice of speech communication in business and professional settings. Emphasis on interviews, group conferences and personal presentations.</td>
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<td><strong>Credit Hours:</strong> 3</td>
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<td>COMMUN 3580</td>
<td>Crisis Communication</td>
<td>The theory and practice of corporate and political communication responses to crisis situations.</td>
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<td><strong>Credit Hours:</strong> 3</td>
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<tr>
<td>COMMUN 3576</td>
<td>Contemporary Issues in Mass Communication</td>
<td>Introduction to current issues and trends and relationship among the new technologies, policies, and potential impact on society.</td>
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<td><strong>Credit Hours:</strong> 3</td>
<td><strong>Prerequisites:</strong> sophomore standing. May be restricted to Communication majors only during early registration</td>
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<tr>
<td>COMMUN 3701</td>
<td>Topics in Communication-General</td>
<td>Organized study of selected topics. Subjects and earnable credit may vary from semester to semester. Departmental consent required for repetition.</td>
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<td><strong>Credit Hours:</strong> 3</td>
<td><strong>Prerequisites:</strong> COMMUN 1200 and COMMUN 2100. May be restricted to Communication majors only during early registration</td>
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<tr>
<td>COMMUN 3703</td>
<td>Topics in Communication-Behavioral Sciences</td>
<td>Organized study of selected topics. Subjects and earnable credit may vary from semester to semester. Departmental consent required for repetition.</td>
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<td><strong>Credit Hour:</strong> 1-99</td>
<td><strong>Prerequisites:</strong> junior standing and instructor's consent. May be restricted to Communication majors only during early registration</td>
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<td>COMMUN 3705</td>
<td>Topics in Communication-Humanities</td>
<td>Organized study of selected topics. Subjects and earnable credit may vary from semester to semester. Departmental consent required for repetition.</td>
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<td><strong>Credit Hour:</strong> 1-99</td>
<td><strong>Prerequisites:</strong> junior standing and instructor's consent. May be restricted to Communications majors only during early registration</td>
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<td>COMMUN 3705H</td>
<td>Topics in Communication-Humanities - Honors</td>
<td>Organized study of selected topics. Subjects and earnable credit may vary from semester to semester.</td>
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<td><strong>Credit Hour:</strong> 1-99</td>
<td><strong>Prerequisites:</strong> junior standing and instructor's consent. May be restricted to Communications majors only during early registration</td>
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<tr>
<td>COMMUN 4395</td>
<td>Professional Seminar in Television Production</td>
<td>Application of principles to advanced television production, direction.</td>
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<td>COMMUN 4412</td>
<td>Gender, Language, and Communication</td>
<td>Relationship among gender, language, nonverbal communication, and culture.</td>
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<td>Language and Discourse</td>
<td>Analysis of the rules of social interaction and the functions of language in discourse.</td>
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<td>COMMUN 4440</td>
<td>Ethical Issues in Communication</td>
<td>Exploration and analysis of ethical dimensions intrinsic to human communication.</td>
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<td>COMMUN 4473</td>
<td>Political Communication</td>
<td>Study of role and impact of communication in political campaigns; historical and contemporary study of influence by communication; case studies and practicum.</td>
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<td>COMMUN 4474</td>
<td>Theory and Research in Persuasion</td>
<td>Studies the persuasive process, attitude formation, modification.</td>
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<td>Organizational Communication</td>
<td>Theories of communication systems and processes in organizational structures; study of communication behavior in formal and informal organizational settings.</td>
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<td>COMMUN 4481</td>
<td>Principles of Rhetoric</td>
<td>Development of rhetoric from time of Corax with emphasis on Aristotle; derivation, application of standards for judging effectiveness in communication.</td>
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<td>COMMUN 4520</td>
<td>Family Communication</td>
<td>Analysis of the functions and processes of communication within families.</td>
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<td>COMMUN 4530</td>
<td>Health Communication</td>
<td>A general overview of the impact of communication on health, including doctor/patient communication and health campaigns. Graded on A-F basis only.</td>
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<td>COMMUN 4618</td>
<td>Television Program Analysis and Criticism</td>
<td>Development of critical viewing skills including analysis of program conventions, genres, and television aesthetics.</td>
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<td>COMMUN 4628</td>
<td>Children, Adolescents and the Media</td>
<td>Focus on social scientific research concerning the mass media in the lives of children and adolescents. The course centers on media effects literature and controversies relevant to child and adolescent media users. Course involves readings, lectures, discussions of theories, concepts, methods, and finding. We will also consider social implication and personal choices in media use. Graded on A-F basis only.</td>
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<td>COMMUN 4638</td>
<td>New Technologies and Communication</td>
<td>Explores the social implications of new technologies designed for communication. Assumes basic computer knowledge.</td>
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<td>COMMUN 4701</td>
<td>Topics in Communication-General</td>
<td>Organized study of selected topics. Subjects and earnable credit may vary from semester to semester. Departmental consent required for repetition.</td>
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<td>COMMUN 4703</td>
<td>Topics in Communication-Behavioral Science</td>
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<td>COMMUN 4705</td>
<td>Topics in Communication-Humanities</td>
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<td>COMMUN 4940</td>
<td>Internship</td>
<td>Directed professional experience within and outside the University in communication-related fields or organizations. Graded on S/U basis only.</td>
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<td>COMMUN 4950</td>
<td>Research Project</td>
<td>Student contributes to a research project with approved goals and a final written report. As part of the project, student will read articles in the communication research literature. Project can be independent or in conjunction with a faculty research project. Course may be repeated once for credit. Graded on A-F basis only</td>
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<tr>
<td>COMMUN 4960</td>
<td>Directed Reading</td>
<td>Independent reading, reports.</td>
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<tr>
<td>COMMUN 4974</td>
<td>Senior Project</td>
<td>Integration and adaptation of communication theories to an applied communication problem. Required for all majors.</td>
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<td>COMMUN 4975</td>
<td>Visual Literacy</td>
<td>Integration of theory and practice. The theoretical component of the class is grounded in the study of visual literacy and the practice component will focus on documentary filmmaking. May not be taken by graduate students. It is a capstone course for undergraduate students only.</td>
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<tr>
<td>COMMUN 4706H</td>
<td>Honors in Communication</td>
<td>Special work for Honors candidates in communication.</td>
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<td>COMMUN 4997H</td>
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COMMUN 7481: Principles of Rhetoric
(cross-leveled with COMMUN 4481). Development of rhetoric from time of Corax with emphasis on Aristotle; derivation, application of standards for judging effectiveness in communication.
Credit Hours: 3
Prerequisites: COMMUN 3571 or departmental consent

COMMUN 7520: Family Communication
(same as H_D_FS 7680; cross-leveled with COMMUN 4520, H_D_FS 4680). Analysis of the functions and processes of communication within families.
Credit Hours: 3

COMMUN 7530: Health Communication
A general overview of the impact of communication on health, including doctor/patient communication and health campaigns. Graded on A-F basis only.
Credit Hours: 3

COMMUN 7618: Television Program Analysis and Criticism
Development of critical viewing skills including analysis of program conventions, genres, and television aesthetics.
Credit Hours: 3
Prerequisites: instructor's consent

COMMUN 7638: New Technologies and Communication
Explores the social implications of new technologies designed for communication. Assumes basic computer knowledge.
Credit Hours: 3

COMMUN 8120: Seminar in Quantitative Methods in Communication
Quantitative methods of speech research.
Credit Hours: 3

COMMUN 8130: Topics in Qualitative Research Methods
Examination of assumptions and techniques of qualitative methods adopting an interpretive framework for analyzing communication phenomena. May be repeated for credit.
Credit Hours: 3

COMMUN 8140: Content Analysis
Methods of Content Analysis; including consideration of reliability, validity. Computer content analysis, codebooks.
Credit Hours: 3

COMMUN 8150: Seminar in Media Criticism
Examination and application of various critical methodologies to media texts.
Credit Hours: 3

COMMUN 8160: Rhetorical Criticism
Principles, practice criticism (description, analysis, evaluation) of rhetorical artifacts.
Credit Hours: 3

COMMUN 8170: Seminar in Quantitative Methods in Communication II
The focus of this course will be the study and practice of various multivariate statistical methods commonly used in communication research. Graded on A-F basis only.
Credit Hours: 3
Prerequisites: COMMUN 8120; instructor's consent required

COMMUN 8310: Seminar in Interpersonal Communication
Examines theory and research concerning face-to-face dyadic interactions. Emphasis on context of interpersonal communication events and processes of interactional management.
Credit Hours: 3

COMMUN 8410: Seminar in Organizational Communication Theory
Exploration of the theoretical foundations of interpersonal communication in the organization, groups and team development, leadership, organizational decision making, motivation and power, bureaucracy, new information technologies, organizational effectiveness and the change process.
Credit Hours: 3

COMMUN 8420: Seminar in Small Group Communication
Identifies and analyzes theories and variables which explain, predict, and/or influence small group communication.
Credit Hours: 3
COMMUN 8510: Seminar in Mass Communication Theory
This course will offer graduate students a broad overview of extant theories employed in the study of mass communication and mass media effects. The class will focus on theories of society, theories of media, and the relationships between mass communication and culture. It will also focus on theories of media structures, media organizations, media content, audiences, and media effects.
Credit Hours: 3

COMMUN 8610: Survey of Political Communication
Survey of theory and research on political communication; emphasis on messages and audience responses to messages.
Credit Hours: 3

COMMUN 9050: Research
Completes comprehensive exams and writes a literature review.
Credit Hour: 1-9

COMMUN 9090: Doctoral Dissertation Research in Communication
Research leading to thesis or dissertation. Graded on a S/U basis only.
Credit Hour: 1-99
Prerequisites: instructor's consent

COMMUN 9170: Research Practicum
Student conducts research under close supervision of faculty mentor. Goal: produce research report suitable for submission as convention paper, article, or book chapter. May be repeated once for credit.
Credit Hours: 3
Prerequisites: consent of mentor required; for advanced graduate students

COMMUN 9280: Seminar in Communication Theory
Examines the nature of theory, the assumptions underlying theoretical approaches to communication, and surveys themes in contemporary communication theories.
Credit Hours: 3

COMMUN 9310: Seminar in Family Communication
Examines research and theory of family communication; focus on family communication patterns and processes, emphasis on key conceptual, methodological and theoretical aspects of family communication scholarship and research on family forms, processes and outcomes. Graded on A-F basis only.
Credit Hours: 3

COMMUN 9330: Topics in Interpersonal Communication
The course will review theory and research on topics related to the study of communication and interpersonal relationships. Subjects will rotate and include areas such as relational conflict, gender communication, nonverbal communication, intercultural communication, or interpersonal violence and communication.
Credit Hours: 3
Prerequisites: instructor's consent

COMMUN 9430: Topics in Organizational Communication
Examination of theory and research in selected areas of organizational communication. Topics vary by semester. Topics may include socialization, power, gender, emotions, and others. May be repeated for credit.
Credit Hours: 3

COMMUN 9460: Topics in Political Communication
Examination of theory and research in selected areas of political communication. Topics vary by semester. Topics may include political polarization, political socialization, politics and the media, political advertising, politics and new media.
Credit Hours: 3

COMMUN 9520: Seminar in Mass Media Effects
Explores current research in the processes and effects of mass communication. Readings pertain to the current social and psychological effects of media on viewers.
Credit Hours: 3

COMMUN 9530: Topics in Mass Communication
Examination of theory and research in selected areas of media communication. Topics vary by semester. May be repeated for credit.
Credit Hours: 3

COMMUN 9610: Seminar in Disaster, Crisis, and Risk
This course examines several lines of research from multiple disciplines that influence communication during disasters, crises, and emergencies. The course takes a phased approach to disasters, covers Federal government paradigms for disaster communication; crisis communication from an organizational and public relations perspective, risk perception, role of social media and emerging technologies in disasters, media coverage of disasters, and communication and recovery, resilience, and growth.
Credit Hours: 3

COMMUN 9620: Political Campaign Debates
Theory and research on political campaign debates applied to analyses of candidate debates. Focus on primary and general presidential debates.
Credit Hours: 3

COMMUN 9630: Political Advertising
Theory and research on political advertising applied to analyses of candidate advertisements. Focus on primary and general presidential television spots and web pages.
Credit Hours: 3

COMMUN 9720: Seminar in Theories of Rhetoric and Criticism
Directed research on selected topics in rhetorical theory and criticism.
Credit Hour: 1-6
Prerequisites: instructor's consent