

# COMMUNICATION (COMM)

## QUICK FACTS: COMM COURSES

- **Instructional School:** Social Sciences and Public Affairs
- **Department:** Communication, Marketing, and Media Arts

### COMM 101 Fundamentals of Oral Communication

(3 Credits, Fall/Spring/Summer)

This survey course provides an introduction to human communication. Communication is the study and application of messages and meaning foundational to human interaction. Students are prepared to become effective and ethical communicators by learning to be critical users and producers of information and the importance of accommodating multiple perspectives and communication styles. Students use theory, concepts, processes, and communication practices in a variety of personal, academic, professional, and social situations. Emphases include perception, verbal and nonverbal messages, and listening in the contexts of public, interpersonal, mass, and small group communication. Concurrent enrollment in ENGL 101 is strongly recommended. *(This CWI course meets Idaho State Board of Education GEM competency requirements for GEM 2 - Oral Communication.)* (3 lecture hours, 0 lab hours, 3 credits)

### COMM 112 Argumentation and Debate

(3 Credits, Fall/Spring)

This course introduces students to basic principles of argumentation and debate. Students learn to analyze, construct, and rebut arguments, advancing their critical thinking. Students will learn debate structure and theory while engaging in reasoned discourse. *(This CWI course meets Idaho State Board of Education GEM competency requirements for GEM 2 - Oral Communication.)* (3 lecture hours, 0 lab hours, 3 credits)

### COMM 114 Intercollegiate Speech and Debate

(3 Credits, Fall/Spring)

This course instructs students in the areas of research, public speaking, and argument. Students travel to other colleges to compete in speech and debate. Competitive events may include platform, limited preparation, oral interpretation, and public debate. Travel, lodging, and entry fees are paid on the students' behalf. Students are encouraged to begin in the Fall term of their freshman year. COMM 114 may be repeated up to three times for a maximum of 12 credits. (3 lecture hours, 0 lab hours, 3 credits)

### COMM 150 Digital Photography I

(3 Credits, Fall/Spring/Summer)

This course explores the conceptual aspects of creative digital photography by integrating technical skills and aesthetic expression, culminating in a richer and more nuanced understanding of visual content. Students acquire a comprehensive working knowledge of the digital darkroom with an emphasis on mastery of camera controls, the ways in which technical and image editing choices create or clarify artistic concepts, museum-quality printing and presentation practices, and portfolio development. An adjustable, digital camera capable of manual operation is required. It is strongly recommended that students have comfort with basic computer skills prior to enrolling in the course. *(This course is cross-listed with ARTS 150.)* (1 lecture hours, 4 lab hours, 3 credits)

### COMM 160 Communication and Culture

(3 Credits, Fall)

This course introduces students to the study of communication and culture. Students will examine central concepts, theory, and current issues of communication and culture that impact the everyday intersections of social relations, cultural practices, and the construction of meaning in a global society. This course requires a service learning assignment that provides experiential learning and community engagement. *(This CWI course meets the institutional competency requirements in Global Perspectives.)* (3 lecture hours, 0 lab hours, 3 credits)

### COMM 199 Communication Special Topics

(1-5 Credits, Varies)

This course is designed to permit the offering of special topics appropriate to a student's program. Regular or frequently recurring topics are not offered under this title. The course may be repeated as new topics are presented. (1 lecture hours, 0 lab hours, 1 credits)

### COMM 221 Interpersonal Communication

(3 Credits, Fall/Spring)

This course introduces students to basic principles of interpersonal communication. Students learn the vocabulary, theory, behaviors, and skills that improve communication and relationships in interpersonal contexts. Successful completion of ENGL 101 is recommended prior to enrollment. (3 lecture hours, 0 lab hours, 3 credits)

### COMM 231 Public Speaking

(3 Credits, Fall/Spring)

This course instructs students in effective public presentation across a variety of speaking contexts. Special attention is given to structure, language, delivery, and the use of presentational software. (3 lecture hours, 0 lab hours, 3 credits)

### COMM 259 Communicating Through Web Design

(3 Credits, Fall/Spring/Summer)

Students will learn how to communicate content to diverse global audiences using software and mark-up languages. The course prepares students to develop, plan, and execute electronic media delivery via the Internet through a variety of platforms. *(This CWI course meets the institutional competency requirements in Global Perspectives.)* (3 lecture hours, 0 lab hours, 3 credits)

### COMM 261 Multimedia Storytelling

(3 Credits, Fall/Spring)

This course examines the fundamentals of cross-platform storytelling. Students will learn interviewing technique and story procurement in a variety of media formats for a designated audience with focus on the news story, feature story, public service announcement, and social media. Students will write copy, shoot video, shoot photographs, and edit content for broadcast, print, and social media platforms. (3 lecture hours, 0 lab hours, 3 credits)

### COMM 268 Introduction to Video Production

(3 Credits, Fall)

This course introduces students to the importance of video production, as well as the basic language, skills, and principles involved. Students will learn the basics of direction, and pre- and post-production. They will also study how to plan and shoot a movie and put together a television production. (3 lecture hours, 0 lab hours, 3 credits)

**COMM 269 Introduction to Audio Production**

(3 Credits, Fall/Spring)

This course introduces students to the recording, editing, and manipulation of audio in the field and studio. Students will examine the central concepts, theory, and current technology of the audio production field. This course requires students to complete projects in the audio production of interviews, audio storytelling, and other commercial uses. (3 lecture hours, 0 lab hours, 3 credits)

**COMM 271 Introduction to Mass Media**

(3 Credits, Fall/Spring)

This course provides an examination of the role of mass media in contemporary society. An emphasis is placed on the relationships between various forms of media and other social and political institutions, and on a critical analysis of current media issues. We examine the construction of reality and the relationship between media and power. (3 lecture hours, 0 lab hours, 3 credits)

**COMM 273 Media News Writing and Reporting**

(3 Credits, Fall)

This course introduces students to the fundamental knowledge and processes of news research, writing, and reporting, as well as the variety of career contexts available to aspiring journalists. Students will achieve an understanding of the work flow and underlying principles of journalism and news production, including Associated Press (AP) style. PREREQ: ENGL 101. (3 lecture hours, 0 lab hours, 3 credits)

**COMM 275 Digital Design and Publishing**

(3 Credits, Fall/Spring)

This course introduces students to the basic principles and vocabulary of digital publishing and design used to produce business documents, brochures, forms, advertising, and packaging as well as cross-platform media presentations. (3 lecture hours, 0 lab hours, 3 credits)

**COMM 278 Principles of Public Relations**

(3 Credits, Fall/Spring)

This course examines public relations as a professional field; its history, theory, principles and practice. The class provides a workable definition of the term public relations (PR), explains how it differs from advertising and journalism, and how it fits into marketing. Students learn about the relationship between PR practitioners and their publics as well as the basics of effective writing, research, planning, and how they all fit into a cohesive public relations program for an organization. Overall, students develop a basic understanding of what public relations practitioners do and gain some skills required for an entry-level public relations position. (3 lecture hours, 0 lab hours, 3 credits)

**COMM 279 Public Relations Campaigns**

(3 Credits, Fall)

This course introduces students to the process of campaign development, management, and evaluation using the principles and strategies of public relations and agency management. Using a non-profit client, students will work in teams to gain direct experience as a practitioner. PREREQ: COMM 278 and ENGL 101. (3 lecture hours, 0 lab hours, 3 credits)

**COMM 290 Communication Capstone**

(2 Credits, Fall/Spring)

This course provides a culminating experience for Communication and Media Arts majors. Students review and apply previous and current learning outcomes in the completion of an internship, building a personal portfolio, and giving a defense presentation before faculty. Students should enroll in this course in their final semester. PREREQ: PERM/INST. (2 lecture hours, 0 lab hours, 2 credits)

**COMM 293 Communication Internship**

(1-3 Credits, Varies)

Internships allow students to apply learning to real-life career possibilities. Credits are earned through supervised fieldwork specifically related to a student's area of study. PREREQ: PERM/INST. (0 lecture hours, 3 lab hours, 1 credits)

**COMM 296 Communication Independent Study**

(1-10 Credits, Varies)

This is a term long project. Each credit hour is equivalent to 45 hours of work on a project. Students should make arrangements with the instructor in their field of interest. Before enrolling for independent study, a student must obtain approval of the department chair and dean, acting on the recommendation of the instructor who will be supervising the independent study. An Independent Study Registration Form must be completed and turned into a One Stop Student Services location before a student may register for this course. PREREQ: PERM/INST and submission of a completed Independent Study Registration Form. (0 lecture hours, 0 lab hours, 1 credits)

Refer to [How to Read Course Descriptions](#) for an explanation of elements found in the course descriptions above.