

## DEPARTMENT OF COMMUNICATION STUDIES

Dr. Linda Baughman, Chair  
 Commonwealth Hall, Room 30  
 (757) 594-8732  
 baughman@cnu.edu

### Faculty

**Associate Professors:** Baughman, Meyer, M.D.  
**Assistant Professors:** French, Grau, I., Manning,  
 Steiner, Stern, Von Burg

**Instructor:** Best, Romans

**Emeriti:** Hubbard, Koch

### Mission Statement

Our mission is that students of communication studies will achieve an understanding of the role communication plays in the generation of knowledge and structuring of society, develop critical and analytical skills, and acquire an appreciation for the complex and delicate interrelationship of practice and ethics.

### The Bachelor of Arts degree in COMMUNICATION STUDIES

For almost 3000 years in Western civilization, the study of communication has been marked by the evolution of a set of principles that have taken on the characteristics of the societies and eras in which they exist. The inherently dynamic nature of communication has led to a corresponding evolution in the theoretical scope and content of the Communication discipline, reflecting a rich intellectual tradition. Students choosing communication studies as their major will acquire an understanding of the relationship between the study of communication and the communities in which they live, as well as gain an appreciation for the connections between theory and everyday life experiences. Areas for study and analyses include a focus on communication as represented in relationships, groups, organizations, cultures, and mass media, as well as an examination of politics, social policy, and ethics upon which the communication tradition is built. In an era where over 50% of the U.S. labor force is engaged in some form of transferring, reprocessing, and transmitting of information, it is essential that we provide students an opportunity to grow and develop as skilled communicators.

In addition to requiring successful completion of the liberal learning curriculum, the major in communication studies requires the following courses:

- 1) COMM 201, 249 both with a C- or better;
- 2) COMM 250 with a C+ or better;
- 3) COMM 325, 330, 452W;
- 4) Select one: COMM 433, 450, 455;
- 3) fifteen additional credit hours in COMM courses; at least 12 hours must be at the 300-400 level.

Students who have declared Communication Studies as their major and have earned at least 45 credit hours must maintain a minimum cumulative GPA of 2.00. Students may have no more than 2 grades below C- in the major.

In addition to this coursework, students are encouraged to take a body of courses in a secondary area of interest related to professional goals. Recommended areas are mediation, psychology, management and marketing, government and public affairs.

### The Minor in Communication Studies (18 credits)

The minor program in communication studies requires eighteen credits: COMM 201, 249, 250 and nine additional credits in 300-400 level courses in Communication with a minimum grade point average of 2.00. Students may have no more than two grades below C- in the minor.

## THE CURRICULUM IN COMMUNICATION STUDIES

### COMM 195. Special Topics (3-3-0)

Topics vary, determined by the special interests and needs of students and the expertise of faculty.

### COMM 201. Public Speaking (3-3-0)

Effective speech preparation and delivery with emphasis on the extemporaneous mode of natural and direct communication.

### COMM 211. Interpersonal Communication (3-3-0) AIII

*Restricted to freshman and sophomores.*

A theoretical and practical study of face-to-face, two-way communication. Stresses methods of creating effective and efficient communication in family systems, friendships, love, and work relationships.

### COMM 221. History of Mass Media (3-3-0) AIII

*Restricted to freshman, sophomore standing*

History of Mass Media examines the integral characteristics of mass communication technological innovations and their social significance. The course will focus on the early pioneers, their competitive drive, and pursuit of ingenious developments. Topics include print, telegraphic/telephonic, broadcast, and digital transmissions. The manner in which technology channels have altered the message, and their influence on our culture, will also be incorporated.

### **COMM 239. Debate and Argumentation (3-3-0) AIF**

*Prerequisite: COMM 201 with a C- or better.*

This course challenges students to think critically and analytically with respect to a particular topic. Students will explore chosen topics and examine them critically. Students will draw upon their education and argue persuasively; will be able to analyze complex public controversies, distinguish sound from the unsound arguments, and evaluate evidence.

### **COMM 249. History of Rhetoric and Communication Studies (3-3-0) AIWT**

*Restricted to freshman, sophomore and junior standing.*

Survey of major trends in the development of rhetorical theory from Homer to the nineteenth century. This class describes and examines the trends in rhetorical theory as they are used in western civilization. This class will examine the historical thinking about: arguments, persuasion, and the construction of meaning in the world.

### **COMM 250. Introduction to Human Communication (3-3-0) AIII**

*Restricted to freshman, sophomore and junior standing.*

This course provides an overview of the field of communication from the 19<sup>th</sup> century to the present. It will survey the major fields of study in communication, including interpersonal, organizational, mass communication, and the study of culture.

### **COMM 295. Special Topics (3-3-0)**

*Prerequisite: COMM 201 with a C- or better, 250 with a C+ or better.*

Topics vary, determined by the special interests and needs of students and the expertise of faculty.

### **COMM 301. Nonverbal Communication (3-3-0)**

*Prerequisite: COMM 201, 211 both with a C- or better.*

*Restricted to sophomore and junior standing.*

Study of body language, facial expressions, space, vocalization, time, objects, dress, and touch as forms of nonverbal communication which in conjunction with language convey ideas, intentions, emotional states, and attitudes. Related to current perspectives in American society.

### **COMM 305. The First Amendment, Culture, and Communication (3-3-0)**

*Prerequisite: COMM 249 with a grade of C- or better and COMM 250 with a grade of C+ or better, sophomore and junior standing.*

This course introduces students to the relationship between communication, law, and culture. The course is concerned with how the First Amendment and our culture influence one another, how does our culture influence Supreme Court decisions, and how do those decisions in turn influence our culture. By the end of the semester students will have a firm

sense of the place the First Amendment has in their everyday lives as well as understand how everyday occurrences can bring about major changes in our legal system.

### **COMM 310. Business and Professional Communication (3-3-0)**

*Prerequisite: COMM 201 with a C- or better and junior standing.*

Skill-based course accommodates individual career goals. Exercises in interviewing, nonverbal communication, formal and informal oral presentations. Course offers bridge between academe and the business and professional worlds.

### **COMM 311. Family Communication (3-3-0) AIII**

*Prerequisite: COMM 201, 211 both with a C- or better and 330.*

*Restricted to junior and senior standing.*

Course will investigate basic theories and concepts of effective communication as they apply to family communication. Specifically, the course will assess ways in which relationships, family types, family systems, and family roles impact communication patterns within the family.

### **COMM 312. Visual Communication (3-3-0)**

*Prerequisite: COMM 250 with a grade of C+ or better.*

This course will introduce students to the principles of visual literacy and provide hands-on experience in developing visual media. Visual communication is one part of the overall category of multi-disciplinary human activities that we call "communication". In this course we will limit ourselves to the communications and cultural systems which operate in the visual domain.

### **COMM 316. Principles of Interviewing (3-3-0)**

*Prerequisite: COMM 201, 211 both with a C- or better, and 250 with a C+ or better.*

Course introduces students to interviewing as one of the principle qualitative methodologies used in the field of communication studies through theory and application. Students will learn how to design, implement, and conduct interviews, with the focus being on using interviews as a research tool. All students are required to research, prepare, and deliver well-organized interviewing presentations that successfully apply theories and concepts from the course in various interviewing contexts.

### **COMM 320. Mass Communication and Society (3-3-0)**

*Prerequisite: COMM 201, 249 both with a C- or better, and 250 with a C+ or better.*

Study of the characteristics of mass media and their social significance. Special attention is given to persuasive strategies used to shape the way we think and the decisions we make.

**COMM 325. Persuasion (3-3-0)**

*Prerequisite: COMM 201, 249 both with a C- or better, and COMM 250 with a C+ or better.*

*Restricted to junior standing.*

Course focuses on persuasion theory, research, and ethics. Attention is given to language use and symbols, nonverbal communication, and cultural and psychological approaches to persuasion. Tools and strategies are explored so that students can become responsible persuaders and effective evaluators of persuasion messages.

**COMM 326. Critical Theory and the Study of Popular Culture (3-3-0)**

*Prerequisite: COMM 249 with a C- or better and COMM 250 with a C+ or better.*

We examine how theories of high culture v. low culture, high culture v. popular culture, theories of Mass Culture (etc.), influence how we study popular culture. Additionally, we will incorporate critical theory/cultural studies when necessary to examine popular culture's place in everyday life. We will also examine what these theories tell us about how popular culture influences us, as individuals and as a society. We will take everyday entertainment (for example television, film, and internet content) and ask serious questions of its social impact. Students study their lives as media audiences and how theory can help them understand mass media's impact.

**COMM 330. Gender Communication (3-3-0) AIII**

*Prerequisite: COMM 201 with a C- or better and sophomore standing.*

This course includes both theory and practice. Subjects include images and self-perceptions of men and women, self-disclosure, language uses of the sexes, interpersonal attraction, nonverbal codes, intimate and public contexts.

**COMM 333. Rhetorical Criticism (3-3-0)**

*Prerequisite: COMM 249 with a C- or better.*

In a culture that is bombarded daily with a variety of persuasive discourses via speeches, advertisements, films, pictures, or social movements, an informed and critically aware citizenry is important to our deliberative democracy. Rhetoric criticism is the intellectual practice of critically investigating the production and deliverance of such persuasive acts, improving one's ability to operate as effective consumers of public discourses. In this course, we will become familiar with range of critical approaches used to examine a variety of rhetorical texts. Each student will complete two papers that are critical examinations of a specific rhetorical act.

**COMM 335. Communication and Politics (3-3-0)**

*Prerequisite: COMM 201, 249 both with a C- or better, 250 with a C+ or better and junior standing.*

This course examines the discourse of politics and considers the theoretical and social implications of the symbols and

images used within the American political process. Drawing from rhetorical and media studies, students analyze the contemporary political arena; a dynamic environment in which communication, particularly mediated communication - news, journalism, blogs, websites, etc. - substantially influences - and is influenced by - both elites and regular citizens.

**COMM 340. Intercultural Communication (3-3-0) AIGM**

*Prerequisite: COMM 201 with a C- or better, 250 with a C+ or better and sophomore standing.*

This course is an exploration into human communication in cross-cultural settings. Students examine the basic human communication process and determine how it is shaped by cultural values. Additionally, they learn how to confront and manage culture shock effectively in cross-cultural encounters.

**COMM 341. The Rhetoric of Social Movements (3-3-0)**

*Prerequisite: COMM 201, 249 both with a C- or better and 250 with a grade of C+ or better.*

This course explores social movements that have transformed or are in the process of transforming American society. The primary focus of our class will be the rhetoric of change. We will primarily consider peaceful change - that is, the capacity of ordinary people to persuade others through speech; to voice their grievances and to articulate their challenge to a broader society.

**COMM 345. Organizational Communication (3-3-0)**

*Prerequisite: COMM 201, with a C- or better, 250 with a grade of C+ or better and junior standing.*

Course focuses on analyzing communication in organizations and on organizational communication theory and practice. Multiple-level learning approach allows students to study organizational communication both academically and experimentally in both classroom and "real-world" settings. This course takes as its goal the preparation of each student to be a skilled and effective communicator in organizational settings.

**COMM 350. Media Criticism (3-3-0)**

*Prerequisite: COMM 201, 249 both with a C- or better, 250 with a grade of C+ or better and junior standing.*

The purpose of this course is to introduce students to methods of media criticism that will increase media literacy by allowing students to analyze and critically process mediated experiences in everyday life. Students will engage contemporary examples of film, television, and other media through a critical lens. The course emphasizes the influence of social, economic, political, and technological forces on content, strategies/marketing, and critical analysis employed by scholars and media practitioners.

**COMM 395. Special Topics (3-3-0)**

*Prerequisite: COMM 201, 249 both with a C- or better and 250 with a grade of C+ or better.*

Topics vary, determined by the special interests and needs of students and the expertise of faculty.

**COMM 410. Communicating Identity (3-3-0)**

*Prerequisite: Comm 201 with a C- or better and 250 with a C+ or better.*

This course examines the construction and production of identity in a postmodern society. Students will interrogate issues of age, race, class, gender, and sexual orientation as categories of interpersonal identity politics, and further will discuss the implications of the electronic age on the creation of discursive categories for identity. As a seminar, all students are required to conduct research related to the overall theme of the course.

**COMM 430. Sexuality, Sex, and Gender (3-3-0) AIII**

*Prerequisite: COMM 201, 250 both with a C- or better, 250 with a C+ or better and junior standing.*

This course is an intensive seminar for the interdisciplinary study of sex, sexuality, and gender. By exploring sex, sexuality, and gender from several different vantage points students will gain a broader view of the relationship between sex, sexuality, and gender as it is produced, in and around, individuals in the social world. Students will examine the contradictions between understanding sexuality as a discrete category of analysis and sexuality as a category predicated on other forms of power relations, and the importance of culture and society in creating the very personal sense of gender and sexuality on individuals.

**COMM 433. Rhetorical Theory (3-3-0)**

*Prerequisite: COMM 201, 249 both with a C- or better, 250 with a C+ or better and junior standing.*

Plato's dismissal of rhetoric as an unwelcome distraction to philosophy relegated persuasion to a position of secondary importance as an intellectual pursuit. Many intellectual heavyweights throughout history developed a variety of theoretical approaches to reconcile the tensions between philosophy and rhetoric. In this course, we will survey some of the most significant and influential theoretical approaches to rhetoric, from ancient Greece to the modern-day. We will focus on reading primary texts from such influential thinkers as Plato, Aristotle, Augustine, Bacon, Nietzsche, and Foucault and others to develop a general overview on the evolution of rhetorical theory.

**COMM 450. Communication Theory (3-3-0)**

*Prerequisite: COMM 325, and senior standing.*

Survey of theories related to the study of human communication including processes of inquiry, development of theories, and evaluation.

**COMM 452W. WI: Senior Research in Communication Studies (3-3-0)**

*Prerequisites: ENGL 123; ULLC 223; and one of the following: COMM 433, 450, 455; and senior standing.*

*Spring.*

In this course students will be asked to construct a proposal and do preliminary research on an approved project. They will be required to write a problem statement justifying the need for their research, conduct a literature review of existing research on their topic, design a methodological procedure appropriate for examination of their research, conduct a preliminary study utilizing their proposed methodology, and write a discussion/conclusion section in which they outline preliminary findings, limitations, and suggestions for future research. Partially satisfies the Writing Intensive requirement.

**COMM 455. Cultural Studies, An Introduction: Bodies, Cyborgs, and Monsters (3-3-0)**

*Prerequisites: COMM 325 and senior standing.*

This course introduces the interdisciplinary field, cultural studies. Cultural studies is a theory based examination of how culture and ideology influence our thinking about the world. In this class we will cover some of the 'classic' readings in the field, and apply cultural studies to an examination of human bodies. We will look at how our culture produces an understanding of the body through the media and through activities such as body building. Our culture influences how we understand our bodies. This effects how we experience our bodies, and the bodies of others, as appropriate, inappropriate, beautiful, or monstrous.

**COMM 491. Practicum in Communication Studies (credits vary 1-3)**

*Prerequisite: COMM 201, 249 both with a C- or better, 250 with a C+ or better, 345, junior standing and consent of Internship Program Director.*

Internships are a vehicle to maximize your communication background and your understanding of concepts, theories, models, and frameworks of the discipline in a non-academic setting. The practicum in Communication Studies consists of 120 hours of work as well as written essays and employer evaluation. The internship may be paid or unpaid, however only one internship may be applied to the major. Student must have internship approved by the Internship Director prior to being enrolled in the class.

**COMM 495. Special Topics (3-3-0)**

*Prerequisite: COMM 201, 249 both with a C- or better, 250 with a C+ or better, 325, and senior standing.*

Topics vary, determined by the special interests and needs of students and the expertise of faculty.

**COMM 499. Independent Study (credits vary 1-3)**

*Prerequisite: COMM 201, 249 both with a C- or better, 250 with a C+ or better, senior standing, consent of instructor and Department Chair.*

Independent research done in consultation with a member of the faculty.