

SCHOOL OF COMMUNICATION

Mission

The School of Communication is a community of learners that fosters critical thinking and innovation, integrates big ideas in communication theory and practice, tells stories across multiple platforms and adapts to changing technology and social needs. We develop ethical professionals with the knowledge and dedication to make a lasting contribution through communication and service in the world.

For more information on Loyola's Jesuit mission, visit:

- University Mission Statement (https://www.luc.edu/mission/mission_vision.shtml/)
- Transformative Education in the Jesuit Tradition (<https://jobs.luc.edu/media/lucedu/president/pdfs/FINAL-LoyolaTransformativeEducation-2015.pdf>)

Values Statement

Members of the SOC community are dedicated to the well-being, growth and success of our students and our colleagues.

We are guided by our mission statement and by the Jesuit vision of *cura personalis*.

We believe:

- Members of this community should treat others with empathy and kindness.
- Honesty and trust-building should define our interactions.
- Collaboration should be the signature of our work.
- The core of all we do must reflect values of ethics, social justice, diversity, equity, and inclusion.

Through these beliefs and the actions that bring them to life, the SOC community fosters an environment of learning and belonging for all.

Degree Requirements

Students must fulfill the following requirements in order to graduate from the School of Communication with a bachelor's degree:

- Core Requirements
- College Requirements: Writing Intensive Course Sections and the Language Requirement
- General Electives
- Residency Requirement

Core Requirements

The university Core Curriculum (<https://catalog.luc.edu/undergraduate/university-requirements/university-core/>) seeks to play a key educational role in every Loyola student's undergraduate experience. Designed to provide both breadth and depth to a student's program of study, the Core Curriculum introduces students to key concepts and modes of thought in a variety of areas of human intellectual endeavors. In particular, the Core introduces students to ten central Knowledge Areas of university learning, with a consistent focus on learning outcomes for those Areas. Core coursework develops students' understanding through knowledge and experience in the Knowledge Areas of artistic, historical, literary, quantitative, scientific, societal and cultural, philosophical, theological and religious studies, and ethical learning, plus written

communication. In addition, the Core reinforces the development of six Skills crucial to facing the challenges of contemporary society. Each core course promotes at least one of the following skills: communication, critical thinking, ethical awareness and decision-making, information literacy, quantitative and qualitative analysis and research methods, and technological literacy. Finally, the Core integrates the understanding and promoting of four Values essential to a Loyola education: understanding diversity in the US or the world; understanding and promoting justice; understanding spirituality or faith in action in the world; and promoting engaged learning.

To complete the Core Curriculum, students will take 16 courses across ten Knowledge Areas. Two courses are required in six of these areas (Historical Knowledge, Literary Knowledge and Experience, Scientific Literacy, Societal and Cultural Knowledge, Philosophical Knowledge, and Theological and Religious Studies Knowledge). Students will begin their studies in these six areas with a Foundational (or Tier I) course that will introduce them to critical ideas and methods of analyses in that area. After completing the Foundational course, students will have an array of options to further their studies by taking one of a variety of Tier II classes to pursue their particular interests in more depth. The other four Knowledge Areas (College Writing, Artistic Knowledge and Experience, Quantitative Analysis, and Ethics) require one course each.

Additionally, students will have the opportunity to apply their Loyola education to real world experiences through the Engaged Learning requirement. This requirement may be satisfied by a course within the Core Curriculum, or in a student's major or minor, or through an elective course.

Note: As of Fall 2005, students must earn a 2.00 overall cumulative GPA in Core Knowledge Areas and Engaged Learning courses. To calculate your cumulative Core GPA, use the GPA calculator available at http://www.luc.edu/advising/gpa_calculator.html (https://www.luc.edu/advising/gpa_calculator.shtml/).

Click on the links below to view the guides and worksheets about Loyola's Core Curriculum and Values Across the Curriculum requirements.

- Core Curriculum (<https://catalog.luc.edu/undergraduate/university-requirements/university-core/>)
- Student Resources (<https://www.luc.edu/core/studentresources.shtml/>)

School Requirements

All SOC students are required to complete a language competency requirement and two writing-intensive sections of courses. These courses must be completed with a C- or better.

Writing Intensive Sections

Students should expect that virtually all of their courses will include a writing component. In addition, the college requirement for writing intensive courses is a means of strengthening the writing of all students throughout their years at Loyola.

In order to graduate with a degree from the School of Communication, students ordinarily must complete three writing courses. These include:

- UCWR 110 Writing Responsibly (3 credit hours) (Core Curriculum requirement)
- Two writing-intensive sections

Writing-intensive sections are designated sections of courses that are taught with a special emphasis on writing. They are identified by a "W" in the section number. Students in these course sections will have a variety of writing assignments that will be integrated closely with the learning objectives of the course. Often, students will be able to complete a writing-intensive course within their chosen major(s) and minor(s). The purpose of the program is to assure that students continue to give attention to writing as an essential component of education throughout their years at Loyola. Note: UCWR 110 Writing Responsibly must be taken in the freshman year and must be completed with a grade of "C-" or better before any writing-intensive course may be taken.

In order to ensure that training in writing is spread throughout the undergraduate years, the program specifies that no more than one writing-intensive course per semester may be applied to this requirement. Students must earn a C- or better in each writing intensive course in order for the requirement to be satisfied.

Transfer students who have taken and passed (with a C- or higher) both semesters of a two-semester requirement in college composition at their previous institutions or who have taken a composition course that is equivalent to UCWR 110 Writing Responsibly are not required to take UCWR 110 Writing Responsibly at Loyola. Transfer students with 59 or fewer transfer credit hours (completed prior to matriculation) must take two writing-intensive courses during their undergraduate career at Loyola; transfer students with 60-89 transfer credit hours must take one writing-intensive course during their undergraduate career at Loyola; transfer students with 90 or more transfer credit hours are exempt from taking writing-intensive courses. For further information, transfer students should consult their academic advisor.

Language

Competency in reading, writing, and speaking at the 102-level or higher in a language other than English is required for all SOC students. Students may complete this requirement in one of the following ways:

- In a language other than English, complete Loyola language coursework, earning a C- or better at the 102-level or above. (If a student wishes to study a language for which they have no background, this equates to taking two semesters of the same language, i.e. 101 and 102.). If coursework in a language is not offered at Loyola, a student may review eligibility and seek permission to take coursework at another college or university during the summer in accordance with the Policy on Prior Permission to Take Coursework at Other Universities (<https://catalog.luc.edu/undergraduate-academic-standards-regulations/permission-take-coursework-universities/>). Students must first consult an academic advisor about this policy.
- Earn the 102-level or above equivalent in transfer credit from another college/university, prior to Loyola matriculation.
- If a student wishes to continue studying a language that is offered at Loyola, they may complete an online placement test that helps place them into the most appropriate language course. Scores are recorded for future reference and are valid for 15 months. (Past 15 months, students should retake the exam.) Students who take this exam must adhere to the Loyola policy on Academic Integrity—they should not receive help. This placement exam does not fulfill the language requirement. Rather, it determines at what level of a language a student should begin taking coursework.
- Earn a score of 4 or 5 on an Advanced Placement (<https://www.luc.edu/undergrad/academics/credityexam/>) examination (a

score of 3 on an AP exam will satisfy the Language Requirement, but will not award academic credit). or

- Demonstrate competency by passing a Language Competency examination. Students are permitted to take only one competency exam. Multilingual students who wish to take this exam should test in the language they know best. If a student does not pass their one competency exam, they must take language coursework, adhering to the above rules. Note: Language Competency exam results may take up to six weeks to return. Students who wish to take an exam are strongly encouraged to schedule the exam as soon as possible upon matriculation, and no later than the end of their junior year.

For a list of Language Competency exams offered, please consult the Department of Modern Languages and Literatures website (<https://www.luc.edu/modernlang/placementcompetency/foreignlanguagecompetencyexam/>).

To schedule an appointment to take a Language Competency exam, send an email (from your Loyola account) to LanguageTesting@luc.edu. Include your Name, Student ID number, current SoC major, and the language in which you would like to be tested. The Department of Modern Languages and Literatures will reply with instructions on how to schedule your specific exam. Note: Students are responsible for the \$100.00 cost of the exam. Language Competency exams that are conducted in the Language Learning Resource Center (LLRC) may not be scheduled during the first week of each semester or during registration week in each semester.

Requesting a Language Competency Exam in a Language Not Offered at Loyola

Students who would like to test in a language that is not offered at Loyola may submit a request (during their first semester in the SoC) to the Department of Modern Languages and Literatures by completing the Language Exam Request (<https://www.luc.edu/media/lucedu/cas/pdfs/languageexamrequest.pdf>) (PDF) for a competency exam in that language. The request form must be submitted to LanguageTesting@luc.edu. Once a request is submitted, the Department of Modern Languages and Literatures will make a reasonable effort to locate an academically qualified tester at Loyola or at another college or university. If a Language Competency exam is made available and the student passes the exam, they will meet the 102-level language requirement.

If no qualified tester can be found within one academic semester, the student's request will be denied, and the student will be required to satisfy the SoC language requirement via language coursework at the 102-level or higher.

Elective Courses

Students must complete at least 120 credit hours (as of Fall 2011) to graduate from Loyola. By definition, electives are courses not used toward completing the major, minor, or Core requirements, and which students take to complete the graduation requirement of 120 credits. We encourage students, when choosing electives, to think of the knowledge, values, and skills you hope to gain in exploring a particular academic interest or in anticipation of a career after graduation. For undeclared students, elective courses present an excellent opportunity to develop academic interests leading toward a major or minor. General electives also present an opportunity to broaden your liberal arts education, add to your skill set, or simply try a new subject for the joy of it.

Residency Requirement (Required Hours in Residence)

In-residence hours refers to the course credit hours taken at Loyola University, the Rome Center, or taken from any of the Loyola sponsored study abroad programs through the Office for International Programs.

Students must take their final, uninterrupted 45 hours of instruction or a minimum of 60 hours in residence at Loyola University Chicago.

Undergraduate Programs

- Advertising & Public Relations (BA) (<https://catalog.luc.edu/undergraduate/communication/advertisingpublic-relations-ba/>)
- Advertising & Public Relations/Environmental Science and Sustainability (BA/MS) (<https://catalog.luc.edu/undergraduate/accelerated-bachelors-masters-program/advertising-public-relations-environmental-science-sustainability-ba-ms/>)
- Advertising & Public Relations/Global Strategic Communication (BA/MS) (<https://catalog.luc.edu/undergraduate/accelerated-bachelors-masters-program/advertising-public-relations-global-strategic-communication-ba-ms/>)
- Advertising & Public Relations/International Affairs (BA/MA) (<https://catalog.luc.edu/undergraduate/accelerated-bachelors-masters-program/advertising-public-relations-international-affairs-bama/>)
- Advertising Creative (BA) (<https://catalog.luc.edu/undergraduate/communication/advertising-creative-ba/>)
- Advertising Creative/Environmental Science and Sustainability (BA/MS) (<https://catalog.luc.edu/undergraduate/accelerated-bachelors-masters-program/advertising-creative-environmental-science-sustainability-ba-ms/>)
- Advertising Creative/International Affairs (BA/MA) (<https://catalog.luc.edu/undergraduate/accelerated-bachelors-masters-program/advertising-creative-international-affairs-bama/>)
- Advertising Minor (<https://catalog.luc.edu/undergraduate/communication/advertising-minor/>)
- Advocacy and Social Change (BA) (<https://catalog.luc.edu/undergraduate/communication/advocacy-social-change-ba/>)
- Advocacy and Social Change/Environmental Science and Sustainability (BA/MS) (<https://catalog.luc.edu/undergraduate/accelerated-bachelors-masters-program/advocacy-social-change-environmental-science-sustainability-ba-ms/>)
- Advocacy and Social Change/International Affairs (BA/MA) (<https://catalog.luc.edu/undergraduate/accelerated-bachelors-masters-program/advocacy-social-change-international-affairs-bama/>)
- Advocacy and Social Change Minor (<https://catalog.luc.edu/undergraduate/communication/advocacy-social-change-minor/>)
- Communication Studies (BA) (<https://catalog.luc.edu/undergraduate/communication/communication-studies-ba/>)
- Communication Studies Minor (<https://catalog.luc.edu/undergraduate/communication/communication-studies-minor/>)
- Communication Studies/Environmental Science and Sustainability (BA/MS) (<https://catalog.luc.edu/undergraduate/accelerated-bachelors-masters-program/communication-studies-environmental-science-sustainability-ba-ms/>)
- Communication Studies/International Affairs (BA/MA) (<https://catalog.luc.edu/undergraduate/accelerated-bachelors-masters-program/communications-studies-international-affairs-bama/>)
- Digital Media Minor (<https://catalog.luc.edu/undergraduate/communication/digital-media-minor/>)
- Environmental Communication Minor (<https://catalog.luc.edu/undergraduate/communication/environmental-communication-minor/>)
- Environmental Policy/Digital Media and Storytelling (BA/MC) (<https://catalog.luc.edu/undergraduate/accelerated-bachelors-masters-program/environmental-policy-digital-media-storytelling-ba-ms/>)
- Environmental Policy/Global Strategic Communication (BA/MS) (<https://catalog.luc.edu/undergraduate/accelerated-bachelors-masters-program/environmental-policy-global-strategic-communication-ba-ms/>)
- Environmental Science/Digital Media and Storytelling (BS/MC) (<https://catalog.luc.edu/undergraduate/accelerated-bachelors-masters-program/environmental-science-digital-media-storytelling-bs-mc/>)
- Environmental Science/Global Strategic Communication (BS/MS) (<https://catalog.luc.edu/undergraduate/accelerated-bachelors-masters-program/environmental-science-global-strategic-communication-bs-ms/>)
- Environmental Science: Conversation and Restoration Ecology/Digital Media and Storytelling (BS/MC) (<https://catalog.luc.edu/undergraduate/accelerated-bachelors-masters-program/environmental-science-conservation-restoration-ecology-digital-media-storytelling-bs-mc/>)
- Environmental Science: Conservation and Restoration Ecology/Global Strategic Communication (BS/MS) (<https://catalog.luc.edu/undergraduate/accelerated-bachelors-masters-program/environmental-science-conservation-restoration-ecology-global-strategic-communication-bs-ms/>)
- Environmental Science: Environmental Health/Digital Media and Storytelling (BS/MC) (<https://catalog.luc.edu/undergraduate/accelerated-bachelors-masters-program/environmental-science-environmental-health-digital-media-storytelling-bs-mc/>)
- Environmental Science: Environmental Health/Global Strategic Communication (BS/MS) (<https://catalog.luc.edu/undergraduate/accelerated-bachelors-masters-program/environmental-science-environmental-health-global-strategic-communication-bs-ms/>)
- Environmental Science: Food Systems and Sustainable Agriculture/Digital Media and Storytelling (BS/MC) (<https://catalog.luc.edu/undergraduate/accelerated-bachelors-masters-program/environmental-science-food-systems-sustainable-agriculture-digital-media-storytelling-bs-mc/>)
- Environmental Science: Food Systems and Sustainable Agriculture/Global Strategic Communication (BS/MS) (<https://catalog.luc.edu/undergraduate/accelerated-bachelors-masters-program/environmental-science-food-systems-sustainable-agriculture-communication-bs-ms/>)
- Environmental Studies/Digital Media and Storytelling (BA/MC) (<https://catalog.luc.edu/undergraduate/accelerated-bachelors-masters-program/environmental-studies-digital-media-storytelling-ba-ms/>)
- Environmental Studies/Global Strategic Communication (BA/MS) (<https://catalog.luc.edu/undergraduate/accelerated-bachelors-masters-program/environmental-studies-global-strategic-communication-ba-ms/>)
- Film and Digital Media Minor (<https://catalog.luc.edu/undergraduate/communication/film-digital-media-minor/>)
- Film and Digital Media: Film and Media Production Track (BA) (<https://catalog.luc.edu/undergraduate/communication/film-media-production-track-ba/>)

- Film and Digital Media: Film and Media Production Track/ Environmental Science and Sustainability (BA/MS) (<https://catalog.luc.edu/undergraduate/accelerated-bachelors-masters-program/film-media-production-track-environmental-science-sustainability-ba-ms/>)
- Film and Digital Media: Film and Media Production Track/ International Affairs (BA/MA) (<https://catalog.luc.edu/undergraduate/accelerated-bachelors-masters-program/film-digital-media-film-media-production-track-international-affairs-bama/>)
- Film and Digital Media: International Programming Track (BA) (<https://catalog.luc.edu/undergraduate/communication/international-programming-track-ba/>)
- Film and Digital Media: International Programming Track/ Environmental Science and Sustainability (BA/MS) (<https://catalog.luc.edu/undergraduate/accelerated-bachelors-masters-program/film-international-programming-track-environmental-science-sustainability-ba-ms/>)
- Film and Digital Media: International Programming Track/ International Affairs (BA/MA) (<https://catalog.luc.edu/undergraduate/accelerated-bachelors-masters-program/film-digital-media-international-programming-track-international-affairs-bama/>)
- Multimedia Journalism (BA) (<https://catalog.luc.edu/undergraduate/communication/multimedia-journalism-ba/>)
- Multimedia Journalism/Environmental Science and Sustainability (BA/MS) (<https://catalog.luc.edu/undergraduate/accelerated-bachelors-masters-program/multimedia-journalism-environmental-science-sustainability-ba-ms/>)
- Multimedia Journalism/International Affairs (BA/MA) (<https://catalog.luc.edu/undergraduate/accelerated-bachelors-masters-program/multimedia-journalism-international-affairs-bama/>)
- Multimedia Journalism Minor (<https://catalog.luc.edu/undergraduate/communication/multimedia-journalism-minor/>)
- Professional Communication Minor (<https://catalog.luc.edu/undergraduate/communication/professional-communication-minor/>)
- Public Relations Minor (<https://catalog.luc.edu/undergraduate/communication/public-relations-minor/>)

University Policies

Please see University Policies for academic policies that supersede those of academic units within the University

Undergraduate Policies and Procedures

Please see Undergraduate Policies and Procedures (<https://catalog.luc.edu/undergraduate-academic-standards-regulations/>) for academic policies that supersede those of academic units within the University.

COMM 100 SOC Career Prep Seminar (1 Credit Hour)

This is a professional development course to help students expand their knowledge of communication fields and to begin career preparation for those fields.

Outcomes:

Develop and polish professional communication tools (resume, cover letters, LinkedIn, etc); prepare for professional interactions (interviews, etc); and make connections within the SOC and beyond

COMM 101 Public Speaking & Critical Thinking (3 Credit Hours)

This introductory course is designed to supply students with the skills of public address, a fundamental understanding of critical thinking practices, foundational tenets of communication theory, a grasp of the relationship between context and communication, and a sense of the social responsibility that comes with the capacity for communication. Students can take one course from COMM 101 and 103, but not both.

Interdisciplinary Option: Forensic Science

Course equivalencies: ACCOM 101/103 COMM 101/103

Outcomes:

Students gain skills in public speaking and an understanding of critical thinking

COMM 103 Business & Professional Speaking (3 Credit Hours)

This class examines the theory and practice of audience analysis, message design, and oral presentation for professional speakers, with an emphasis on communication in organizational settings.

Course equivalencies: ACCOM 101/103 COMM 101/103

Outcomes:

Students will demonstrate presentation skills in simulated organizational settings

COMM 130 Intro to Audio Production (3 Credit Hours)

This class offers a study of basic audio production methods across new media platforms. Topics include acoustics, recording methods, digital editing, and sound as an industry and art form.

Interdisciplinary Option: Film & Digital Media Studies, International Film & Media Studies

Course equivalencies: X-COMM130/ICVM238/IFMS238

Outcomes:

Students will produce creative projects using the skills they have learned

COMM 135 Intro to Video Production (3 Credit Hours)

This course is a hands-on introduction to video field production. By designing and executing a series of short, creative production projects of varied forms, students explore how video techniques are used to structure meaning in media messages.

Interdisciplinary Option: Film & Digital Media Studies, International Film & Media Studies

Course equivalencies: X-COMM135/ICVM235/IFMS235

Outcomes:

Student will be able to demonstrate an understanding of basic video production skills, such as preproduction planning, lighting, filming and editing, by producing several video texts

COMM 140 Intercollegiate Debate (1 Credit Hour)

This course offers students active participation in Loyola Debating Society. A maximum of six hours in intercollegiate debate credit allowed.

Outcomes:

Students will gain experience in debate

COMM 145 Video for Journalists (3 Credit Hours)

Pre-requisites: MJRN majors and minors may enroll, as well as EVCN minors

Entry-level course that will serve as an introduction to basic video/audio journalism. The goal of the course is for the student to develop the ability to capture great video images and audio, and to be able to edit those two elements together to tell a non-fiction video story. For MJRN majors and minors only An understanding of how to operate a video camera; how to capture/edit video; how to tell a journalistic story with video, and the differences between journalistic videos and fictional videos.

Course equivalencies: X-COMM135/ICVM235/IFMS235

Outcomes:

An understanding of how to operate a video camera; how to capture/edit video; how to tell a journalistic story with video, and the differences between journalistic videos and fictional videos

COMM 175 Introduction to Communication (3 Credit Hours)

This course gives a general historical and theoretical overview of communication. By looking at communication through a critical, historical and theoretical lens, students will acquire an intellectual framework for further study and practice in communication.

Course equivalencies: COMM 175 / COMM 160 / ACCOM 201

Outcomes:

Students will increase communication literacy

COMM 200 Digital Communication and Society (3 Credit Hours)

This course explores the ways technology affects personal, cultural and mass communication through examining the historical, societal and ethical implications of newer and interactive forms of media.

Interdisciplinary Option: Film & Digital Media Studies, International Film & Media Studies

Course equivalencies: COMM200 / IFMS200 / ACCOM 205

Outcomes:

Students use audio, video and digital tools to research and produce essays, projects and presentations that analyze the impact of technology on communication

COMM 201 Media Theory and Criticism (3 Credit Hours)

This course is an introduction to the study of traditional mass media and new media from a critical and interpretive perspective. Students taking the course should be able to understand and apply textual analysis methods to specific media texts, such as films, TV shows or videogames.

Course equivalencies: X-IFMS201/COMM201

Outcomes:

This course reviews semiotics and other methods of textual analysis of media

COMM 202 Story for Film and Television (3 Credit Hours)

Pre-requisites: COMM 274

An introduction to visual writing, story structure and character development for film and TV. Through in-class exercises, analysis of scripts, and assignments focused on storytelling fundamentals, students will learn what makes a compelling concept, where great ideas come from, and effective ways to build a narrative for the screen.

Outcomes:

Story will: write pitches, synopses, loglines and titles for the screen; create original characters; learn 3-act storytelling structure; develop original story treatments, outlines and pitches for film, TV or webseries

COMM 203 Topics in Cinema History (3 Credit Hours)

The course examines the aesthetic, social, technical, and theoretical evolution of cinema offered as specific topics that include, but are not limited to: war and revolution, social history and cinema, the role of women, Indian cinema, musicals, technology and style, and the realistic impulse.

Interdisciplinary Option: Film & Digital Media Studies, International Film & Media Studies

Course equivalencies: X-COMM203/ICVM260/IFMS260

Outcomes:

Students are offered a variety of topics, broadening their view of the film industry

COMM 204 Community as Story (3 Credit Hours)

This course uses children's literature as a means of understanding urban community and individual identities within that community. Students will though, community service, interaction with local experts and ethnographic research, explore communities surrounding Loyola's lake shore campus and create their own children's picture books in collaboration with experienced student artists.

This course satisfies the Engaged Learning requirement.

COMM 205 Reporting Basics I: Writing and Interviewing (3 Credit Hours)

Pre-requisites: UCWR 110

This course examines current issues in U.S. journalism with strong emphasis on developing skills in news reporting, interviewing, and writing.

Outcomes:

News Judgment; Writing Concisely and Clearly; Writing on Deadline; AP Style; Interviewing Techniques; Grammar, Spelling & Punctuation; Ethics & Legal Issues; Basic Research Methods

COMM 206 Hip Hop Culture and Social Change (3 Credit Hours)

Pre-requisites: COMM 175 or 201

Grounded in Black studies, communication studies, critical cultural studies, political advocacy, popular culture, and the growing field of hip hop studies, we will investigate hip hop's evolving relationship with social change in the U.S. and beyond. Particular attention will be paid to Chicago's hip hop scene and its community building.

Outcomes:

1) Gaining a basic understanding of the subject; 2) Developing knowledge and understanding of diverse perspectives, global awareness, or other cultures; 3) Gaining a broader understanding and appreciation of intellectual/cultural activity (music, etc)

COMM 207 Photojournalism (3 Credit Hours)

Photojournalism introduces students to the art of photographic storytelling.

Interdisciplinary Option: Film & Digital Media Studies, International Film & Media Studies

Course equivalencies: X-COMM207/IFMS207

Outcomes:

Students learn to distinguish journalistic photography from self-expressive photography through editing, critique and digital manipulation, and also understand the ethics of photojournalism through graphic concepts and page design

COMM 208 Reporting Basics II: Technology for Journalists (3 Credit Hours)

This course teaches 21st century journalism skills and how to use the equipment and software to report and edit across platforms, including radio, television and the Internet. Instruction will include how to use audio and video recording equipment, basic Web design, use of audio and video editing software, blogging and social media programs.

Outcomes:

News Judgment; Writing Concisely and Clearly; Writing on Deadline: AP Style; Interviewing Techniques; Grammar, Spelling & Punctuation; Ethics & Legal Issues; Basic Research Methods

COMM 210 Principles of Public Relations (3 Credit Hours)

Pre-requisites: COMM 175; EVCM minors are waived from COMM 175

This course introduces the theory and practice of public relations in communicating and establishing relationships with diverse publics. Topics include professional roles and ethical responsibilities, strategies and tools, media resources, and public relations writing.

Outcomes:

Students will be able to demonstrate an understanding of the roles and practices of the public relations professional, develop PR plans, and create a portfolio or writing samples

COMM 211 Principles of Advertising (3 Credit Hours)

Pre-requisites: COMM 175

This course provides an overview of the theory and hands-on practice of advertising including planning, strategy, creative development, and media planning. Elements of direct response, promotion, internet, and public relations are also presented.

Outcomes:

Students will be able to demonstrate an understanding of the principles of advertising and practice creative and decision-making skills in developing an advertising campaign

COMM 212 International Advertising (3 Credit Hours)

This course will build an understanding of the cultural, language, social, national and business factors that drive international markets. A key outcome is to broaden student perspectives on how organizations communicate with Italian and other European audiences.

Interdisciplinary Option: Global Studies

COMM 213 Digital Foundations (3 Credit Hours)

Pre-requisites: COMM 175 or 201; EVCM minors are waived from pre-requisite

Students will be introduced to digital media tools, including online content creation, SEO, website management, email marketing, social media engagement, digital advertising, analytics and emerging technologies that are used to create and build integrated digital campaigns for advertising and public relations.

Outcomes:

Ability to demonstrate elementary knowledge of digital communication tools; Practical understanding and capabilities for creating content across a wide range of media platforms; Knowledge of digital media platform technical requirements

COMM 214 Introduction to Creative Concepts (3 Credit Hours)

Pre-requisites: COMM 211

This course introduces students to the creative process and idea generating techniques. Students explore what constitutes strong advertising concepts through exposure to award-winning ads and work in teams to create ads for assigned products.

Outcomes:

The emphasis is on conceptual development with students expected to express their ideas in rough rather than tightly finished layouts; The course focuses on print advertising but also provides opportunities to work across various other media

COMM 215 Ethics & Communication (3 Credit Hours)

Pre-requisites: COMM 175

COMM 215 does not meet Core Ethics. This course explores various approaches to ethical decision-making and applies that process to diverse aspects of every day, contemporary life.

Outcomes:

Students learn to discern a wide variety of ethical issues concerning communication behavior, apply systematic ethical analysis to various communication situations, and clearly explain their analyses

COMM 220 Introduction to Rhetoric (3 Credit Hours)

This course introduces theories of rhetoric, emphasizing the relevance of classical disputes for understanding current controversies over the nature and function of discourse. A central theme is the tension between rhetoric's promise for constructing a rich and meaningful civic life and the dangers of its descent into demagoguery and irrationality.

Course equivalencies: ACENG 220 / COMM 220

Outcomes:

Students will work through theoretical issues, by examining speeches, films, and other rhetorical artifacts

COMM 227 Social Justice & Communication (3 Credit Hours)

Pre-requisites: COMM 175; EVCM minors are waived from the pre-requisite

This course examines the implications of communication processes and practices for democracy and social justice.

Interdisciplinary Option: Peace Studies

Course equivalencies: X-COMM227/PAX 227

Outcomes:

Students will be able to articulate and defend their conception of the role of communication in achieving a just society and demonstrate an understanding of how existing communication institutions, laws, and norms impede or assist movement towards that goal

COMM 230 Argumentation & Advocacy (3 Credit Hours)

This course is an introduction to analyzing and critiquing arguments, and inventing extended arguments to advocate positions.

Outcomes:

Students will be able to analyze and critique both individual arguments and extended cases; demonstrate understanding of the relationship of argumentation to audience and context; and invent arguments and develop cases for advocacy

COMM 231 Conflict Management and Communication (3 Credit Hours)

This course explores the role of communication in conflict resolution. Special attention is paid to mediation and other forms of alternative dispute resolution.

Interdisciplinary Option: Peace Studies

Course equivalencies: X-COMM231/PAX 231

Outcomes:

Students will acquire methods of analyzing the nature of conflict and applying appropriate communicative strategies for managing conflict

COMM 232 Cinematography I (3 Credit Hours)

In this course, students will demonstrate their ability to apply aesthetic and theoretical principles and cinema production skills. Topics include pre-visualizations, preproduction planning, digital cameras system, cinematography and lighting. Students work on individual and group projects involving project development, filming and editing.

Interdisciplinary Option: Film & Digital Media Studies, International Film & Media Studies

Course equivalencies: X-COMM232/ICVM232/IFMS232

COMM 234 Interviewing for Communication (3 Credit Hours)

This course explores the crucial skill of interviewing necessary for many aspects of professional and daily life. Students will learn different ways of interviewing depending on communication context.

Outcomes:

These approaches will enhance students' interviewing ethics as they gain practical experience

COMM 236 Persuasive Presentations (3 Credit Hours)

Pre-requisites: COMM 220 or COMM 230 or COMM 268; EVCM minors are waived from pre-req

This class focuses on the creation and delivery of persuasive messages to develop a variety of persuasive strategies and implement them in both individual and group presentations.

Outcomes:

Students engage in situation analysis and message critique

COMM 237 Small Group Communication (3 Credit Hours)

This class is an introduction to theory, research, and practice of communication that contribute to effective task-group discussion and decision making.

Outcomes:

The development of personal leadership skills and observational/analytic skills through guided, structured group activities

COMM 239 Moving China (3 Credit Hours)

This course offers a unique opportunity to film and document China as it changes virtually before our eyes.

Interdisciplinary Option: Asian Studies, Film & Digital Media Studies, Global Studies, International Film & Media Studies

Outcomes:

Students will have an intimate knowledge of China and Chinese culture and the talent and skill to produce a 15-minute documentary video in digital format

COMM 256 Broadcast Newswriting (3 Credit Hours)

This course introduces basics of broadcast news and broadcast writing style. Students learn script writing and formatting, an introduction to radio and TV reporting, standard terms and basic newscast production, and an introduction to the studio. This course also provides a foundation for more advanced courses in the broadcast curriculum.

Outcomes:

Students gain experience writing for radio and TV news, as well as basic knowledge of the broadcast news industry and contemporary issues pertinent to the field

COMM 258 Game Studies (3 Credit Hours)

This course examines games and their complex role within contemporary culture. Games are approached as "texts" that can be "read" using a variety of theoretical lenses. Students will explore what games say about the nature of identity, community presence, learning, and communication and reflect on their own experience in a blog.

Interdisciplinary Option: Film & Digital Media Studies, International Film & Media Studies

Course equivalencies: X-COMM258/IFMS258

COMM 259 News Editing (3 Credit Hours)

This course examines problems and methods of copy editing, design and typography, and newspaper management and competition.

Outcomes:

Students will gain experience with production skills in the print medium

COMM 260 Environmental Journalism (3 Credit Hours)

The mission of environmental journalism is to raise public awareness about environmental news and issues. It is about being ethical, accurate, fair, and clear, whether reporting, investigating, or advocating for change.

Course equivalencies: X-ENVS 260/ COMM 260

Outcomes:

Students will be able to find, report, and present challenging stories around this topic, in print and in broadcast writing

COMM 261 Social Media (3 Credit Hours)

Pre-requisites: COMM 200

Starting from the foundation of traditional offline business and social communities and communication, this course will show how the real relationships of online business and social communities use content to build personal and business success at the speed and reach of the Internet.

Outcomes:

Articulate how the Internet and social media has changed the way we produce and consume content and how social media has affected the way we work, shop, and interact online and off

COMM 262 Feature & Opinion Writing (3 Credit Hours)

This course examines methods of researching and writing editorials, commentaries, and features for print media.

Outcomes:

Students will broaden their research and writing skills

COMM 263 Editorial Design I: Newspaper & Online (3 Credit Hours)

Pre-requisites: COMM 175 or COMM 201

Editorial Design I is an introduction to information processing and readership, and basic principles of layout and editing.

Outcomes:

Students experiment with a variety of printed formats and practice copy fitting, typography, and photo-editing

COMM 265 Sports Broadcasting (3 Credit Hours)

This course will teach students how to report and produce broadcast stories about athletes and athletic events. Students will have access to players and coaches on the professional and collegiate levels, attending games, practices and training. Students will learn to produce stories for radio and television, as well as sound broadcast presentation skills.

Outcomes:

Students will learn to conduct journalistic research, interviewing techniques, public speaking skills and how to produce stories for radio and television

COMM 266 Advertising Copywriting (3 Credit Hours)

This course will focus on the art of copywriting for advertising, be it for TV, print, outdoor, social media and the ever changing landscape of digital media. Students will learn to craft their words to make creative advertising based on strategies and insights.

Outcomes:

Through a series of creativity building exercises, short lectures, and readings, learners develop both an understanding of creativity and increase their own ability

COMM 268 Persuasion (3 Credit Hours)

Students will get practical experience in the analysis, criticism, and application of persuasive discourse across a wide variety of contexts. This course is designed to explore theories related to persuasion, social influence, and compliance-gaining.

COMM 269 Observing China (3 Credit Hours)

This course is about street-level China, as it is seen and as it happens. This course is a practicum, in which students, through a mix of lectures, briefings and discussions, will delve into nature of observation and engagement with and in China.

Interdisciplinary Option: Asian Studies, Global Studies

Outcomes:

Students will have a deeper understanding of how journalists and documentarians observe and write (or film) China, and over the course of the semester will make some efforts of their own to do original journalism and essay writing

COMM 271 Media Culture and Communication (3 Credit Hours)

This course examines contemporary U.S. American culture from a critical-theoretical standpoint while examining popular icons and social practices with particular attention to their influence on individual and collective identities.

Outcomes:

Students will learn critical cultural theories and do projects where they reflect upon the influences of contemporary cultural texts and practices with an eye for their economic, social and political influence on individual and collective identities

COMM 272 Intercultural Communication (3 Credit Hours)

This course introduces students to intercultural communication theory and research. Students explore how differences in ethnic, religious, economic, and geographical experiences produce social biases and engender conflict. Students are expected to explore their own cultural histories to understand how they create meaning and adopt attitudes.

Interdisciplinary Option: African Studies and the African Diaspora, Black

World Studies, Global Studies, Latin American Studies, Peace Studies

Course equivalencies: X-COMM272/INTS213/PAX 218

COMM 273 Interpersonal Communication (3 Credit Hours)

Students study speech to understand its role in human relationships.

This course focuses on self-exploration of communication patterns by asking life's big questions about self and other. Students will gain competence in interpersonal communication through the development of perceptual accuracy, and clarification of values with regard to relational goals.

COMM 274 Introduction to Cinema (3 Credit Hours)

This course is an introduction to the study of cinema as a complex medium of communication. This course will provide students with the basic terminology, observational skills and theoretical background for the study of film aesthetics, language, cultural analysis, history and the production of cinematic texts.

Knowledge Area: Artistic Knowledge and Experience

Interdisciplinary Option: Film & Digital Media Studies, International Film & Media Studies

Course equivalencies: COMM274/ICVM222/IFMS222

Outcomes:

Students will be able to demonstrate an understanding of the basic approaches to film studies such as formal analysis; critical practices, and narrative studies

COMM 275 Web Design and Usability (3 Credit Hours)

Pre-requisites: COMM 200; for FNVC majors/minors, pre-requisite is FNAR 383; EVCM minors are waived from COMM 200 pre-requisite

This course will explore the design and usability of websites from several perspectives: how they look (aesthetics), how they work (navigability and usability), and how they are made (tools and software). Lectures, demonstrations, and in-class lab time will introduce students to the creative tools and software that power contemporary web design and usability. Emphasis will be on using a variety of tools and resources to meet one's own goals, rather than achieving the level of expert in any one piece of software.

Interdisciplinary Option: Film & Digital Media Studies, International Film & Media Studies

COMM 277 Organizational Communication (3 Credit Hours)

This course is an introduction to theory and practice of organizational communication, with an emphasis on organization contexts, culture, and systems, and the role of communication in building relationships with internal and external stakeholders.

Outcomes:

Students will be able to analyze organizational communication, and understand the impact of technology, globalization, community and diversity on organizational systems

COMM 278 International Public Relations (3 Credit Hours)

This course explores the growing impact of globalization on public relations. As multinationals grow and social, economic, and environmental issues become worldwide in focus, PR professionals work in increasingly interconnected world. Students will explore the growth of international public relations by comparing countries, analyzing and discussing cases, and learning best practices.

Interdisciplinary Option: Global Studies

COMM 279 Critical Issues in Journalism (3 Credit Hours)

This course examines different approaches to understanding the role of journalism in contemporary society, emphasizing the historical development of issues that surround journalism today.

Outcomes:

Students explore varied critical perspectives on news and news-gathering to gain a broader understanding of the role of journalism in society

COMM 280 Media Technology & Society (3 Credit Hours)

Pre-requisites: COMM 175 or 201

Through lectures, discussions, and assignments, learn the evolutionary history of media technologies from the telegraph through film, television, and digital media, and review contemporary theories about how technology shapes society.

COMM 281 Communication, Language & Gender (3 Credit Hours)

This course explores the role of communication practices in the production, reinforcement and transformation of gendered identities. Students will learn how gender expectations within cultural contexts are created. They will also learn some of the ways that deeply-rooted assumptions limit social change and guide communication.

Interdisciplinary Option: Women & Gender Studies

This course satisfies the Engaged Learning requirement.

Course equivalencies: X-CMUN254/WOST208/WSGS208

COMM 282 Media Law (3 Credit Hours)

Pre-requisites: COMM 175 or COMM 201; EVCM minors are waived from pre-requisites

This course examines cases and issues in constitutional, statutory, and regulatory law affecting print and electronic media including First Amendment rights, libel, privacy, copyright and trademarks, Freedom of Information, and telecommunication regulations.

Course equivalencies: COMM282/CMUN252

Outcomes:

Students will be able to understand major legal precedents affecting current media communication and recognize their impact on professional practices in print, electronic media and the Internet

COMM 290 Branding and Positioning (3 Credit Hours)

Pre-requisites: COMM 210 or COMM 211

Examines the theory and practice of branding, target segmentation, and how the digital space and the rapid rise of consumer-generated content have impacted brand management. The course explores each stage of the communication planning process and introduces students to the way audience research, and the competitive sets are used to develop brand positions and benefits.

COMM 296 Themes in Advertising/Public Relations (3 Credit Hours)

Pre-requisites: COMM 175 or 201

Intermediate-level Advertising/Public Relations lecture course that examines specific areas of study. Topics vary each semester. This course may be repeated (with different topics) for a total of 9 hours, but only 6 may count toward the major. Students will gain access to a wide variety of topics in AD/PR.

COMM 297 Themes in Communication Studies (3 Credit Hours)

Intermediate-level Communication Studies lecture course that examines specific areas of study. Topics vary each semester. This course may be repeated (with different topics) for a total of 9 hours, but only 6 may count toward the major. Students will gain access to a wide variety of topics in COMM.

COMM 298 Themes in Multimedia Journalism (3 Credit Hours)

Pre-requisites: COMM 175

Intermediate-level multimedia journalism lecture course that examines specific areas of study. Topics vary each semester. This course may be repeated (with different topics) for a total of 9 hours, but only 6 may count toward the major. Students will gain access to a wide variety of topics in MJRN.

COMM 299 Themes in Film and Digital Media (3 Credit Hours)

Beginner to Intermediate-level Film and Digital Media course that examines specific areas of study. Topics vary each semester. This course may be repeated (with different topics) for a total of 9 hours, but only 6 may count toward the major.

Outcomes:

Students will gain access to a wide variety of topics in Film and Digital Media

COMM 300 Persuasive Campaigns (3 Credit Hours)

Pre-requisites: COMM 175

This course analyses the structure, development, and role of communication in political and advertising campaigns, with a focus on theories of media effects, message construction, and audience analysis.

Outcomes:

Students will use their analytic and research skills to broaden their understanding of the use and effects of communication as a means of public persuasion

COMM 301 Discovering China Through Film (3 Credit Hours)

This course will give an overview of major films produced in mainland China since 1949. Students will examine the genres of Chinese film better known in contemporary China and consider them a major source of reflection upon, and critique of, contemporary Chinese society and culture.

Interdisciplinary Option: Asian Studies, Film & Digital Media Studies, Global Studies, International Film & Media Studies

Course equivalencies: CMUN301/ASIA/INTS/AIFMS302

Outcomes:

All films chosen for the course will help inform students' understanding of modern China in terms of its material conditions and ideology

COMM 303 Media, Politics, & Propaganda (3 Credit Hours)

Pre-requisites: COMM 175 or 201, and COMM 200

This course will enable students to understand the relationship between media and politics as well as be able to identify strategies used in propaganda, disinformation and misinformation campaigns, and the impact of technology on its history and evolution.

Interdisciplinary Option: International Studies, Peace Studies

Course equivalencies: X-CMUN330/INTS331/PAX 331

Outcomes:

Students will be able to articulate the media's impact on the circulation of propaganda as well as be able to identify disinformation/misinformation and understand its significance in the political process

COMM 304 Rhetorics of Utopia & Revolution (3 Credit Hours)

Pre-requisites: UCWR 110

This reading-intensive course will examine rhetorics of utopia, revolution, and strategies of change. Students will read a variety of texts from activists, scholars, and revolutionary thinkers to understand the ways (historically and presently) that utopias and revolutions are imagined and created through communication, media texts, and discourse.

Interdisciplinary Option: Global & International Studies, Peace Studies, Global & International Studies, Peace Studies

Course equivalencies: X-COMM304/PLSC/PAX336/INTS310

Outcomes:

By the end of this course, students will have a better understanding of utopia and revolution, how ideology operates and solidifies via discourse, and ways to enact social change

COMM 305 Animation (3 Credit Hours)

Pre-requisites: COMM 135; For FNVC majors/minors, FNAR 233 is the required pre-requisite in lieu of COMM 135

This course will focus on animation with specific emphasis on the creation, refinement, and publishing of a visual story. Students will learn 2D and 3D techniques, cameras, CGI and other software and equipment to create animated works.

Course equivalencies: COMM 305/COMM 455

Outcomes:

theories of visual and image-based storytelling; script writing; character development; storyboarding; creating visual stories from images; animation enhancement/manipulation; graphic design; and contemporary animation design options for visual storytelling/promotion

COMM 306 Environmental Advocacy (3 Credit Hours)

Pre-requisites: Sophomore standing; For SES undergrads and EVCN minors, pre-req is waived

This course explores the rhetorical means by which citizens influence the policies and practices affecting our natural and human environments. The focus is on current controversies.

Interdisciplinary Option: Environmental Studies, Peace Studies, Urban Studies

Course equivalencies: XCOMM306/ESP 329/PAX 329

Outcomes:

The course seeks to provide an understanding of the history and range of communication styles in the U.S. environmental movement and to help students develop practical skills relevant to entering into environmental debates

COMM 307 Communication & Social Movements (3 Credit Hours)

Pre-requisites: COMM 175; EVCN minors are waived from pre-requisites

This course explores the communication strategies used to promote and/or resist significant socio-political change. Students will demonstrate an understanding of how communication is used in particular societal struggles to effect socio-cultural change at an individual, community, institutional or global level.

Interdisciplinary Option: Peace Studies

COMM 308 Screen Directing (3 Credit Hours)

Pre-requisites: COMM 135 and 274

This advanced course in screen directing is designed to further students' narrative filmmaking skills. Geared toward creating fiction films, the course focuses primarily on blocking for the camera, directing actors for the screen, and structuring dramatic scenes. Students should have a working knowledge of basic videography, nonlinear editing, shot composition and film grammar.

Interdisciplinary Option: Film & Digital Media Studies, International Film & Media Studies

Course equivalencies: X-COMM308/IFMS309

COMM 309 Designing Media for Social Change (3 Credit Hours)

Pre-requisites: COMM 220, 227, 230, 231,237, 268, 272,277, or 281; GSCM-MS or DMST-MC or EVCN-MINR students may enroll with no prerequisites

This course examines media and social change at the intersection of theory and practice. The class will be dedicated to analyzing the way social change is catalyzed and communicated through various media platforms. Students will gain a historical and multi-media perspective on a variety of design and communication strategies tied to a range of social and cultural issues.

Outcomes:

Grounded in theories of media power, communication networks, political advocacy, engaged scholarship, and the digital, materials in this course will explore the past, present, and future of designing media and communication practices

COMM 310 Production Design (3 Credit Hours)

Pre-requisites: COMM 274 or COMM 135 or THTR 252; Or instructor permission; MC in DMST students may enroll without pre-requisites Students develop an understanding for the evolution and history of production design, as it relates to film production, from its inception to the present. Students will pre-visualize and implement art direction—sets, costumes, makeup, color palettes—for student films in production. They learn pre-visualization techniques, script breakdowns and build-out processes for art direction on film sets.

Outcomes:

Students acquire the visual language and historical precedents for production design in film and television

COMM 311 Health Communication (3 Credit Hours)

Pre-requisites: COMM 205 or COMM 210

This course focuses on the growing field of health communication. Building on students' knowledge of public relations, advertising, communication and marketing, this class aims to help students develop an area of specialization that offers career opportunities in many settings. Through guest speakers and field trips, the class is designed to provide an overview of what health communicators do and where they work.

Course equivalencies: COMM 311/COMM 461

Outcomes:

Provide a foundation of knowledge about the US healthcare system and acquaint students with how communications can play a vital role in accomplishing public health objectives

COMM 312 Special Events Planning (3 Credit Hours)

Pre-requisites: COMM 210

Students will gain hands-on experience in event planning. They will learn to anticipate and execute the needs of an organization or community planning special events.

COMM 313 Corporate and Organizational Communication (3 Credit Hours)

Pre-requisites: COMM 210

Students will learn the theory and practice of responsive and strategic organizational communication in developing corporate identity and image.

Outcomes:

Students understanding of the theory and practice of responsive and strategic organizational communication, public relations and advertising will be enhanced

COMM 314 Public Relations Cases (3 Credit Hours)

Pre-requisites: COMM 210

The course focuses on issues, strategies, and solutions in creating and maintaining relationships with key publics including media relations, internal communications, community relations, public affairs, investor relations, and crisis communications.

Outcomes:

Students will gain experience analyzing, formulating and applying case-specific solutions and developing an integrated campaign

COMM 315 Advanced Reporting Topics (3 Credit Hours)

Pre-requisites: COMM 205, 362, and Junior Standing and above

This course offers in-depth attention to the challenges of writing complex stories characterized by careful research, use of sources, interviewing, and reporting and writing. Students examine writing for a "lay" audience in such areas as science and technology, finance, government, and religion. Can be repeated once with a different topic. Second completion can count as major elective in MJRN.

This course satisfies the Engaged Learning requirement.

Outcomes:

Students will broaden their writing and research experience

COMM 317 Media Planning (3 Credit Hours)

Pre-requisites: COMM 211

This course examines the advertising and marketing processes required to research, develop and implement an effective media plan for budgeting appropriate advertising time and space.

Course equivalencies: COMM 317/COMM 417

Outcomes:

Student teams will develop competencies in decision-making processes and tools, including research methods, objectives, strategies and tactics to construct an advertising media plan

COMM 318 Public Relations Writing (3 Credit Hours)

Pre-requisites: COMM 210

This course focuses on strategic public relations, writing for publics including print, broadcast and digital media with understanding of objectives, news values and formats.

Outcomes:

Students develop competency writing and editing news releases, pitch letters, fact sheets, public service announcements, newsletters, and Web content to develop a portfolio of individual writing samples

COMM 320 Public Service Communication (3 Credit Hours)

Pre-requisites: COMM 210 and 211

This course examines public relations strategies and applications in cause-related campaigns, public service initiatives, and community relations activities for corporate and nonprofit organizations.

This course satisfies the Engaged Learning requirement.

Outcomes:

Students will be able to analyze current issues and advocacy campaigns, define ethical communication and social responsibility, and develop a public service campaign for an organization

COMM 321 Advertising Campaigns (3 Credit Hours)

Pre-requisites: COMM 211

This is an advanced advertising course in a simulated agency environment to provide practical experience in the campaign planning process.

Outcomes:

Student teams develop competencies in creating and producing a professional advertising campaign that includes market research, development of creative and media recommendations, and an integrated marketing communication strategy

COMM 322 Guerilla Media (3 Credit Hours)

Pre-requisites: COMM 200

This course covers provocative, unexpected, and alternative methods for distributing media and gaining new audiences. It includes the history, theories and ethics behind the appropriation of "guerrilla" strategies as found in artistic, civic, commercial and political media work. SES majors and EVC minor are waived from pre-requisites.

Interdisciplinary Option: Film & Digital Media Studies

Outcomes:

Students gain experiences with understanding, creating and distributing media work with guerrilla strategies around environmental, journalistic and commercial themes of their choice

COMM 323 Remixing Culture (3 Credit Hours)

Pre-requisites: COMM 200

This course explores the remix culture as cultural exchange. While studying about remix culture and collaborative process, students will manifest projects that involve mashing up media using various web-based and mobile media creation, web-based editing, live online broadcasting and sharing and techniques of online presentation.

Interdisciplinary Option: Film & Digital Media Studies, International Film & Media Studies

Course equivalencies: X-COMM323/ICVM323/IFMS323

Outcomes:

Students will learn about the intermixing of cultures through individual projects in which they will combine different types of media

COMM 324 Film Genre (3 Credit Hours)

Pre-requisites: COMM 274

Traces the evolution of independent filmmaking in the U.S, from the pioneering cinema of Maya Deren and John Cassavetes to seminal works of Spike Lee, Kelly Reichardt, and Barry Jenkins.

Interdisciplinary Option: Film & Digital Media Studies, International Film & Media Studies

Course equivalencies: X-COMM324/ICVM324/IFMS324

Outcomes:

Students will be able to demonstrate knowledge what constitutes a genre and the varied approaches used to analyze films within the context of genre studies

COMM 326 Screenwriting (3 Credit Hours)

Pre-requisites: COMM 202

This course introduces students to the process of writing for the screen. Through exercises and analysis of structure and storytelling fundamentals, students will develop a working sense of the art of crafting a screenplay, learning how to build a script, step by step, from an original and compelling idea.

Interdisciplinary Option: Film & Digital Media Studies, International Film & Media Studies

Course equivalencies: X-COMM326/THTR209/IFMS209

Outcomes:

Extensive writing requirements cover all aspects of screenwriting, from creating a treatment and character bios to writing action and dialogue, culminating in the development of a detailed step outline and polished first act of a feature-length script (20+ pages); Students are required to bring an original movie idea to the first class

COMM 327 Video Storytelling (3 Credit Hours)

Pre-requisites: COMM 135 or COMM 145, or DMST-MC student

This course prepares students to report and produce video stories for broadcast and other similar media distribution. It emphasizes information gathering, source development and visual storytelling, and builds on the video and editing skills students learn in the beginning video production class.

Outcomes:

Students will learn how to capture great video and audio, write, produce and edit complex, effective video stories

COMM 328 Editorial Design II: Magazine & Interactive (3 Credit Hours)

Pre-requisites: COMM 175 and COMM 205

This course gives advanced instruction in multi-page editorial layout and design by incorporating writing and photography into a complete, full-color magazine. Students will work as editors and designers in applying principles of design and production to existing articles; and understand ethical issues in serving the readers of the magazine.

COMM 329 Advertising and Public Relations Design (3 Credit Hours)

Pre-requisites: COMM 210 or COMM 211

This course is for AD/PR majors who want to understand the creative and design discipline of the fields. Students will learn the fundamentals of print-based messages used in advertising and public relations. Students will employ various design programs applied in today's industry to develop visual communications projects, which will culminate in a final portfolio.

Course equivalencies: COMM 329/COMM 429

Outcomes:

Students will learn and become competent in the following: Current design programs including InDesign and Photoshop; Basic design principles, such as color, space, and typography; Common formats for designing integrated marketing communication print materials

COMM 330 Intermediate Advertising Design (3 Credit Hours)*Pre-requisites:* COMM 214

Builds on the creative skills and understanding acquired in the introductory advertising creative courses to enhance students' conceptual abilities. Utilizing Adobe InDesign and Photoshop, students learn to design for various advertising formats including digital, print and for client presentations.

Course equivalencies: COMM 330/COMM 463*Outcomes:*

The best work is finished on computers and reviewed by advertising professionals at the end of the semester

COMM 331 Social Media Advertising (3 Credit Hours)*Pre-requisites:* COMM 211 and COMM 213

This course covers the latest theories and practices of social media advertising. Students will be exposed to 1) evolving concepts and theories related to social media advertising, 2) case studies that discuss the strategies of social media campaigns, and 3) hands-on practices of digital technologies to implement social media campaigns.

Course equivalencies: COMM 331/COMM 444*Outcomes:*

Knowledge of theories relating to social media advertising, ability to create strategic plans on social media, skills for digital technologies in social media advertising campaigns, and understanding social media advertising ethics

COMM 332 Investigative & Public Affairs Reporting (3 Credit Hours)*Pre-requisites:* COMM 205, COMM 362, and Junior Standing and above

This course will teach you how to do Investigative and Public Affairs Reporting with a data journalism approach. Through discussion of examples and our own work, we will explore how to find, request, and use data that can reveal important information about society.

Outcomes:

Students will learn how to conduct their own data-driven Investigative and Public Affairs Reporting; They will also be able to critically assess this type of journalism

COMM 333 Cinematography II (3 Credit Hours)*Pre-requisites:* COMM 232, or instructor permission

Students learn and demonstrate techniques and roles for advanced cinematography: virtual production, assistant directing, sound stages, and location lighting.

Outcomes:

Camera/lighting setups for commercial spaces, virtual locations, lens/cameras for advanced aesthetic choices, assistant directing role/practices, drones, cranes, Steadicams, and other mobile camera framing techniques

COMM 334 Mobile Advertising (3 Credit Hours)*Pre-requisites:* COMM 211 and COMM 213

Mobile is one of the most valued investments for advertisers. This course covers the latest practices and trends of mobile advertising which includes 1) branded mobile application design and development; 2) advanced mobile experiences with AR/VR experiments; and 3) various practices, tactics, and ethical concerns for native mobile advertising experiences.

Course equivalencies: COMM 334/COMM 464*Outcomes:*

Knowledge of relevant human-computer interaction theories and branded mobile design/development; Ability to use digital tools to create mobile advertising campaigns; Understanding of importance and implications of ethics in mobile advertising

COMM 336 Search & Display Advertising (3 Credit Hours)*Pre-requisites:* COMM 211 and COMM 213

This course covers search engine optimization and advertising practices through lectures and hands-on practices. Students will learn technical terms and tactics involved in optimizing the search result and user experience with brand websites. Google AdWords, search network campaigns, display network campaigns and Google merchandiser set-up training will be included. (Consider scheduling to coincide with Google Challenge.)

Outcomes:

Understand the major concepts in search engine optimization; Working knowledge of the structure and terms used in Google AdWords; Be able to develop effective search engine and display advertising campaigns

COMM 337 AD/PR Multimedia Commercial Production (3 Credit Hours)*Pre-requisites:* COMM 135, COMM 145, or COMM 211

This is an advanced video and advertising course designed to give students an introduction to various types of multimedia commercials as well as practical considerations of producing branded content and television spots, including for real clients.

Interdisciplinary Option: Film & Digital Media Studies, International Film & Media Studies

This course satisfies the Engaged Learning requirement.

Course equivalencies: COMM 337/COMM 437*Outcomes:*

Build experience in effective multi-tasking and teamwork, gain skills with technology and strategy, creative, and application process of broadcast production, and practice engaging with the community in media development efforts

COMM 338 Narrative Production (3 Credit Hours)*Pre-requisites:* Junior standing and either COMM 232, COMM 308, OR COMM 359; Graduate students majoring in Digital Media Storytelling are also eligible to enroll

Students work in teams to create short-subject narrative films taking their projects from preproduction to exhibition. Students will experience working as a part of a film production crew, be exposed to a variety of jobs, and produce and exhibit original films.

Interdisciplinary Option: Film & Digital Media Studies, International Film & Media Studies**COMM 339 Video Documentary (3 Credit Hours)***Pre-requisites:* COMM 135 or COMM 145

This course offers hands on production of video documentaries through the study of electronic field production technology, the analysis of documentary texts, and the application of documentary research methods.

Interdisciplinary Option: Film & Digital Media Studies, International Film & Media Studies

This course satisfies the Engaged Learning requirement.

Course equivalencies: X-COMM339/439/ICVM339/IFMS339*Outcomes:*

Students will gain hands-on video production experience in a non-narrative genre

COMM 342 Human Rights Reporting (3 Credit Hours)

In this course, Students will study the history of the concept of human rights and the legal mechanisms for enforcing human rights law, and they will read work by reporters covering human rights worldwide.

Outcomes:

Students will learn how to report on international conflicts by finding local angles of interest to Chicago readers and how to approach articles on domestic human rights issues

COMM 344 Portfolio I (3 Credit Hours)

Pre-requisites: COMM 266; and (COMM 329 or COMM 330)

Builds on skills acquired in intermediate creative courses to help students enhance their conceptual abilities and generate both print and integrated multimedia campaigns. Students work in teams to develop an extensive body of work that's exhibited in an awards show judged by advertising professionals.

COMM 345 Student Agency (3 Credit Hours)

Pre-requisites: COMM 175 and Instructor Consent

Course involves actual client work in Inigo, the student-run communications agency. Students gain skills/put theory into action as they provide public relations, digital communication, strategy and other services to companies and non-profits. Students apply prior semester; contact instructor at cmcphil@luc.edu for details. Undergraduates only. All majors encouraged. 3.0 GPA required. COMM 210 or 211 strongly recommended. Open to undergraduate students only. A 3.0 GPA is required.

Outcomes:

A fundamental understanding of what agencies are and how they function; A heightened sense of professionalism; Advanced-level teamwork; Increased written and verbal communication skills

COMM 350 Producing for Film & Digital Media (3 Credit Hours)

Pre-requisites: COMM 135 OR COMM 274; COMM 405 (for DMST students); OR Instructor Consent

Aesthetic choices meet the ethics and business of filmmaking in COMM 350. Producing covers how to develop story ideas from conception to writing, financing, production and distribution. Relevant issues in script breakdowns, safety, communication and contracts are covered. Students create pitch decks, basic budgets and a longer prospectus for potential investors.

Outcomes:

Understanding DEI issues while choosing stories to produce, hiring performers or crew; templates for budgets; best practices for safety on the set; creating engaging pitch decks and treatments

COMM 357 Programming Film & Media: Festivals, TV & Digital (3 Credit Hours)

Pre-requisites: COMM 200

This course examines programming and curating (selecting) media for film festivals, museums, streaming services and other platforms. Through work on a festival or similar project, students examine how audiences are identified, learn about distribution, and explore the challenges facing media outlets in selecting, reviewing and archiving media.

Interdisciplinary Option: Film & Digital Media Studies, International Film & Media Studies

Course equivalencies: X-COMM357/IFMS369

Outcomes:

Evaluate, curate and present media work; improve critical thinking and writing about media; learn legal, creative and financial implications of programming and curating media

COMM 358 Newscasting and Producing (3 Credit Hours)

Pre-requisites: COMM 205; and (COMM 256 or COMM 327)

This is designed as a capstone course for the broadcast journalism emphasis. It covers all aspects of TV (or web) newscasts, including producing, anchoring, reporting, photography and editing, as well as studio production. The class produces and delivers newscasts, designed to prepare students for work in the TV news industry.

Course equivalencies: COMM 358/COMM 458

COMM 359 Advanced Post Production (3 Credit Hours)

Pre-requisites: COMM 135 and COMM 274

This course combines advanced editing theory and practice, aimed at providing students with the skills required for editing motion pictures of all genres and for all platforms.

Interdisciplinary Option: Film & Digital Media Studies, International Film & Media Studies

Course equivalencies: X-COMM359/459/IFMS359

Outcomes:

Students will learn how to edit for motion pictures of all forms

COMM 360 Digital Media Ethics (3 Credit Hours)

Pre-requisites: COMM 200

This course is designed to familiarize students with a new set of ethical dilemmas that have sprung up in the last decade with the rise of new media. Using classical ethical theories, students will formulate appropriate and responsible solutions to ethical dilemmas emerging in a new/digital media context.

Outcomes:

Students will learn about current ethical issues and solve these issues using classical ethical theories

COMM 361 New Media Criticism (3 Credit Hours)

Pre-requisites: COMM 200 and UCWR 110

Wikipedia, Google, YouTube, Twitter and mobile applications are complex designed objects. Students will learn a critical language for thinking of new media as art, narrative, culture, and code. This course is Writing Intensive.

Interdisciplinary Option: Film & Digital Media Studies, International Film & Media Studies

COMM 362 Multimedia Journalism Research Methods (3 Credit Hours)

Pre-requisites: COMM 175 and COMM 205; EVCM minors are waived from the pre-requisite

This course advances student knowledge of resources, methods, and credibility standards for gathering and reporting news stories.

Outcomes:

Students will learn how to conduct research that is both accurate and balanced

COMM 363 Research Methods in Advertising/Public Relations (3 Credit Hours)

Pre-requisites: COMM 210 or 211

Course will introduce majors to sound and effective social science research methods used in Ad/PR, including surveys, focus groups, content analysis, and audience analyses. It will also give students a chance to apply for the national PR student Bateman Competition that would continue in a designated course the following spring.

Outcomes:

Students will learn the research process and how to apply it to establish, build, and evaluate Ad/PR strategies, goals, and campaigns

COMM 365 Naturalistic Methods Communication Research (3 Credit Hours)

Pre-requisites: COMM 175 or COMM 201

This course examines how communication research is conducted in naturalistic settings using qualitative methods associated with observation and in-depth interviewing.

Interdisciplinary Option: Urban Studies

This course satisfies the Engaged Learning requirement.

Outcomes:

Students will become familiar with the reading and evaluation of communication research, and apply the concepts studied in class to the design and development of a research project

COMM 366 Observing/Measuring Cmun Behavior (3 Credit Hours)

This course examines how communication processes and behaviors are studied, using the social-scientific techniques of observation and measurements. It also looks at the limitations of these methods; appropriate methodologies and ways of analyzing quantitative (numerical) data.

Interdisciplinary Option: Urban Studies

Outcomes:

Students will become familiar with the analysis of quantitative data, and apply their knowledge to the design of a research project

COMM 367 Rhetorical Criticism (3 Credit Hours)

Pre-requisites: UCWR 110 and (COMM 175 or COMM 201)

This course examines theory, research, and application of critical methods for analyzing historical and contemporary persuasive discourse.

Interdisciplinary Option: Urban Studies

Outcomes:

Students will be able to analyze rhetorical situations and critically assess efforts to respond to them

COMM 368 Ethnographic Research Methods in Communication (3 Credit Hours)

Pre-requisites: (COMM 175 or COMM 201) and Junior standing

This course teaches principles of participant-observation research as a critical practice to produce a 'thick description' of meanings, values, hierarchies of interests, power structures and ideals of a particular cultural group or community.

This course satisfies the Engaged Learning requirement.

Outcomes:

Students learn to conduct ethnographic research and its procedures - taking field notes, conducting interviews, examination of data and artifacts, and producing research results to a public audience

COMM 370 Special Topics in Advertising & Public Relations (3 Credit Hours)

These are advanced courses in specialized AD/PR areas. Titles and content vary and prerequisites are established according to course content. May be repeated with different topics for a total of 9 credit hours, but only 6 may count toward the major.

Course equivalencies: COMM 370/COMM 470

COMM 371 Special Topics Communication Studies (3 Credit Hours)

Pre-requisites: COMM 175; DMST-MC and GSCM-MS students may enroll without prerequisites

These courses offer in-depth reading, research, and discussion in specialized areas dealing with current social issues and communication practices. Course titles and content vary. May be repeated for up to 9 hours, but only 6 may count toward the major.

COMM 372 Special Topics: Multimedia Journalism (3 Credit Hours)

Pre-requisites: COMM 175, or DMST student

These courses offer in-depth reading, research, and discussion in specialized areas dealing with current issues in multimedia journalism. Course titles and content vary. May be repeated for up to 9 hours, but only 6 may count toward the major.

COMM 373 Digital Storytelling Abroad (3 Credit Hours)

Pre-requisites: COMM 135 or 145

Participants will learn and execute multimedia storytelling in an international setting. This course will help students enhance their video, writing, interviewing, photography and editing skills within another country and cultural context.

This course satisfies the Engaged Learning requirement.

Course equivalencies: COMM 373/COMM 473

Outcomes:

The course will require students to enterprise and execute a range of multimedia skills that help participants tell stories; The course will have an emphasis on community engagement and social justice; The course will give students an opportunity to apply technical knowledge and skills to a uniquely-designed study abroad experience

COMM 374 Special Topics: Film & Digital Media (3 Credit Hours)

These courses offer in-depth experiences in the production, design, writing and development of film and digital media. Course titles and content vary. May be repeated for up to 9 hours, but only 6 may count toward the major.

COMM 375 Media Relations (3 Credit Hours)

Pre-requisites: COMM 210 or 211

Students learn to develop influence through earned media. Skills taught include identifying news values, writing/creating multimedia press releases and media alerts, AP style, media training, creating media lists using Cision, working with syndication services, search engine optimization for news releases, creating a social presence and working with social influencers.

Outcomes:

Students learn to develop influence through earned media and how to build relationships with the media and other influencers in order to amplify stories for clients

COMM 378 Advertising/Public Relations Practicum (3 Credit Hours)

Pre-requisites: COMM 100; GSCM-MS students may also enroll; Restricted to Juniors and Seniors in the Advertising and Public Relations major; Department consent is required to enroll

Students will gain advanced practical experience advertising/public relations projects.

COMM 379 Digital Sustainability (3 Credit Hours)

Pre-requisites: Sophomore standing; SES undergrads can also enroll
Digital Sustainability explores the environmental impact of digital media. Mining precious metals to manufacture devices, burning fossil fuels to run data centers, global black market trading of e-waste are points where the digital world meets the physical world. Students will explore digital sustainability problems, and work toward creative solutions.

Course equivalencies: COMM 379 / COMM 479

Outcomes:

Learn about environmental issues stemming from digital media infrastructure; Critically evaluate different disciplinary perspectives to gain a broader understanding; Develop ethical reasoning regarding environmental impact resulting from digital media ecology

COMM 380 Debate Practicum (3 Credit Hours)

Pre-requisites: Instructor Consent

Students gain advanced practical experience in the Loyola Debate Society.

COMM 381 Communication Practicum (1-3 Credit Hours)

Pre-requisites: Department Consent

Students gain advanced practical experience in service experiential learning projects. Student must develop a project with a full-time faculty member in COMM Studies. Paperwork is required: <https://www.luc.edu/media/lucedu/soc/pdfs/resourceforms/ONLINEDirectedStudyPracticumForm.pdf>.

This course satisfies the Engaged Learning requirement.

COMM 382 Multimedia Journalism Practicum (1-3 Credit Hours)

Students gain hands-on practical experience in developing multimedia journalism projects. Student must develop a project with a full-time faculty member in Multimedia Journalism. Paperwork is required: <https://www.luc.edu/media/lucedu/soc/pdfs/resourceforms/ONLINEDirectedStudyPracticumForm.pdf>.

Pre-requisites: Department Consent.

This course satisfies the Engaged Learning requirement.

COMM 383 Radio Practicum (3 Credit Hours)

Students will work with WLWU radio station under the supervision of a faculty member participating in one or several of the following activities: generating story ideas, booking guests, interviewing guests, doing promotions using social networking and on-air productions, recording, editing and producing audio segments, learning several facets of what it takes to produce a radio show.

This course satisfies the Engaged Learning requirement.

COMM 384 Film & Digital Media Practicum (1-3 Credit Hours)

Pre-requisites: Requires Instructor Consent for all majors; DMST may also enroll with instructor consent

Students will gain advanced practical experience creating digital cinema projects. They may choose to focus on a certain role and section—director/producer, writer, cinematographer, editor, production designer, sound designer, publicist.

Interdisciplinary Option: Film & Digital Media Studies, International Film & Media Studies

This course satisfies the Engaged Learning requirement.

Course equivalencies: ICVM384/IFMS384/COMM384

Outcomes:

Students will gain advanced practical experience producing and collaborating on digital cinema projects

COMM 386 Advertising/Public Relations Capstone (3 Credit Hours)

Pre-requisites: Senior Standing (90 credits earned); Restricted to ADPR majors

Students focus on integrating and applying knowledge and skills related to advertising and public relations. They will research a career interest area, interview working professionals, and create strategic communication portfolio materials. Students gain specialized industry knowledge, improve professional communication competence, and build contacts.

COMM 387 New and Digital Media Capstone (3 Credit Hours)

Students focus on integrating and applying knowledge and skills related to new and digital media applications. They will gain specialized research and industry knowledge and skills, improve professional communication competencies, and build digital industry contacts.

COMM 388 Film and Digital Media Capstone (3 Credit Hours)

Pre-requisites: Instructor Consent and Senior Standing; Restricted to

FDMJ majors: Students must complete the COMM 388 form, describing your project, any participants/support materials/technology needed, and submit to Instructor; Form: <https://www.luc.edu/media/lucedu/soc/pdfs/resourceforms/COMM388Form.pdf>

Project proposal must be approved by the program director and course supervisor by the end of the first week of the semester. A Public presentation of the project is required. Examples of appropriate capstone projects include, assisting in the development of a film festival or presentation of a significant research project.

Outcomes:

Synthesize previous course work into a public presentation in the students' area of interest

COMM 389 Advertising Creative Capstone: Portfolio II (3 Credit Hours)

Pre-requisites: COMM 266 and COMM 344; Must be an ADCR major, senior standing

Gives students an opportunity to develop new campaigns and refine existing work. Students receive feedback from advertising professionals throughout the semester to help them edit and develop their portfolios. Each member of the class creates a portfolio website and develops a job search plan. Final portfolios are critiqued by faculty and professionals. Have a plan for pitching work to potential employees.

Outcomes:

Develop a portfolio of innovative ideas and creative ads across multiple platforms; Learn skills to critique and edit portfolio material

COMM 391 Advertising/Public Relations Internship (3 Credit Hours)

Pre-requisites: Junior Standing (60 credits earned); Completed 18 credit hours in COMM courses; Restricted to ADPR majors; Instructor Consent;

More info at: <https://www.luc.edu/soc/resources/internships/>

This supervised field experience enables students to have hands-on professional learning at a wide range of agency, corporate, and non-profit organizations as the basis for learning and refining professional communication skills.

This course satisfies the Engaged Learning requirement.

Course equivalencies: CMUN396/COM391/392/393/491/492

COMM 392 Multimedia Journalism Internship (3 Credit Hours)

Pre-requisites: Junior Standing (60 credits earned); Restricted to MJRN majors; Instructor Consent required; More info at: <https://www.luc.edu/soc/resources/internships/>

This supervised field experience enables students to have hands-on professional learning at a wide range of agency, corporate, and non-profit organizations as the basis for learning and refining professional communication skills.

This course satisfies the Engaged Learning requirement.

Course equivalencies: CMUN396/COM391/392/393/491/492

Outcomes:

Students gain proficiency in professional conduct and industry skills while systematically reflecting on their experiences

COMM 393 Communication Studies Internship (3 Credit Hours)

Pre-requisites: Junior Standing (60 credits earned); Restricted to CMAS and CMUN majors; Instructor Consent required; More info at: <https://www.luc.edu/soc/resources/internships/>

This supervised field experience enables students to have hands-on professional learning at a wide range of agency, corporate, and non-profit organizations as the basis for learning and refining professional communication skills. Students gain proficiency in professional conduct and industry skills while systematically reflecting on their experiences.

This course satisfies the Engaged Learning requirement.

Course equivalencies: CMUN396/COM391/392/393/491/492

COMM 394 Film & Digital Media Internship (3 Credit Hours)

Pre-requisites: Junior Standing (60 credits earned); Restricted to FDMD majors; Instructor Consent required; More info at: <https://www.luc.edu/soc/resources/internships/>

Complete an internship providing an opportunity to use their visual and technical and/ or skills in a professional setting.

This course satisfies the Engaged Learning requirement.

Course equivalencies: COMM 394/COMM 494

Outcomes:

Students work with others to develop and complete projects on a predetermined schedule; they get the opportunity to learn from professionals in the field; they find out how well they are doing as judged by the world outside the classroom

COMM 398 Directed Study (1-3 Credit Hours)

Pre-requisites: Department Consent; Student must develop a project with a full-time faculty member in their SOC major; Paperwork is required: <https://www.luc.edu/media/lucedu/soc/pdfs/resourceforms/ONLINEDirectedStudyPracticumForm.pdf>

Course may be taken for variable credit (1-3 hours). Student will work independently in their area of interest with a supervising faculty member whose expertise is in that area. Projects may include, but are not limited to: a reading course, where the student contracts to read and create an annotated bibliography of research materials; a writing course, where a student has developed a strong paper for a course and wants to refine it for possible conference presentation and/or publication, etc.