CMST-Communication Studies

Courses

CMST 100. Media & Society. 3 Hours.
Examines the impact of mediated messages on society. What theories help to shape perception and understanding of the interplay between media, society, and human behavior.

CMST 101. Public Speaking. 3 Hours.
Effective public speaking. Analysis, research, organization, delivery, to enhance speaking performance. This course meets the Core Curriculum requirements for Area II: Humanities.

CMST 103. History of Mass Media. 3 Hours.
The history of newspapers, books, magazines, radio, television, cinema, recording industry, and the internet, focusing on current events, civic responsibilities and the role, value of diversity when appropriate. Ethics and Civic Responsibility are significant components of this course.

CMST 105. Introduction to Human Communication. 3 Hours.
Communication and persuasion as ideas in Western thought, ranging from Greek to contemporary period. This course meets the Core Curriculum requirements for Area IV: Social and Behavioral Sciences.

CMST 110. Introduction to Interpersonal Communication and Relationships. 3 Hours.
This class introduces students to interpersonal communication theory and research. We focus on the foundations of interpersonal communication (self, perception, and emotion) and how they influence our relationships with friends, family, romantic partners, and professional coworkers. We explore relationship challenges, conflict, and maintenance; and examine the practical skills and critical self-reflection associated with competent communication.

CMST 210. Media Writing. 3 Hours.
Recognizing story, gathering information and media writing. Emphasis on writing skills including grammar, punctuation, word choice, conciseness and accuracy. This is a foundational course for all mass communication majors and minors.
Prerequisites: EH 102 [Min Grade: C] (Can be taken Concurrently) or EH 107 [Min Grade: C]

CMST 255. Introduction to Political Campaign Communication. 3 Hours.
A discussion of current theories and practices related to political campaign communication. This will include relevant media theories, campaign strategies, campaign financing, speech writing, and other topics as they relate to political campaigning.

CMST 283. Visual Media Production I. 3 Hours.
An introduction to digital video production. The course covers the full production process from planning to recording to editing visual media, with instruction in composition, storytelling, camera and audio operations, and editing software.

CMST 300. Human Communication in Everyday Life. 3 Hours.
Learning to express what we mean and to understand others is the foundation of this course. Human communication will review the following basic concepts: Components of human communication, interpersonal relationships, perceptions, and relational concerns.

CMST 301. Classical Theories of Social Influence. 3 Hours.
Classical systems of rhetoric applied to contemporary theory building in communication. Works selected from among Sophists, as well as Plato and Aristotle.

CMST 305. Applied Communication Theory. 3 Hours.
Major theoretical approaches to issues involved in human communication. Various psychological and sociological conceptualizations of communication process.

CMST 306. Investigative Reporting. 3 Hours.
Gathering and writing in-depth news; covering courts, police, schools, and county and city governments.
Prerequisites: MC 210 [Min Grade: C] or CMST 210 [Min Grade: C] or MC 106 [Min Grade: C]

CMST 308. Media Writing II. 3 Hours.
Practice in gathering and writing news, with experience in writing under pressure of deadlines and covering beats.
Prerequisites: CMST 210 [Min Grade: C] or MC 210 [Min Grade: C] or MC 106 [Min Grade: C]

CMST 309. Interviewing. 3 Hours.
Theory and practice in various types of interviews, such as employment, counseling, research, and journalistic.

CMST 310. Communications and Teamwork. 3 Hours.
Theories of small group communication and practice in decision making in various group formats as part of organizational structure.

CMST 311. Organizational Communication. 3 Hours.
Theories and models of communication in organizational settings. Analysis and diagnosis of communicative patterns and consideration of methods for implementing appropriate communication models in organizations.

CMST 315. Ethics and Leadership. 3 Hours.
Theory and research on ethics, leadership and communication management. Specific attention to contexts in which leaders and managers function.

CMST 320. Introduction to Advertising. 3 Hours.
Survey of history, methods, techniques, and strategy involved in creating an advertising campaign.

CMST 321. Persuasion Communication. 3 Hours.
An introduction to the study and practice of persuasive discourse using both the rhetorical and behavioral science traditions.

CMST 322. Argumentation Theory. 3 Hours.
Bases of argument and nature of issues in controversy. Evidence, logic, refutation, and argumentative formats. Recommended for pre-law as well as general students.

CMST 323. Deception. 3 Hours.
This course examines theory and research on the topic of human deception from the perspective of Truth Default Theory. Topics include verbal and nonverbal aspects of deception, prevalence of deception, deception motives, information manipulation, truth-bias, and improving accuracy.

CMST 324. Gender, Sex Similarities and Differences in Communication. 3 Hours.
This class introduces students to gender and how it influences communication and relationships in a variety of personal and professional contexts. Theory, research, and historical perspectives are reviewed and applied to interpersonal, family, romantic, educational, health, and organizational contexts.
CMST 326. Sports in the Mass Media. 3 Hours.  
An introduction to the study of communication as it relates to sports.  
Topics include discussions of athlete-coach interactions, fan behaviors, and media coverage of sporting events.

CMST 330. Audio Production. 3 Hours.  
Basics of recording and mixing audio for multimedia projects with applications for film, television, radio, and digital media.

CMST 335. Communication and Sports. 3 Hours.  
An introduction to the study of communication as it relates to sports.  
Topics include discussions of athlete-coach interactions, fan behaviors, and media coverage of sporting events.

CMST 339. Introduction to Public Relations. 3 Hours.  
Survey of public relations in the United States. Relationships among marketing, advertising and public relations.

CMST 340. Public Relations Principles. 3 Hours.  
Relationship of business, industrial, educational, health, and service institutions to audiences. Public relations as management function in areas of communication analysis, counseling, and public information activities.

Prerequisites: CMST 210 [Min Grade: C] or MC 210 [Min Grade: C] and CMST 339 [Min Grade: C] or CM 339 [Min Grade: C] or MC 339 [Min Grade: C]

CMST 343. Public Relations Methods I. 3 Hours.  
Graphics, brochure and newsletter design, slide shows, broadcast PSAs, and multimedia presentations.

Prerequisites: CMST 340 [Min Grade: C] or MC 340 [Min Grade: C]

CMST 350. Publication Editing and Design. 3 Hours. 
News selection, copy editing, picture editing, and headline writing.

Prerequisites: CMST 210 [Min Grade: C] or CM 210 [Min Grade: C] or MC 106 [Min Grade: C]

CMST 353. Sports and Media Relations. 3 Hours.  
An examination of the role of media relations in the sports communication environment. Students will acquire multiple competencies, including writing press releases, putting together media kits and media guides, preparing press conferences, and arranging interviews for sports personalities.

CMST 356. Propaganda and Public Persuasion. 3 Hours.  
Theory and practice of propaganda with emphasis on mass media as tools of propagandist. Nazi, Soviet, and U.S. propaganda analyzed and critiqued in context of communication theory and ethics.

CMST 360. Feature Writing. 3 Hours.  
Finding subjects, collecting information, interviewing, writing, and marketing magazine and newspaper features.

Prerequisites: CMST 210 [Min Grade: C] or MC 210 [Min Grade: C] or MC 106 [Min Grade: C]

CMST 364. Crisis Management. 3 Hours.  
The course will provide sufficient knowledge about crisis management in order to perform professional duties with all available information in how to anticipate and respond to a crisis—both negative and positive. Historical and traditional responses to crises will be examined, and particular instances of response by corporations, politicians, and government to disasters and catastrophic events analyzed. A crisis environment and preparation of a response will be simulated.

Prerequisites: EH 101 [Min Grade: D] or CMST 210 [Min Grade: D]

CMST 365. Social Media Strategy and Management. 3 Hours.  
Basics of strategic design and management for social media.

CMST 366. Digital Design and Animation. 3 Hours.  
Basics of design for digital media, including web and motion graphics.

CMST 367. Introduction to Broadcast Media. 3 Hours. 
Broadcasting and digital technology, history of radio and television, economics of broadcasting, government regulation of industry, and assessment of media in society.

CMST 371. Copywriting for Broadcast Media. 3 Hours. 
Copywriting for freelance, in-station, agency, corporate in-house, and institutional settings.

Prerequisites: CMST 103 [Min Grade: C] or MC 101 [Min Grade: C]

CMST 380. Health Communication. 3 Hours. 
This class introduces students to the theory, research, and practice of health communication. Emphasis upon patient and caregiver perspectives; communication contexts, relationships, and campaigns.

CMST 382. Health Communication Campaigns. 3 Hours. 
A project-based course in the current methods of communicating health information. Students will research the foundations of communication strategies in health care and plan a program of health information to be tested with an actual population. Email, telephone health, are just two areas of study for students. Students should plan for some time to be devoted to a community project.

CMST 383. Visual Media Production II. 3 Hours. 
Advanced digital video production for media applications on the web, television and film.

Prerequisites: CMST 283 [Min Grade: C] or MC 283 [Min Grade: C]

CMST 391. Sports Communication Practicum. 3 Hours. 
The student will gain practical experience by working in a sports environment on a regular basis. The experience will be directed by a communication studies faculty member, while the day-to-day experiences of the student will be directed by a supervisor in the work environment.

CMST 400. Professional Presentations. 3 Hours. 
Advanced speaking and delivery techniques in professional settings. Audience analysis, professional delivery, research, and application of theories of persuasion.

Prerequisites: CMST 210 [Min Grade: C] and CMST 339 [Min Grade: C] and CMST 340 [Min Grade: C] and CMST 101 [Min Grade: C]

CMST 401. Instructional Communication. 3 Hours. 
Communication problems in the classroom. Translation of data into lecture discussion. Empirical research on verbal and nonverbal elements of effective presentation.

CMST 402. Mass Communication Law. 3 Hours. 
Legal limitations and privileges affecting publishing and broadcasting. Major court decisions. Fair comment, libel, right of privacy, fairness doctrine, and license renewal.

CMST 403. Pragmatics and Human Interaction. 3 Hours. 
This class examines how people use language to create meanings within conversations; with a focus on the nature of language, speech act theory, conversation analysis, face and face maintenance, sexism in language, conversation implicature, honesty, and deception.

CMST 405. Contemporary Philosophies of Communication. 3 Hours. 
Twentieth-century systems of Western rhetoric. Concepts selected from among works of Burke, Weaver, Toulmin, Perelman, Richards, and McLuhan.

CMST 411. Organizational Communication Project. 3 Hours. 
Theory and research in communication audits of organizations.

Prerequisites: CMST 311 [Min Grade: C] or CM 311 [Min Grade: C]

CMST 412. Sports Communication Project. 3 Hours. 
An introduction to the study of communication as it relates to sports. Topics include discussions of athlete-coach interactions, fan behaviors, and media coverage of sporting events.

CMST 415. Sports Media Relations. 3 Hours. 
An examination of the role of media relations in the sports communication environment. Students will acquire multiple competencies, including writing press releases, putting together media kits and media guides, preparing press conferences, and arranging interviews for sports personalities.

CMST 418. Social Media Strategy and Management. 3 Hours. 
Basics of strategic design and management for social media.

CMST 430. History of Communication. 3 Hours. 
Survey of the development of communication in the twentieth century. Historical and cultural contexts, the evolution of communication media, and the impact of technological change on communication patterns.

Prerequisites: CMST 340 [Min Grade: C] or CMST 350 [Min Grade: C] or CMST 101 [Min Grade: C]

CMST 435. Public Relations Project. 3 Hours. 
A project-based course in the current methods of communicating health information. Students will research the foundations of communication strategies in health care and plan a program of health information to be tested with an actual population. Email, telephone health, are just two areas of study for students. Students should plan for some time to be devoted to a community project.

CMST 437. Copywriting for Broadcast Media. 3 Hours. 
Copywriting for freelance, in-station, agency, corporate in-house, and institutional settings.

Prerequisites: CMST 103 [Min Grade: C] or MC 101 [Min Grade: C]

CMST 438. Health Communication. 3 Hours. 
This class introduces students to the theory, research, and practice of health communication. Emphasis upon patient and caregiver perspectives; communication contexts, relationships, and campaigns.

CMST 439. Health Communication Campaigns. 3 Hours. 
A project-based course in the current methods of communicating health information. Students will research the foundations of communication strategies in health care and plan a program of health information to be tested with an actual population. Email, telephone health, are just two areas of study for students. Students should plan for some time to be devoted to a community project.
CMST 413. Nonverbal Communication. 3 Hours.
Elements of nonverbal behavior (physical appearance, gestures, space, voice) which affect communication in person-to-person situations.

CMST 414. Language and Thought. 3 Hours.

CMST 415. Intercultural & International Communication. 3 Hours.
Communication problems in intercultural and multicultural contexts. Interpretations and otherness. Ethnocentrism and culture. Analysis of one culture interpreting another, with emphasis on modern societies.

CMST 416. Issues in Global Communication. 3 Hours.

CMST 417. Cyborg Communication. 3 Hours.
The study of how people use online communities to mirror, extend, idealize and fantasize their everyday lives. Exploration of how online communities are formed, maintained and dissolved will be made.

CMST 425. Communication in Social and Personal Relationships. 3 Hours.
The course offers an in-depth examination of the role of communication in the initiation, development, maintenance, and termination of social, professional, and personal relationships.

CMST 440. Public Relations Methods I. 3 Hours.
Planning and executing ongoing programs and campaigns to improve organizational and institutional relations with publics. Preparing and distributing news releases, reports, letters, pamphlets, position papers, public statements, speeches, and backgrounders.
Prerequisites: CMST 340 [Min Grade: C] or MC 340 [Min Grade: C]

CMST 442. Conducting Public Relations Campaigns. 3 Hours.
National and local programs that illustrate good and bad practices. Student teams research, plan, and design public relations campaign for client.
Prerequisites: CMST 210 [Min Grade: C] and CMST 339 [Min Grade: C] and CMST 340 [Min Grade: C] and CMST 440 [Min Grade: C]

CMST 455. Seminar in Political Communication. 3 Hours.
Emerging cross-disciplinary field of political communication. Literature and propositions surrounding key approaches, methods, and substantive areas of inquiry in political communication.

CMST 458. Media Criticism. 3 Hours.
Rhetorical systems for appraising persuasive messages and campaigns in twenty-first century.

CMST 460. Communication and Social Movements in America. 3 Hours.
Exploration of role of public communication in political, religious, social, and economic evolution of America. Movements include war and peace, revolution, slavery, feminist concerns, and industrial change.

CMST 461. Media Economics. 3 Hours.
Basic economic principles in the theories of Adam Smith, Davis Richardo and Karl Marx. Economy and communication as part of a social life. What's the value? Value in linguistics and economics. F. von Hayeck and the idea of pricing as a means of signaling. Pricing and consumption of goods in Industrial Society. Understanding media from the viewpoint of economic concepts and procedures.

CMST 480. Seminar in Health and Medical Communication. 3 Hours.
This course introduces students to the theory, research, and practice of health communication campaigns. Emphasis is placed on interpersonal communication, relationships, and persuasive campaigns. This is a project-based course with a service learning component.

CMST 481. Communication and Aging. 3 Hours.
Biological, neurological, and socio-psychological effects of aging on communication process. Communication with elderly in various health and medical contexts.

CMST 483. Live Studio Production. 3 Hours.
Applied advanced digital video production. Students work as a team to produce a live, studio-based TV show, complete with commercials.
Prerequisites: CMST 283 [Min Grade: C] or MC 283 [Min Grade: C]

CMST 491. Internship. 1-3 Hour.
Students who meet eligibility requirements may take three hours of academic credit per semester for participating in an advisor approved internship experience. All internships require a minimum of 70 hours of work per academic credit per semester.

CMST 492. Independent Study. 1-3 Hour.
The purpose of this class is to provide the student with an opportunity to conduct significant research under the direct supervision of a Communication Studies faculty member. This research is to be an extension of an existing class or classes that you have already taken. It is not to be used to replace existing classes or fulfill requirements that existing classes already fill.

CMST 493. Special Topics in Communication Studies. 3 Hours.
Topics selected by faculty.

CMST 494. Communication Research Methods. 3 Hours.
Research questions, design, methodology, data gathering, and analysis. Practice in conducting, interpreting, and communicating research findings to public. Ethical considerations of conductions research with human subjects. Ethics and Civic Responsibility are significant components of this course. Junior standing required.

CMST 495. Mass Media and Society. 3 Hours.
Mass communication research from 1940s to present. Transactional model of communication and symbolic-interactionist perspective used among other approaches to evaluate role of mass media in twenty-first century America.