

# CMST-Communication Studies

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## Courses

### CMST 100. Introduction to Media and Society. 3 Hours.

This introductory course establishes general knowledge about mass media and mass communication, focusing on how human beings interact with media. Students will emerge from this course with greater understanding of the history of media, evolution of media forms, media effects, and basic theories and methodologies for researching media phenomena. Topics include media grammar, media literacy, practices in traditional print and broadcast industries, social media and mobile communication trends, and media regulations and ethics. Thus, this course will equip students with the skills to assess source credibility, discern media bias, recognize characteristics of misinformation, and evaluate the ethical implications of media practices, all of which will help them become more informed citizens in society.

### CMST 101. Public Speaking. 3 Hours.

Effective public speaking. Analysis, research, organization, delivery, to enhance speaking performance. This course meets Blazer Core Curriculum Communicating in the Modern World.

### 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 Blazer Core Curriculum Communicating in the Modern World.

### 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 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.

This course introduces students to organizational communication theories, models, and processes and how to apply these principles in organizational communication exercises.

### 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 as well as team dynamics.

### 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 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 relation as well as dynamics of field across multiple disciplines.

**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. Development of backgrounder/audit on selected clients.

**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 II. 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: C] or CMST 210 [Min Grade: C]

**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 370. 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 373. Introduction to Entertainment Media. 3 Hours.**

This course provides a comprehensive overview of the entertainment media industry, focusing on film, television, and streaming services. Students will explore the historical development, business strategies, ethical considerations, and regulatory frameworks that shape the industry today.

**CMST 375. Narrative Filmmaking. 3 Hours.**

This course explores narrative filmmaking techniques, focusing on the principles of storytelling, visual aesthetics, and technical execution. Students will produce short films, learning to develop, shoot, and edit narrative video content.

**Prerequisites:** CMST 283 [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.**

This class provides students with a fundamental awareness and comprehension of and ability to apply a broad range of communication concepts, theories, and practices as they apply to the area of health.

**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 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 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 413. Nonverbal Communication. 3 Hours.**

Elements of nonverbal behavior (physical appearance, gestures, space, voice) which affect communication in person-to-person situations.

**CMST 415. Intercultural & International Communication. 3 Hours.**

This course helps students discover how communication is influenced by culture and how culture is created and maintained through communication. In this course, students will be introduced to the process of communication between and among individuals from different cultures or subcultures.

**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.

**Prerequisites:** CMST 110 [Min Grade: C]

**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.**

Capstone public relations class which examines national and local public relations campaigns that illustrate good and bad practices. Student teams research, plan, design and deliver 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 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 conducting research with human subjects. Ethics and Civic Responsibility are significant components of this course. Junior standing required.

**CMST 495. Impacts of Social Media. 3 Hours.**

This course walks you through the history of significant mass communication theories and furthers your understanding of key theories/studies in the field of media and communication. This heightened awareness is intended to encourage critical thinking among media consumers and practitioners of media production, especially in relation to social media, digital media, and other communication technologies.