Department of Communication Studies

Chair: Dr. Timothy Levine

The Department of Communication Studies is concerned with human interaction and communication in all of its forms. The department offers concentrations in Communication Management, Sports Communication, and Mass Communication.

Students interested in studying communication should consult the department chair or college advisor as well as the requirements set by the College of Arts and Sciences.

Major in Communication Studies with Communication Management Concentration

The Communication Management concentration is designed for students interested in the general principles and applications of communication from interpersonal relationships to organizational and health settings, to the theory and practice of public dialogue. A minor is available in Communication Management for non-majors.

Major in Communication Studies with Sports Communication Concentration

The Sports Communication Concentration is designed to prepare students for careers in the fastest growing area within the field of communication. Sports communications includes sports information, sports media relations, sports administration, and sports management.

Major in Communication Studies with a Mass Communication Concentration

The Mass Communication concentration allows students to specialize in journalism, broadcasting, or public relations. Minors are available in Mass Communication. A Minor is required for a degree in Mass Communication.

Specializations

Students interested in developing a concentration in mass communication may select from one of three specializations available in the department: journalism, broadcasting, or public relations. Students specializing in one of the mass communication specializations may also major or minor in communication management.

Journalism

The curriculum in journalism is designed to prepare students for work with newspapers, magazines and company publications. In addition to courses in writing, reporting, and editing, the journalism program frequently offers special courses aimed at meeting the media demands of Birmingham, its people, and its publications.

Broadcasting

Students in broadcasting prepare for professional careers in digital media, television production, news operations, or management. In addition to skills courses, students are given a strong theoretical foundation designed for both the media professional and the potential graduate student in mass communication.

Public Relations

Public relations is a pre-professional program designed to acquaint students with the theoretical knowledge and the practical skills necessary to master all aspects of the public relations process. The program stresses writing, oral and analytical skills, ethical reasoning, problem solving, strategic thinking, media selection, and identification of publics. Students receive hands-on experience in developing client representation skills as well as strengthening essential team-building, networking and leadership skills. Students also participate in the internship program which gives them actual on-the-job experience.

Accelerated Learning Opportunities

The Department of Communication Studies offers a Communication Management Master's (ABM) option for high-achieving undergraduate students. All CM Graduate classes may be used for undergraduate BA in Communication Studies through the ABM, excluding: CM 618, CM 675, CM 698, CM 699.

Communication Management Master's (ABM) (https://www.uab.edu/cas/communication/graduate/)

Bachelor of Arts with a Major in Communication Studies and a Concentration in Communication Management

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Required Courses</td>
<td></td>
</tr>
<tr>
<td>CMST 105 Introduction to Human Communication</td>
<td>3</td>
</tr>
<tr>
<td>CMST 110 Introduction to Interpersonal Communication and Relationships</td>
<td>3</td>
</tr>
<tr>
<td>CMST 494 Communication Research Methods</td>
<td>3</td>
</tr>
<tr>
<td>Communication Management Electives</td>
<td>30</td>
</tr>
</tbody>
</table>

Select 30 credit hours from the following courses. At least 6 hours must be taken at the 400 level:

- CMST 103 History of Mass Media (Required Courses)
- CMST 255 Introduction to Political Campaign Communication
- CMST 300 Human Communication in Everyday Life
- CMST 301 Classical Theories of Social Influence
- CMST 305 Applied Communication Theory
- CMST 309 Interviewing
- CMST 310 Communications and Teamwork
- CMST 311 Organizational Communication
- CMST 315 Ethics and Leadership
- CMST 321 Persuasion Communication
- CMST 322 Argumentation Theory
- CMST 324 Gender, Sex Similarities and Differences in Communication
- CMST 339 Introduction to Public Relations
- CMST 356 Propaganda and Public Persuasion
- CMST 380 Health Communication
- CMST 382 Health Communication Campaigns
- CMST 400 Professional Presentations
- CMST 401 Instructional Communication
Students must make a C or better in their requirements for the major.

**Bachelor of Arts with a Major in Communication Studies and a Concentration in Mass Communication - Broadcasting**

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Required Courses</strong></td>
<td></td>
</tr>
<tr>
<td>CMST 103 History of Mass Media</td>
<td>3</td>
</tr>
<tr>
<td>CMST 105 Introduction to Human Communication</td>
<td>3</td>
</tr>
<tr>
<td>CMST 210 Media Writing</td>
<td>3</td>
</tr>
<tr>
<td>CMST 283 Visual Media Production I</td>
<td>3</td>
</tr>
<tr>
<td>CMST 315 Ethics and Leadership</td>
<td>3</td>
</tr>
<tr>
<td>CMST 370 Introduction to Broadcast Media</td>
<td>3</td>
</tr>
<tr>
<td>CMST 383 Visual Media Production II</td>
<td>3</td>
</tr>
<tr>
<td>CMST 402 Mass Communication Law</td>
<td>3</td>
</tr>
<tr>
<td><strong>Mass Media Internship</strong></td>
<td></td>
</tr>
<tr>
<td>Select two internship hours:</td>
<td></td>
</tr>
<tr>
<td>CMST 491 Internship</td>
<td>2</td>
</tr>
<tr>
<td><strong>Writing</strong></td>
<td></td>
</tr>
<tr>
<td>Select one of the following:</td>
<td>3</td>
</tr>
<tr>
<td>CMST 308 Media Writing II</td>
<td></td>
</tr>
<tr>
<td>CMST 360 Feature Writing</td>
<td></td>
</tr>
<tr>
<td>CMST 371 Copywriting for Broadcast Media</td>
<td></td>
</tr>
<tr>
<td><strong>Media and Design</strong></td>
<td></td>
</tr>
<tr>
<td>Select one of the following:</td>
<td>3</td>
</tr>
<tr>
<td>CMST 330 Audio Production</td>
<td></td>
</tr>
<tr>
<td>CMST 365 Social Media Strategy and Management</td>
<td></td>
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<tr>
<td>CMST 366 Digital Design and Animation</td>
<td></td>
</tr>
<tr>
<td>CMST 483 Live Studio Production</td>
<td></td>
</tr>
<tr>
<td><strong>Major Electives</strong></td>
<td></td>
</tr>
<tr>
<td>Select three hours from the following:</td>
<td>3</td>
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<tr>
<td>(not previously taken)</td>
<td></td>
</tr>
<tr>
<td>CMST 306 Investigative Reporting</td>
<td></td>
</tr>
<tr>
<td>CMST 308 Media Writing II</td>
<td></td>
</tr>
<tr>
<td>CMST 309 Interviewing</td>
<td></td>
</tr>
<tr>
<td>CMST 310 Communications and Teamwork</td>
<td></td>
</tr>
<tr>
<td>CMST 320 Introduction to Advertising</td>
<td></td>
</tr>
<tr>
<td>CMST 321 Persuasion Communication</td>
<td></td>
</tr>
<tr>
<td><strong>Total Hours</strong></td>
<td>41</td>
</tr>
</tbody>
</table>

1. Completion of CMST 105 automatically satisfies the Core Curriculum Area IV Speech requirement.
2. Students must make C or better in their requirements for the major.

**Bachelor of Arts with a Major in Communication Studies and a Concentration in Mass Communication - Journalism**

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Required Courses</strong></td>
<td></td>
</tr>
<tr>
<td>CMST 103 History of Mass Media</td>
<td>3</td>
</tr>
<tr>
<td>CMST 105 Introduction to Human Communication</td>
<td>3</td>
</tr>
<tr>
<td>CMST 210 Media Writing</td>
<td>3</td>
</tr>
<tr>
<td>CMST 306 Investigative Reporting</td>
<td>3</td>
</tr>
<tr>
<td>CMST 308 Media Writing II</td>
<td>3</td>
</tr>
<tr>
<td>CMST 350 Publication Editing and Design</td>
<td>3</td>
</tr>
<tr>
<td>CMST 360 Feature Writing</td>
<td>3</td>
</tr>
<tr>
<td>CMST 402 Mass Communication Law</td>
<td>3</td>
</tr>
<tr>
<td>CMST 494 Communication Research Methods</td>
<td>3</td>
</tr>
<tr>
<td>CMST 495 Mass Media and Society</td>
<td>3</td>
</tr>
<tr>
<td><strong>Mass Media Internship</strong></td>
<td></td>
</tr>
<tr>
<td>Take at least two hours in the following:</td>
<td>2</td>
</tr>
<tr>
<td>CMST 491 Internship</td>
<td></td>
</tr>
<tr>
<td><strong>Major Electives</strong></td>
<td></td>
</tr>
<tr>
<td>Select nine credit hours from the following:</td>
<td>9</td>
</tr>
<tr>
<td>(not previously taken)</td>
<td></td>
</tr>
<tr>
<td>CMST 110 Introduction to Interpersonal Communication and Relationships</td>
<td></td>
</tr>
<tr>
<td>CMST 255 Introduction to Political Campaign Communication</td>
<td></td>
</tr>
<tr>
<td>CMST 301 Classical Theories of Social Influence</td>
<td></td>
</tr>
<tr>
<td>CMST 305 Applied Communication Theory</td>
<td></td>
</tr>
<tr>
<td>CMST 309 Interviewing</td>
<td></td>
</tr>
</tbody>
</table>
Bachelor of Arts with a Major in Communication Studies and a Concentration in Mass Communication - Public Relations

### Requirements

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMST 103</td>
<td>History of Mass Media</td>
<td>3</td>
</tr>
<tr>
<td>CMST 105</td>
<td>Introduction to Human Communication</td>
<td>3</td>
</tr>
<tr>
<td>CMST 210</td>
<td>Media Writing</td>
<td>3</td>
</tr>
<tr>
<td>CMST 315</td>
<td>Ethics and Leadership</td>
<td>3</td>
</tr>
<tr>
<td>CMST 339</td>
<td>Introduction to Public Relations</td>
<td>3</td>
</tr>
<tr>
<td>CMST 340</td>
<td>Public Relations Principles</td>
<td>3</td>
</tr>
<tr>
<td>CMST 402</td>
<td>Mass Communication Law</td>
<td>3</td>
</tr>
<tr>
<td>CMST 440</td>
<td>Public Relations Methods I</td>
<td>3</td>
</tr>
<tr>
<td>CMST 442</td>
<td>Conducting Public Relations Campaigns</td>
<td>3</td>
</tr>
</tbody>
</table>

**Mass Media Internship**

Take at least two hours in the following:

- CMST 491 Internship

**Writing**

Select one of the following:

- CMST 308 Media Writing II
- CMST 320 Introduction to Advertising
- CMST 360 Feature Writing
- CMST 400 Professional Presentations

**Major Electives**

Select two courses not previously taken

- CMST 110 Introduction to Interpersonal Communication and Relationships
- CMST 311 Organizational Communication
- CMST 315 Ethics and Leadership
- CMST 320 Introduction to Advertising
- CMST 321 Persuasion Communication

### Total Hours

39

1. Completion of CMST 105 automatically satisfies the Core Curriculum Area IV Speech requirement.
2. Students must make C or better in their requirements for the major.

### Additional Requirements

**Minor**

Completion of a minor is not required for this degree.

Bachelor of Arts with a Major in Communication Studies and a Concentration in Sports Communication

### Requirements

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMST 103</td>
<td>History of Mass Media</td>
<td>3</td>
</tr>
<tr>
<td>CMST 105</td>
<td>Introduction to Human Communication</td>
<td>3</td>
</tr>
<tr>
<td>CMST 494</td>
<td>Communication Research Methods</td>
<td>3</td>
</tr>
</tbody>
</table>

**Sports Communication Concentration Courses:**

- CMST 210 Newswriting and Reporting I
- CMST 283 Visual Media Production I
- CMST 310 Communications and Teamwork
- CMST 335 Communication and Sports
- CMST 326 Sports in the Mass Media
- CMST 339 Introduction to Public Relations
- CMST 391 Sports Communication Practicum
- CMST 491 Internship

**Major Electives**

Select 6 hours from the following:

- CMST 300 Human Communication in Everyday Life
- CMST 311 Organizational Communication
- CMST 321 Persuasion Communication
- CMST 353 Sports and Media Relations
- CMST 400 Professional Presentations
- CMST 458 Media Criticism
- CMST 495 Mass Media and Society
- PY 330 Sport Psychology
- SOC 336 Sport and Society

### Total Hours

39
At least one elective must be at the 400 level
Completion of CMST 105 automatically satisfies the Core Curriculum Area IV Speech requirement.
Students must make C or better in their requirements for the major
Students can minor in Communication Management

Proposed Program of Study for a Major in Communication Management

Freshman
First Term | Hours | Second Term | Hours
---|---|---|---
CMST 101 | 3 | CMST 110 | 3
CMST 105 | 3 | 6 | 3

Sophomore
First Term | Hours | Second Term | Hours
---|---|---|---
Communication Management Electives I | 6 | Communication Management Electives II | 6

Junior
First Term | Hours | Second Term | Hours
---|---|---|---
CMST 494 | 3 | Communication Management Electives IV | 6

Senior
First Term | Hours | Second Term | Hours
---|---|---|---
Other Communication Management Elective | 3 | Other Communication Management Elective | 3

Total credit hours: 42

Proposed Program of Study for a Major in Mass Communication with a Broadcasting Specialization

Freshman
First Term | Hours | Second Term | Hours
---|---|---|---
CMST 210 | 3 | CMST 283 | 3
CMST 370 | 3 | CMST 371 | 3

Junior
First Term | Hours | Second Term | Hours
---|---|---|---
CMST 383 | 3 | CMST 402 | 3
CMST 494 | 3 | CMST 495 | 3

Senior
First Term | Hours | Second Term | Hours
---|---|---|---
CMST 491 | 1-3 | CMST 493 | 3

Total credit hours: 37-39

Proposed Program of Study for a Major in Mass Communication with a Journalism Specialization

Freshman
First Term | Hours | Second Term | Hours
---|---|---|---
EH 101 | 3 | EH 102 | 3
CMST 101 | 3 | CMST 103 | 3
CMST 105 | 3 | 9 | 6

Sophomore
First Term | Hours | Second Term | Hours
---|---|---|---
CMST 210 | 3 | CMST 310 | 3
MC/CM Elective (300 level or above) | 3 | CMST 402 | 3

Junior
First Term | Hours | Second Term | Hours
---|---|---|---
CMST 306 | 3 | CMST 360 | 3
CMST 350 | 3 | CMST 495 | 3
CMST 494 | 3 | MC/CM Elective (300 level or above) | 3

Senior
First Term | Hours | Second Term | Hours
---|---|---|---
CMST 491 | 1-3 | MC/CM Elective (300 level or above) | 3

Total credit hours: 49-51

1 Public Speaking is highly recommended as a core choice for Communication Studies majors and minors.
2 Ideally, at the end of the first year, the student would have completed the university composition requirement (6 hours), 6 hours of humanities and fine arts, 9 hours of social science, and 4 hours of science and mathematics.
3 Select two courses from CMST 103, CMST 255, CMST 310, CMST 311, CMST 315, CMST 339 or CMST 356.
4 Select two courses from CMST 103, CMST 255 CMST 300, CMST 301, CMST 309 or CMST 310.
5 Select two courses from CMST 401, CMST 413, CMST 414, CMST 416, CMST 455 or CMST 492.
6 Select two courses from CMST 400, CMST 411, CMST 415, CMST 416 or CMST 492.
Preparation Program of Study for a Major
in Mass Communication with a Public
Relations Specialization

Freshman
First Term | Hours | Second Term | Hours
--- | --- | --- | ---
EH 101 | 3 | EH 102 | 3
CMST 101 | 3 | CMST 105 | 3
CMST 103 | 3 | 9 | 6

Sophomore
First Term | Hours | Second Term | Hours
--- | --- | --- | ---
CMST 210 | 3 | CMST 402 | 3
CMST 495 | 3 | CMST 494 | 3
6 | 6

Junior
First Term | Hours | Second Term | Hours
--- | --- | --- | ---
CMST 339 | 3 | CMST 310 | 3
CMST 356 | 3 | CMST 340 | 3
6 | 6

Senior
First Term | Hours | Second Term | Hours
--- | --- | --- | ---
CMST 440 | 3 | CMST 442 | 3
CMST 311 | 3 | CMST 491 | 1-3
6 | 4-6

Total credit hours: 49-51

Minor in Communication Management

A minor for non-majors consists of the following:

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMST 105 Introduction to Human Communication</td>
<td>3</td>
</tr>
<tr>
<td>CMST 311 Organizational Communication</td>
<td>3</td>
</tr>
<tr>
<td>CMST 413 Nonverbal Communication</td>
<td>3</td>
</tr>
</tbody>
</table>

Honors in Communication Studies

The Honors Program in Communication Studies offers an enhanced and challenging academic experience for exceptional and highly motivated undergraduate students, especially those considering graduate school. Students who complete the program will graduate “With Honors in Communication Studies.”

Eligibility and Application Process

To be eligible, a student must be a declared Communication Studies major and must have a cumulative, institutional, and Communication Studies GPA of 3.5 or above.

Requirements

1. Fulfill the normal requirements for the Communication Management major or Mass Media concentrations.
2. Submit a completed Communication Studies Honors Program application form to the Director of Departmental Honors for approval.
Students must secure permission of the Director and their mentor in order to enter the Communication Studies Honors Program.

3. Maintain and graduate with a cumulative, institutional, and Communication Studies GPA of 3.5 or above.

4. Successfully complete and defend (no later than four weeks before graduation) an Undergraduate Honors Thesis conducted under the supervision of a faculty member in the department.

Contact
1. For more information and/or admission to the Communication Studies Honors Program, please contact the Chair of the Department.

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 201. 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 included relevant media theories, campaign strategies, campaign financing, speech writing, and other topics as they relates 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, 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 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: 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 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 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 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 backrounders.
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 445. 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 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.