

COMMUNICATION

Dr. William Harlow is the Area Coordinator for the Communication Program at UTPB. His teaching and research focuses on communication and international politics. His work draws on his experience as a U.S. Foreign Service Officer from 2003-2007, including postings to the U.S. embassies in Mexico City and Abuja, Nigeria. He earned a Ph.D. in Speech Communication from Texas A&M in 2002, and he worked previously at Texas Tech University and at the International Boundary and Water Commission. Dr. Harlow has been at UTPB since June 2008.

Administered by the Department of Visual and Performing Arts within the College of Arts and Sciences.

The degree program in Communication will expose students to courses in the mass media, social science, and rhetorical traditions and will prepare students for a wide range of possible careers as well as for graduate and professional studies. Students will take a series of prescribed courses across the curriculum as well as several electives designed to meet their particular interests and needs. Each Communication student should be better prepared to use critical skills in a rapidly evolving workplace.

General Education (44 semester credit hours)

Complete the General Education Requirements section of this catalog. Students are encouraged to discuss options with their Communication faculty advisor.

Computer Use

It is expected that all Communication majors and minors possess basic personal computer skills prior to enrollment in courses. Many classes in the Communication program require that assignments be completed using a personal computer. Regular use of email, browsers, spreadsheets, word processing, and graphic software on multiple platforms is incorporated into the fabric of the curriculum.

Major Requirements

The major in Communication requires that students complete 48 hours of upper level coursework in the 120 hour curriculum. Students are encouraged to consult with their Communication faculty advisor concerning courses which will best further the interests of each student.

The major requires a minimum of 36 hours of COMM courses. The following courses are required of all majors (21 hours):

- 1) COMM 1301, Introduction to the Study of Communication
- 2) COMM 2301, Modern Media and Society
- 3) COMM 1318, Interpersonal Communication OR COMM 2333, Small Group Communication
- 4) COMM 2302, Rhetoric in Western Thought
- 5) COMM 2351, Measurement in Communication
- 6) COMM 3360, Theories of Communication
- 7) COMM 4389, Seminar in Communication OR COMM 4392 Internship

The remaining 15 hours will be COMM electives or other electives. COMM majors are required to earn a minor of at least 18 hours. Of the 36 hours required in COMM, 18 must be completed at the 3000 level or higher. This means that at least 12 of the 15 elective hours in Communication must be taken as upper level classes.

Either or both of the following courses may be substituted for upper level hours in COMM except that courses counted toward the major requirements cannot also fulfill a requirement for the student's minor field. Prerequisites for these courses will not apply to the COMM requirements.

- 1) MRKT 3300, Principles of Marketing
- 2) PSYC 3301, Introductory Statistics

Elective Courses

To complete the 36 hours required in Communication, each student will enroll in 15 hours of elective COMM courses. At least 12 of those 15 hours will be at the 3000 level or higher. Students will fashion a program of study best suited to their individual goals in consultation with the Communication faculty advisor. We suggest the following program of study as a guideline:

Freshman Year

COMM 1301 (Introduction to the Study of Communication)
COMM 1315 (Introduction to Public Speaking)

Sophomore Year

COMM 1318 (Interpersonal Communication) or COMM 2333 (Small Group Communication)
COMM 2301 (Modern Media and Society)
COMM 2302 (Rhetoric in Western Thought)
COMM 2351 (Measurement in Communication)

Junior Year

COMM 3360 (Theories in Communication)
2-3 electives chosen in consultation with your advisor

Senior Year

COMM 4389 (Seminar in Communication) or COMM 4392 (Internship)
2-3 electives chosen in consultation with your advisor

Internships in Communication

Internships are a traditional component of communication programs and strongly encouraged at UTPB. Students interested in Communication Internships should register for Comm 4392 before or on the "Last day to add a course" stated in the Course Schedule. They should turn in an internship proposal and the Agreement (between UTPB and the chosen organization) to the supervising professor within the first 2 weeks of the semester. They need to work at the chosen organizations for 100 or more hours during a semester and submit to the professor a summary reporting the results of their research and work experience at the end of the semester. Students employed in media-based organizations may enroll in Comm 4392 only if their internship experience is removed from their normal daily activity.

Minor in Communication

Communication skills are an essential component of success in any field of endeavor, and the minor in Communication is an excellent companion to any major offered at the University. The requirement for a minor in Communication is 18 semester credit hours in the discipline with at least 9 of those hours at the upper level. No specific courses are required, and students are encouraged to consult with any member of the Communication faculty to determine a program of study which would be most useful in meeting their professional goals.

TExES Requirements

Candidates for tests in Journalism must have completed the courses listed for each area below or equivalent courses in their teaching fields.

Journalism: COMM 2301 or 1307, 2311, 2321, 2361, 3319, 3360, 4315, 3304, 6 elective hours in COMM.

Speech: COMM 2301, 1307, 2333, 3355, 2341, 3360, 4320, 4355, 6 elective hours in COMM.

Course Listing

COMM 1301 Introduction to the Study of Communication (3)

An introductory course that surveys the history, development, and future directions of the field of communication. Equal emphasis is placed on understanding application of theory to everyday situations and learning introductory approaches to research. S

COMM 1315 Introduction to Public Speaking (3)+

A course in the history, theory and practice of public speaking with an emphasis placed upon the organization and delivery of informative and persuasive speeches. Further emphasis is given to the reduction of anxieties associated with public speaking. Fulfills general education core curriculum "Oral Communication" requirement. F, S

COMM 1318 Interpersonal Communication (3)

This course enables students to analyze and practice communication in one-on-one relationships. Topics include problem-solving, decision-making, working with diversity, information processing, understanding of self and others, and effective speaking and listening skills in interpersonal contexts. S

COMM 1326 Fundamentals of Digital Media (3)

Introduction to digital media technologies and digital production issues. Laboratory practice with visual and audio formats. S

COMM 2301 Modern Media and Society (3)

Students are introduced to the relationship between modern media and their dynamic interaction with culture. F

COMM 2302 Rhetoric in Western Thought (3)

Explores theories of rhetoric ranging from ancient Greece to modern times. Students examine different concepts of how rhetoric is a tool for public power as well as its use to transmit common ideas in the Western intellectual heritage. S

COMM 2303 Audio and Radio Production (3)

Introduction to writing and editing for audio production. Laboratory practice in digital and analog techniques.

COMM 2311 Writing for Media (3)

Introduction to writing styles for different forms of media. Includes an introduction to journalistic practices and reporting skills. F, S

COMM 2321 Visual Communication (3)

An introduction to the basic elements of visual language and design as they apply to the use of a computer as a communication medium. Computer technologies used in creative expression will be presented.

COMM 2333 Small Group Communication (3)

Introduction to communication in small groups. Emphasis is placed on the concept of leadership, effective participation and problem solving.

COMM 2341 Oral Interpretation (3)

A performance course centered upon the study and practice of the theories and techniques for analyzing and orally interpreting various literary forms.

COMM 2351 Measurement in Communication (3)

Introduction to measurement and analysis techniques used in communication fields. Web-based research and dataset analysis and statistical methods. Prerequisites: 3 hours MATH. S

COMM 2389 Multilisting Course (3)

Undergraduate courses which will be offered only once or will be offered infrequently or which are being developed before a regular listing in the catalog.

COMM 3301 Public Relations (3)

This course is an introduction to public relations principles and practices. Students are introduced to the history and development of public relations as a profession over the years, to the range of responsibilities and functions that public relations practitioners assume in a variety of organizations, and to the significant issues and trends that shape and will continue to influence the practice of public relations in the future. F

COMM 3304 Public Messages (3)

An exploration of how various research techniques used to identify public groups are translated in messages in various media. Prerequisite: COMM 2301 or COMM 1307.

COMM 3311 Crisis Communication (3)

The study and practice of communication strategies involved in preparing for and responding to crises. While a wide range of crises are considered, the course pays particular attention to corporate crises.

COMM 3312 Nonverbal Communication (3)

This course identifies the major areas of nonverbal communication and the current terminology used in the field. Relevant connections of nonverbal to other areas of communication will be presented.

COMM 3319 Topics in Media Writing (3)

The study and practice of preparing messages for various media. Specific topics and concentrations will vary. May be repeated for credit when content changes. Prerequisite: COMM 2311 or equivalent. F, S

COMM 3335 Advanced Interpersonal Communication (3)

An exploration of the theoretical perspectives in understanding person-to-person communication. The course includes personal and professional perspectives. Prerequisite: COMM 1318 or permission of the instructor.

COMM 3355 Advanced Public Speaking (3)†

An advanced practice-oriented course in speaking in the public setting. Students will research, prepare, analyze and present complex reports and speeches. Prerequisite: COMM 1315 or COMM 1316 or permission of the instructor. Fulfills general education core curriculum "Oral Communication" requirement.

COMM 3360 Theories of Communication (3)

Survey of communication theory including approaches to understanding media influences on society and theories of human interaction. Prerequisite: 6 credit hours of COMM coursework.

COMM 3375 Political Communication (3)

A study of the application of communication principles to election campaigns, debates, governance and advertising with emphasis on both the historical and contemporary uses of mass media in the political process.

COMM 3389 Multilisting Course (3)

Undergraduate courses which will be offered only once or will be offered infrequently or which are being developed before a regular listing in the catalog.

COMM 4307 Organizational Communication (3)

An examination of the complex dynamics that drives messages in organizations. The course will focus on application of nonlinear dynamic approaches to human and mediated communication in an organizational environment. Prerequisite: 6 hrs COMM or permission of instructor.

COMM 4308 Intercultural Communication (3)

An examination of the theory and practice of interactions among and between various cultural and sub-cultural groups. Emphasis will be placed on how the various cultural assumptions affect human symbolic interaction and relationship-building at the interpersonal and cultural levels.

COMM 4309 Group Performance (3)

A course exploring the principles and practices of performing in groups in such contexts as Readers' Theatre, Radio Drama, Performance Art. May be repeated with change in course focus.

COMM 4312 Oral History Research (3)

Students will produce audio documentary programs with digital production and editing equipment. Prerequisite: COMM 2303.

COMM 4315 Communication Law (3)

Legal aspects of rights and responsibilities of the press, radio and television including libel, privilege, copyright and access to information. Prerequisite: COMM 2311 or equivalent.

COMM 4320 Communication and Instruction (3)

A study of how communication functions in instructional settings with emphasis on student-teacher interaction. Includes techniques for assigning and evaluating oral presentations, dealing with communication apprehension, fostering effective listening and conducting discussions.

COMM 4330 Advertising Strategies (3)

The economic and persuasive foundations of advertising and public relations are examined using case studies. Prerequisite: 9 credit hours of upper level COMM coursework.

COMM 4340 Group Leadership (3)

This course takes an in-depth look at how theories of communication and group leadership support one another. Students learn to analyze and practice methods of leadership communication including creative thinking models, decision-making techniques and parliamentary procedure. Prerequisite: COMM 3340 or Permission of Instructor.

COMM 4355 Academic Debating (3)

How to teach, coach and judge competitive debate at the secondary or college level. The course will include the process, strategy and practice of various debate styles; coaching pragmatics and judging paradigms. Pre-requisite: COMM 1315. S05

COMM 4356 Argument and Persuasion (3)

A detailed examination of the history and development of effective argument and persuasion. Emphasis will include theories of argument and their role in media and society. Prerequisite: COMM 3345 or permission of the instructor.

COMM 4361 Communication Research (3)

Research methods in communication including data gathering and analysis. Prerequisite: 15 credit hours of upper-level COMM coursework or permission of instructor.

COMM 4379 Topics in Rhetoric (3)

Studies in the history, theories and methodologies of rhetoric. Course may be repeated with change in topic.

COMM 4389 Seminar in Communication (3)

Senior seminar in communication. Topics will vary according to class interests. Class may be repeated for credit when topic varies. Prerequisite: 18 credit hours of COMM coursework. F, S

COMM 4391 Contract Study (3)

Advanced independent study or research (equivalent to senior-level course).

COMM 4392 Internship (3)

Participation in and analysis of applied communication in a professional context. Prerequisite: 15 credit hours of COMM. F, S