

COMMUNICATION

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

A wonderful part of the new technologies of communication is the way they strengthen our sense of traditions. The program at U. T. Permian Basin is an effort to focus on how traditions emerge in new forms and how we use media to enhance our understanding and appreciation of our culture. The degree program in Communication provides foundations for students interested in careers in communication fields and further study.

General Education

44 credits

Complete the General Education Requirements section of this catalog. Generally, COMM 2301 is recommended to satisfy the social science requirement and a statistics course is recommended to satisfy a second math requirement. Students in the Visual Communication sequence should enroll in ARTS 1301 to satisfy the General Education fine arts requirement. Students are encouraged to discuss options with their communication faculty advisor.

Computer Use

It is expected that all Communication majors and minors possess basic computer skills. Many classes in the communication program require that all assignments be completed using a personal computer. Regular use of email, browsers, spreadsheet, 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 **42** hours of upper level course work in the 120 hour curriculum. Students are encouraged to use elective hours in a broad spectrum of the arts and sciences.

The major requires a minimum of 36 hours and a maximum of 45 hours of COMM courses including the following courses required of all majors (15 hours):

COMM 2301	Modern Media and Society	or	
COMM 1307	Introduction to the Study of Communication		3
COMM 1318	Interpersonal Communication	or	
COMM 2333	Small Group Communication		3
COMM 2311	Writing for Media		3
COMM 3360	Theories of Communication		3
COMM 4390	Seminar in Communication	or	
COMM 4392	Internship		3

The remaining 21 hours will be COMM electives or other electives described below. 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. In selecting a minor field, students are encouraged to seek a broad scope of interests.

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.

MRKT 3300	Principles of Marketing		3
PSYC 3301	Introductory Statistics		3

Hours earned toward the major requirements from COMM 1159, 3159 and 4392 may not exceed 9 hours total.

Collaboration with Odessa College

Many communication courses are offered in collaboration with Odessa College. Some classes that meet at each campus will have common enrollments. The collaboration allows students to take advantage of the resources at both institutions and promises students with AA degrees from Odessa College maximum transfer credit at UTPB.

Areas of Concentration

In consultation with the communication faculty advisor, the student will select one of the four areas of concentration and generate a degree plan. Specific requirements of the concentrations in Public Communication, Visual Communication, Communication Instruction, and Communication are detailed below.

1. Public Communication.

This concentration focuses on theory and application of communication principles, and is designed for students interested in careers in corporate communication, advertising, or public relations.

- a. Six credit hours selected from the courses below: 6 credits
 COMM 2361, Media in the United States
 COMM 3319, Topics in Media Writing
 COMM 4315, Communication Law
 COMM 4330, Advertising Strategies
- b. 15 credit hours of COMM elective coursework 15 credits
 selected in consultation with the communication faculty advisor.

2. Communication Instruction.

This concentration combines a theoretical understanding of communication and preparation for teaching in grades K-12.

- a. COMM 2301, Modern Media and Society 3 credits
- b. COMM 4320, Communication and Instruction 3 credits
- c. COMM 4355, Academic Debating 3 credits
- d. 12 credit hours selected from the course menu below: 12 credits
 COMM 2333, Small Group Communication
 COMM 3355, Advanced Public Speaking
 COMM 2341, Oral Interpretation
 COMM 4309, Group Performance

Students must contact U. T. Permian Basin's School of Education for assistance in planning specific course and testing requirements for teacher certification. Specific pedagogy and content courses as are specified in the School of Education certification requirements. **Recommended: 24 credit hours in a second teaching field. These hours substitute in whole for the minor requirement.**

3. Communication.

This concentration focuses on a broad based understanding of human communication.

- Each student will, in consultation with a communication 21 credits
faculty advisor, generate a course of study uniquely suited
to the student's educational and career plans.

Internships in Communication

Internships are a traditional component of many communication programs and they are encouraged at U. T. Permian Basin. An internship gives the student the opportunity to work with a professional media-based organization for 100 or more hours during a semester. Students also conduct independent research into the area of their internship and report the results of their research and work experience. Students who are employed in a media-based organization may enroll in internship programs only if their internship experience is removed from their normal daily activity.

Minor in Communication

A minor in communication is an ideal match for any major offered at U. T. Permian Basin. Because communication skills are an essential component of success in most fields of endeavor, the minor in Communication is an excellent companion to any major offered at the University. The requirements for a minor in Communication are 18 credit hours (9 upper level) including:

COMM 2301	Modern Media and Society	or	
COMM 1307	Introduction to the Study of Communication		3
COMM 2311	Writing for Media		3
COMM 3360	Theories of Communication	or	
COMM 4390	Seminar in Communication		3
	Communication electives		9

Hours earned toward the minor requirements from COMM 1159, 3159 and 4392 may not exceed 9 hours total.

On the Web

The Communication website has additional information and is updated frequently. Check the website for sample course syllabi and the current schedule of classes. The site also provides updates on special courses or educational opportunities.

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 1159 Media Production (1)

An introduction to production techniques for various media. Students will participate in producing content for multimedia environments. Course may be repeated. F, S

COMM 1307 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 1321 Business and Professional Communication (3)

A course which places emphasis upon the principles, skills and non-verbal techniques necessary for effective communication in the professional contexts. Emphasis is placed upon effective interviewing, group discussion, oral presentations, and speech writing. 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 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 2318 Advanced Reporting (3)

Advanced practice in writing for media. Emphasis will be placed on feature stories for print and multimedia. 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. S05

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 2361 Media in the United States (3)

An exploration of the history of the economic, social, and technical forces that have shaped and influenced the media industry in America.

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 3159 Media Production II (1)

Advanced laboratory and practical experience in production techniques for various media. Students will participate in producing content for multimedia environments. Course may be repeated. F, S

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. F05

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 3342 Non Linear Production (3)

An exploration of digital video production from preproduction planning to post production distribution. Laboratory practice includes development and planning, video and audio production, post production nonlinear editing, and media distribution. Prerequisites: COMM 1326, 2321, or with permission of instructor. COMM 2303 recommended. S'07.

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. S05

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. S

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. F04

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. F03

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. S04

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. S04

COMM 4310 Multimedia Production (3)

Advanced study of computer concepts for multimedia production. Includes an introduction to three-dimensional graphics. Prerequisite: COMM 3342. S05

COMM 4312 Oral History Research (3)

Students will produce audio documentary programs with digital production and editing equipment. Prerequisite: COMM 2303. F05

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. F04

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. F05

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. F05

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. F05

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. Prerequisite: 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. S06

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. S06

COMM 4379 Topics in Rhetoric (3)

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

COMM 4390 Seminar in Communication (3)

Senior seminar in communication. Topics will vary according to class interests. Prerequisite: 18 credit hours of COMM coursework. F

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

2009-2011 DEGREE PLAN: BA IN COMMUNICATION

GENERAL EDUCATION REQUIREMENTS (44 sch):

- ___ ___ English Composition, 1301 & 1302
- ___ ___ Sophomore Literature, 2322, 2323, 2327, 2328
- ___ ___ U. S. History, 1301 & 1302
- ___ ___ U.S. & State Government, 2305 & 2306
- ___ ___ Visual/Performing Arts (3 sch)
- ___ ___ Laboratory Science (8 sch)
- ___ ___ Social Science (3 sch)
- ___ ___ Speech 1315 (3 sch)
- ___ ___ Mathematics (3 sch)
- ___ ___ Mathematics (Statistics recommended)

MAJOR REQUIREMENTS (36-45 sch):

All Communication majors must complete between 36 and 45 sch to include a core plus an Area of Concentration.

At least 18 sch of Communication must be taken at the upper level:

- ___ COMM 2301 Modern Media and Society **OR** COMM 1307 Intro to Study of Communication
- ___ COMM 1318 Interpersonal Communication **OR** COMM2333 Small Group Communication
- ___ COMM 2311 Writing for Media
- ___ COMM 3360 Theories in Communication
- ___ COMM 4390 Seminar in Communication **OR** COMM 4392 Internship

Either or both of the following courses may be substituted for upper level Communication elective courses but cannot count toward the minor:

- MRKT 3300, Principles of Marketing
- PSYC 3301, Introduction to Statistics

For the remaining 21 hours students will choose one of the following Areas of Concentrations:

I: Public Communication.

5 core courses plus 6 sch from the following courses combined with 15 sch from the Elective Section:

- ___ COMM 2361, Media in the United States
- ___ COMM 3319, Topics in Media Writing
- ___ COMM 4315, Communication Law
- ___ COMM 4330, Advertising Strategies

II: Communication Instruction.

5 core courses plus the 3 courses listed below and 12 sch from the Selected Courses section which follows the 3 required courses

- ___ COMM 2301, Modern Media and Society
- ___ COMM 4320, Communication and Instruction
- ___ COMM 4355, Academic Debating

Selected Courses for Communication Instruction (12 sch):

- ___ COMM 2333, Small Group Comm.
- ___ COMM 2341, Oral Interpretation
- ___ COMM 3355, Advanced Public Speaking
- ___ COMM 4309, Group Performance

IV. COMMUNICATION:

5 core courses plus 21 sch chosen in consultation with Communication faculty.

MINOR: _____

Students must complete a minor. Specific details regarding minor requirements will be found in the catalog. In general, a minor consists of 18 sch, 12 of which must be taken at the upper level.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____