COMMUNICATION STUDIES (CM)

CM 2000  Studies in Communication and Media  (4 Credits)
Required of all Communication Studies majors, ideally in their first semester as a major. Acquaints students with fundamental concepts in communication and media studies such as various communication and media theories, types of communication and media research, and how to apply these theories and research methods as a communication and media studies scholar. Falls and Springs. (TECO)
Prerequisite(s): Communication Studies majors only.

CM 2400  Public Speaking  (3 Credits)
The fundamentals of public speaking. Practical course that increases skills in both formal and everyday speech situations. Springs.

CM 2500  Basic Argumentation and Debate  (3 Credits)
An introduction to the principles of debate and the forms of argumentation it employs. Includes the procedures of formal debate, the researching of debate topics, the types and tests of evidence, the questions of presumption and the burden of proof, analysis of issues, refutation and rebuttal.

CM 2770  Introduction to Media and Cultural Studies  (3 Credits)
Explores the nature, development and effects of various media in relation to cultural-studies scholarship. Provides an overview of mass communication history and theory, with emphasis on the role of influential media forms in 20th century American culture and beyond. Falls and Springs. (TECO)

CM 2910  Human Communication and Conflict  (3 Credits)
Examines conflict and leadership in personal and professional settings with a focus on the role communication plays in creating, negotiating, and transforming conflict situations. Students explore the role of communication competence and professional civility in interpersonal and small group environments to develop skills in mediating conflict into constructive opportunities in personal, professional, and social settings. Falls and Springs.

CM 2991  Social Media Audience Engagement  (3 Credits)
Students examine the ways in which audiences interact online with organizations, brands, and media texts, as well as the strategies that digital content creators use to engage their audiences. Emphasizes the creative, analytical, and critical thinking needed to develop social media tactics that support dynamic online participation and address the shifting capabilities and practices of digital consumption. Springs.
Prerequisite(s): CM 2770 or CM 2910.

CM 3000  Rhetoric and Semiotics  (3 Credits)
How do we learn to make sense of the signs and symbols that we encounter daily? Rhetoric, the study of how human beings make meaning and semiotics, the study of symbols and sign systems, help us understand how we make meaning. Examines rhetoric and semiotics from an historical, cross-disciplinary perspective through major theorists and applications to lived experience. Springs. (INCO)
Prerequisite(s): CM 2000 and Junior status.

CM 3090  Technical Communication  (3 Credits)
Advanced Study in Writing. Focuses on technical communication for business, science, social science, government and the professions. Topics include designing communication for specific audiences; writing proposals, reports and instructions; exploring the ways technology is used as both a medium and a subject of technical communication; exploring various forms and media of professional writing. Important for people interested in professional writing. Falls and Springs. (TECO) (WRCO)
Prerequisite(s): EN 1200 or EN 1400.

CM 3120  Communicating Through Animation  (3 Credits)
Explores a variety of digital animation techniques including stop-motion animation and basic 2D computer-generated animation. Students learn basic visual communication concepts and are challenged to create animations that effectively employ visual communication principles. Includes a significant hands-on element in which students use state-of-the-art image editing and animation-creation software to develop their assignments and projects. Fall of even years. (INCO)

CM 3400  Interactive Web Communication  (4 Credits)
Introduces students to the wide array of skills and concepts associated with visual communication and website development. Concepts covered include basic image analysis, semiotics, ethics, and website analytics. Skills covered include basic website design and specification using HTML, CSS, and some scripting language instructions. Students are involved in hands-on website development to carry out learning objectives. Not open to students who have earned credit for CM 3300.

CM 3480  Global Perspectives in the Media  (3 Credits)
US media offerings are among the most controversial and most criticized in the world. Students examine some of the causes of these criticisms and alternate media approaches that exist. Because traditional US media offerings are so readily accessible and prevalent, audience members frequently accept their messages with little critical insight. Their perspectives of global and local cultural issues, therefore, remain relatively static. Course participants compare and contrast conventional US media presentations and practices with alternate approaches, both American and global, that challenge traditional thinking. They learn that among the responsibilities of living in a global community are seeking various sources of information and appreciating the similarities and differences that exist within the global community. Falls and Springs.
(GACO)
Prerequisite(s): CM 2770 or CM 2910.

CM 3500  Media Effects  (3 Credits)
Explores the effects of mass media exposure on individuals, groups and societies, as investigated through classic and contemporary research endeavors in the social-scientific tradition. Falls and Springs.
Prerequisite(s): CM 2770.

CM 3510  Communication, Media, and Wellness  (3 Credits)
Explores the connection between the mind and body, the theory and practice of leisure, and the contribution that leisure makes to wellness in human beings situated within a technology-driven mediated landscape. By examining leisure from historical, philosophical, phenomenological, and culture perspectives, it emphasizes leisure as a communicative model of wellness for a lifetime. Falls. (WECO)
Prerequisite(s): CM 2000.

CM 3640  Communication Theory  (3 Credits)
Reading, discussion and application of current theories of communication in this writing-intensive course. Falls and Springs. (WRCO)
Prerequisite(s): CM 2770 or CM 2910.
CM 3670 Journalism (3 Credits)
Focuses on the skills, principles, and challenges associated with print and online journalism. Introduces students to journalistic ethics, basic newspaper style for news and feature writing, interviewing and research techniques and copy editing conventions. Important for people interested in professional writing. Falls. (TECO)(WRCO)
Prerequisite(s): EN 1200 or EN 1400.

CM 3700 Media as Popular Culture (3 Credits)
Examines the phenomenon of film as a powerful form of popular culture in a variety of substantive domains. Falls.
Prerequisite(s): CM 2000.

CM 3710 Film and Identity Politics (3 Credits)
Explores the representation and social construction of non-dominant, co-cultural identities of various groups as communicated in narrative cinematic offerings. Through theoretical readings and weekly film screenings, course participants investigate the complex relationships between narrative film form/style and identity politics (past and present), as well as the ideological and social ramifications of those relationships. Springs. (DICO)
Prerequisite(s): CM 2000.

CM 3750 Film and Video Production Techniques (4 Credits)
Provides a hands-on introduction to the various pre-production, production and post-production processes and techniques used in the creation of intriguing film and video projects. In a supportive workshop environment, participants receive training in concept generation, storyboarding and basic script form, and they gain practical experience in producing, directing, lighting, shooting and editing actual video field productions of narrative, documentary and/or experimental forms. Fall of even years.
Prerequisite(s): CM 2000 or CM 2770.

CM 3760 Advanced Digital Video Production (4 Credits)
Provides advanced training in digital video production with an emphasis on effective screenwriting approaches and narrative storytelling techniques. Spring of odd years.
Prerequisite(s): CM 3750 or permission of the instructor.

CM 3770 Advanced Video Art Production (4 Credits)
Provides advanced training in digital video production with an emphasis on avant-garde and experimental approaches and representational strategies pertaining to independent videography, including innovative uses of lighting, sound and images and communicating complex messages through shape, structure, repetition, rhythm and tempo. Spring of even years.
Prerequisite(s): CM 3750 or permission of the instructor.

CM 3800 Analyzing Television (3 Credits)
Explores various approaches to analyzing television programs from the 1950s to the present, incorporating insights from several academic disciplines and perspectives (including history, literature, political science, sociology, cultural studies, film and media studies and gender studies). Springs. (INCO)
Prerequisite(s): CM 2770 and (Junior or Senior status).

CM 3810 Analyzing Film (3 Credits)
Explores the historical development and effects of film. Examines the development of narrative genre and film reception across cultures. Assesses theories that attempt to explain film’s impact on diverse individuals, groups, and cultures. Falls. (DICO)
Prerequisite(s): CM 2770.

CM 3850 Introduction to Game Design and Development (3 Credits)
Provides students with the theory and skills needed to begin to design and develop digital games. The focus is on using game-development tools to engage in the design-and-development process. Includes a significant hands-on component. Fall of odd years. (INCO)
Prerequisite(s): Junior or Senior status.

CM 3910 Topics in Media Studies (3 Credits)
Explores specialized topics pertaining to film studies, television studies, print media and emerging technologies that are not covered regularly in other Communication and Media Studies courses. These topics are investigated primarily from the critical, cultural and/or social-scientific perspectives. Topics vary by semester and instructor. May be repeated for credit with a different topic.
Prerequisite(s): CM 2770 or CM 2910.

CM 3925 Topics in Screenwriting and Video Production (3 Credits)
Explores specialized topics pertaining to screenwriting and video production that are not covered regularly in other course offerings of the Department of Communication and Media Studies. Topics vary by semester and instructor. May be repeated for credit with a different topic.
Prerequisite(s): CM 3750 or permission of the instructor.

CM 3940 Social Media: Technology and Culture (3 Credits)
Students critically analyze the role of social media in everyday life in order to better understand how social media informs contemporary media culture through examination of the history, creation, control, and impact of social media technologies, including social network websites, smartphone apps, online games, etc. Students explore issues of identity, privacy, community, and access inherent to digital engagement. Falls. General Education: INCO
Prerequisite(s): CM 3640 or (EN 3690 or EN 3695) or permission of the instructor; junior status.

CM 3955 Internship (1-3 Credits)
Students engage in a work program to apply, in a practical manner, knowledge gained from their academic coursework at a site related to their major and option. To participate in an internship, students must apply to the Communication and Media Studies Department Chair. Once places at a site, students will have both an on-campus supervisor and an immediate work supervisor. Students must register for CM 3950 prior to beginning their internship. No retroactive credit will be granted for internships that have already been completed. Repeatable for a maximum of 6 credits. Pass/No Pass. With permission.
Prerequisite(s): CM 2770 and CM 2910.

CM 4090 Advanced Technical Communication (3 Credits)
Advanced Study in Writing. Students apply the theories and techniques learned in Technical Communication to complete a collaborative project for a real-world client. Themes vary from year to year but may focus on online Help, multimedia instructional design, in-depth analyses or grant proposals. Recommended for those interested in professional writing careers.
Prerequisite(s): CM 3090 and permission of the instructor.

CM 4650 Communication Research Methods (3 Credits)
Introduces course participants to qualitative research methods, quantitative research methods and statistical procedures that are used regularly by communication studies scholars. Designed to enable students to design, implement and analyze their own methodologically sound research studies and to effectively critique the completed research studies of others. No prior research-design or statistical expertise is required. Falls and Springs. (QRCO)
Prerequisite(s): CM 2000.
**CM 4870 Advanced Game Design and Development (3 Credits)**
Focuses on the fundamental issues pertaining to game design, with regard to both board games and video games. Explores what a game is, how games work and the kinds of designs one must make in order to create an interesting game. Examines the different genres of games and the special design considerations that are specific to each genre. A major portion is devoted to the design and development of a multi-player digital game.
Prerequisite(s): CM 3870 or CM 3850.

**CM 4900 Senior Seminar (3 Credits)**
Provides students with the opportunity to reflect upon their major coursework in order to connect theory and application in preparation for their entry into the workforce. Focuses on applying ethical frameworks, including deontology and utilitarianism, to a variety of case studies related to interpersonal, group and organizational communication, and to personal and professional consumption and production of media. Falls and Springs.
Prerequisite(s): CM 3650 or CM 4650 (may be corequisite); Communication Studies majors only; taken in the last semester.

**CM 4910 Independent Study (1-3 Credits)**
Offers students the opportunity to gain an in-depth understanding of a topic in communication and/or media studies that is not covered extensively in other courses. Working with guidance from a faculty member with relevant expertise, students select a specialized topic for exploration and prepare an in-depth research paper or project pertaining to that topic. Periodic conferences with the supervising instructor are expected. Consent required of the instructor who will supervise the independent study and the Department Chair.