

## Communication Course Descriptions

### Courses of Study

**COM 105 Group Dynamics and Effective Speaking (3)** This course is designed to teach participants various interpersonal skills pertinent to one-on-one, small group and large group communication. Topics covered will include: "reading" the audience, non-verbal communication, the rules of etiquette and appropriate dress, effective use of the voice, the phonetic alphabet, and group dynamics. Students will be required to make a series of formal and informal presentations in class.

**COM 110 Fundamentals of Oral Communication (3)** Introduction of theories and techniques of non-written communication in business and society. Topics include: the nature of human communication, listening skills, interpersonal communication, nonverbal communication, small-group communication, and public speaking. Students will participate in communication activities, as well as research, organize and present formal speeches.

**COM 130 Survey of the Professional Media (3)** An examination of the evolution of media from their traditional roots to the marketplace of today. Students will study careers in the field and be exposed to issues facing those professionals. An introduction to government regulation, ethical issues and the relationship between media and society will introduce students to the challenges and responsibilities facing the future communications professional.

**COM 151 Radio Production (3)** Introduction to radio station operations. Analysis of programs and audiences in American broadcasting. Directed experiences in organization, writing, production, direction, and performance of basic radio programs. Lab fee. Suggested prerequisite: COM 130 or concurrent.

**COM 154 Video Production (3)** Theory and practice of video production techniques. An examination of basic program types, equipment operation, staff organization, script writing, and studio production problems. Laboratory work in fundamental video productions. Lab fee. Prerequisite: COM 130 or concurrent.

**COM 242 Basic Reporting (3)** An analysis of the role of the reporter in communicating public intelligence. Laboratory work will stress basic news gathering, reporting and writing techniques. Prerequisites: ENG 170, COM 130.

**COM 256 Production for Television (3)** A laboratory environment is used to develop planning, scripting, shooting, directing, editing, budgeting and studio skills to produce a program for television or cable broadcast. Lab fee. Prerequisite: COM 154, 307.

**COM 301 Applied Mass Communication (3)** Staff assignments in campus-related media with a term involvement of 45-70 work hours. The course is designed to give students practical experience in the media. Repeatable. Assignments include the following: **Radio** (prerequisites: COM 130, 151) **Video** (prerequisites: COM 130, 154)

**Public Relations** (prerequisites: COM 130, 242) **Publications** (prerequisites: COM 242, 305) **Sports Information** (prerequisites: COM 130, 242).

**COM 302 Seminar in Professional Practice and Ethics (3)** Class discussions include ethical questions within the communications industry and the affects of media on society. In addition to lectures and material from the text, the course will include guest speakers, films/videos in which media ethics play an important role, and group exercises designed to stimulate moral imaginations. Prerequisites: ENG 170, COM 130, and Junior Standing.

**COM 303 Written Communication for Business (3)** The study and practice of effective business writing. Topics will include writing memorandums, letters and reports as well as writing for various publics. Special focus on persuasive communication, international business communication and writing style for corporate publications. Prerequisites: ENG 170.

**COM 304 Broadcast Newswriting (3)** A lab course in the preparation and presentation of newscasts and special news programs. Consideration of reporting, interviewing, documentaries and special events. Prerequisites: ENG 170, COM 130, 151 and 242.

**COM 305 Desktop Publishing (3)** A hands-on exploration of computer assisted techniques of editing, design, graphic production and layout of publications. Study will include magazines, newspapers, brochures, yearbooks and other business publications.

**COM 307 Writing for the Electronic Media (3)** A laboratory course in techniques and forms of script writing for all types of electronic media. Prerequisites: ENG 170, COM 130, 151 and 154.

**COM 315 Argumentation and Debate (3)** The study of the argumentation process and its usage in daily communications, advertising, politics, and speech writing. Debate includes selection and development of material for presentation in the formal debate. Formal debate techniques are examined as well as procedures for organizing and coaching debate teams. Prerequisite: ENG 170. Suggested prerequisite: COM 105 or 110.

**COM 327 Media Literacy (3)** In this course, students will focus on the cognitive, emotional, moral, and aesthetic influences of the media. (Radio, Film, TV, Multimedia and the Internet). Higher levels of media literacy can give students more options and control over their beliefs and behaviors. Prerequisite: ENG 170.

**COM 333 Electronic Resources and Communication (3)** A lab based course designed to familiarize communications students with advanced methods of information retrieval via the Internet or corporate intranets. Special attention will be given to net-based methods of reaching a mass media audience, as well as the design of Web-based resources for both individual and corporate entities.

**COM 335 Buying and Selling Media (3)** An in-depth study of the process of researching the cost effectiveness of the various media as advertising tools. The course

examines the processes of media buying and the methods of selling radio, television, newspaper, magazine, and cyberspace advertising. Prerequisites: COM 327.

**COM 340 Television Sports Production I (3)** An experiential study in the basic skills of sports television production and broadcasting from planning to post-production. The course is offered in conjunction with LUHE-TV's coverage of Lindenwood Athletics and the scheduled assigned work will be determined by the Lindenwood Athletic calendar. Prerequisites: COM 154

**COM 341 Television Sports Production II (3)** An experiential study in the intermediate skills of sports television production and broadcasting from planning to post-production. The course is offered in conjunction with LUHE-TV's coverage of Lindenwood Athletics and the scheduled assigned work will be determined by the Lindenwood Athletic calendar. Prerequisites: COM 154, COM 340.

**COM 342 Television Sports Production III (3)** An experiential study in the advanced skills of sports television production and broadcasting from planning to post-production. The course is offered in conjunction with LUHE-TV's coverage of Lindenwood Athletics and the scheduled assigned work will be determined by the Lindenwood Athletic calendar. Prerequisites: COM 154, COM 340 and COM 341. May be repeated with departmental permission.

**COM 343 Television News Production I (3)** An experiential study in the basic skills of television news production. This course combines theory and practice as students learn the essentials in writing, producing, directing and performing. Course work includes both in-studio and field production. Prerequisites: COM 154

**COM 344 Television News Production II (3)** An experiential study in the intermediate skills of television news production. This course combines theory and practice as students learn news writing, producing, directing and performing. Course work includes both in-studio and field production. Prerequisites: COM 154, COM 343

**COM 345 Television News Production III (3)** An experiential study in the advanced skills of television news production. This course gives students the opportunity to learn the complexities of managing and scheduling crews by serving as an Executive Producer. Course work includes both in-studio and field production. Prerequisites: COM 154, COM 343, COM 344. May be repeated with departmental permission.

**COM 346 Television Fine Arts Production I (3)** An experiential study in the basic skills of television fine arts production. Students are introduced to the unique issues involved in recording and televising artistic presentations from varied venues. Course work will include producing television broadcasts of Lindenwood theatre and musical presentations. Prerequisites: COM 154

**COM 347 Television Fine Arts Production II (3)** An experiential study in the intermediate skills of television fine arts production. Emphasis is given to the special

lighting and audio needs of staged artistic presentation and the importance of production planning. Course work will include producing television broadcasts of Lindenwood theatre and musical presentations. Prerequisites: COM 154, COM 346

**COM 348 Television Fine Arts Production III (3)** An experiential study in the intermediate skills of television fine arts production. This course gives students the opportunity to learn the complexities of managing, scheduling crews and working with theatrical producers. Course work will include producing television broadcasts of Lindenwood theatre and musical presentations. Prerequisites: COM 154, COM 346, COM 347

**COM 351 Audio for Fine Arts (3)** A course in sound design for non-broadcast majors. Students will develop skills in computer-based audio editing using professional-level software. They will also learn techniques for using sound systems to maximize acoustics and enhance performance venues. Topics will include music editing for accompaniment and dance, sound editing for theatre, and the basic operation and uses of sound systems. Lab fee.

**COM 352 Advanced Audio Production (3)** Students carry out advanced assignments in audio production. Preparation, production and evaluation of various audio projects will require students to refine skills in analog and digital video production. Lab fee. Prerequisite: COM 130, 151.

**COM 354 Advanced Video (3)** This course trains students as producers and directors of visual media. Students will learn to maximize production value when shooting on location. Planning, scripting, budgeting, shooting, and editing skills will be developed and applied to the production of a professional-quality video project. Lab fee. Prerequisite: COM 154, 307.

**COM 357 Intermediate Non-linear Video Editing (3)** This hands-on computer course is designed to advance the student's editing skills using non-linear editing systems. Instruction will also include the integration of video, graphics and audio imported from other multimedia production programs. Students will be instructed in the use of editing software and will be given class assignments that require practical application of theories and software. Lab fee. Prerequisites: COM 154.

**COM 360 Media Management (3)** An examination of various media industry operations. Students will focus on management theories and practices, fundamentals in financial administration, and human resources. Emphasis includes understanding and use of media research, effective marketing strategies and costs, FCC rules and regulations, and broadcast engineering and ownership. Prerequisites: ENG 170, COM 130, 151, and/or 154, and junior standing.

**COM 370 History of Film (3)** A study of the historical perspective of film from the efforts of early American and European filmmakers through the works of contemporary artists around the world. Emphasis will be placed on the art of film making, and its

reflection of culture. Films would include works from Griffith, Eisenstein, Truffaut, Bergman, Kurosawa, and others. Open to all students.

**COM 386 Special Topics (1-3)** A course designed to offer a variety of topics in Communication and Multimedia. May be repeated as topics vary. Lab fee may be required. Prerequisite: COM 130 or permission.

**COM 401 Mass Communication Law (3)** The study of laws which affect and regulate the mass media. Includes a study of constitutional, statutory and administrative laws. Prerequisites: Completion of 12 credits in Communication.

**COM 405 Advanced Page Layout (3)** This advanced class focuses on the design and production aspects of page layout software. This lab-based class will include the study typography, page design, and page architecture. The use of CMYK, and paper selection will be reviewed. At the conclusion of this class the student will be able to conceptualize, design, produce and develop specifications for a wide variety of pre-press demands. Additional topics may include: preparing projects for web-based and paper-based distribution, building self-contained high and low resolution files. Lab Fee. Prerequisite: COM 355 Desktop Publishing, Digital Imaging, Vector Graphics.

**COM 427 Advertising Campaign Management (3)** A comprehensive study of the processes involved in the development and deployment of successful advertising campaigns. The class will focus on the conceptualization, planning, budgeting, project timeline development and measurements of success and other stages of these campaigns. Creating a media plan, market segmentation overview and analysis of response rate are part of this class. An understanding of expectations, investment and return on investment will be reviewed as well. Prerequisites: COM 327, 401, 360 and BA 350.

**COM 433 Advanced Web Design (3)** This is a laboratory-based course in which students will sharpen their existing HTML/page-building skills by completing exercises in newly-developed and advanced forms of layout and coding. Subjects covered include Cascading, Style Sheets, JavaScript, and compliance with W3 consortium standards. Lab fee. Prerequisite: COM 333 or permission.

**COM 443 Integrated Web Development I (3)** A laboratory-based course during which students learn complex web design skills through special projects and exercises. Emphasis is given to on-line animation and the manipulation of both vector and bitmap images to create graphics and interactivity. Students will also learn the skills of graphics file management. Lab Fee. Prerequisite: COM 333, COM 433 or by permission.

**COM 444 Integrated Web Development I I (3)** A laboratory-based course during which students learn complex web design skills through special projects and exercises. Work is done in web develop software with concentration on advanced tools such as code editing, modularize user interfaces, and distribution applications. Considerable emphasis is given to web services, enterprise applications that transfer and exchange data, automate

processes, and share tasks over the Internet. Lab Fee. Prerequisite: COM 333, COM 433, COM 444 or by permission.

**COM 450 Communication Internship (1-6)** Supervised work experience for the advanced student which requires the application of communication principles, skills and strategies in business or professional communications organizations. Prerequisites: COM 301, and a minimum of junior standing. May be repeated with departmental permission.

**COM 460 Senior Communication Seminar (3)** An examination of the relationship between communication theory and the evolution of the communication industry will be viewed from the perspective of a future communication professional. Students will write corporate memos, position papers and a business proposal, as well as make oral presentations. Portfolio, Emphasis Projects, and résumé materials will be evaluated, revised and focused. Students must pass a comprehensive examination of their major requirements in order to successfully complete this class. Prerequisites: COM 302 and senior standing.