

# COMMUNICATION (COM)

## COM 101 Introduction to Mass Communication (3 Credits)

This survey course provides an overview of the history, development, and influences of the various forms of mass communication, such as digital print, radio, and television. The course will also examine technological breakthroughs (innovations) within the field and their effects on the experiences of the various audiences, including the merging of mass and interpersonal communication. Offered as needed.

**Department:** Social Sciences

**Pre-Requisites:** None

**Co-Requisites:** None

**Fees:** None

## COM 110 Journalism in the Digital Era (3 Credits)

Examination of the basic tenets of newspaper journalism – how to research, organize and write a story. Also covers internal structures of a newspaper: advertising, circulation and editorial policies and practices. Newspaper censorship and libel laws are discussed. Different styles and expectations for both print and on-line news writing will be explored. Includes field trips and guest lecturers. Offered as needed.

**Department:** Social Sciences

**Pre-Requisites:** (ENG 110).

**Co-Requisites:** None

**Fees:** None

## COM 130 Survey of Broadcasting: History, Programming and Operations (3 Credits)

An introduction to current organizational structures, programming, production, and operation of broadcast media. Also details functions of the Federal Communication Commission, and laws relating to electronic media. Effects of broadcasting are also discussed, as well as a historical overview of the radio, television, cable and satellite industries. Offered as needed.

**Department:** Social Sciences

**Pre-Requisites:** None

**Co-Requisites:** None

**Fees:** None

## COM 150 Media Promotions and Marketing (3 Credits)

The purpose of this course is to introduce students to the process of promotion. Each element of the promotional mix – advertising, public relations, sales promotion and personal selling is discussed within the framework of integrated marketing communications. Offered as needed.

**Department:** Social Sciences

**Pre-Requisites:** None

**Co-Requisites:** None

**Fees:** None

## COM 199 COMMUNICATIONS ELECTIVE (3 Credits)

**Department:** None

**Pre-Requisites:** None

**Co-Requisites:** None

**Fees:** None

## COM 200 Digital Media Production (3 Credits)

An introduction to digital production and multimedia techniques using video, audio, graphics, and photograph. This course provides students with a critical understanding of visual storytelling from the shaping of ideas to shooting, capturing and editing a final product. Student will also be introduced to the idea of “backpack journalism” as well as the skills involved in creating media presentations for multiple formats and technological outlets. Offered as needed.

**Department:** Social Sciences

**Pre-Requisites:** COM 101 and 130.

**Co-Requisites:** None

**Fees:** None

## COM 211 Mass Media Writing (3 Credits)

This course is intended to provide the students with an opportunity to practice non-persuasive and persuasive writing for mass media audiences. The course will introduce the students to the various styles of writing for public relations, advertising, radio and television broadcasting and print media (newspaper and magazine) and the Web. Offered as needed.

**Department:** Social Sciences

**Pre-Requisites:** COM 110 and ENG 200.

**Co-Requisites:** None

**Fees:** None

## COM 230 Radio Production Techniques (3 Credits)

Students are introduced to various types of radio continuity writing. Using College studio facilities, students are exposed to current radio programming production methods and are given opportunity to use professional broadcasting equipment to produce original programs and “spot” announcements. Offered as needed.

**Department:** Social Sciences

**Pre-Requisites:** COM 101, 130 and ENG 110.

**Co-Requisites:** None

**Fees:** None

## COM 235 Radio Programming (3 Credits)

A basic introductory course in the study of radio programming. Students will focus on progressive techniques and methods used in successful strategies as well as audience perception and attitudes. Students will dive into the minds of radio program directors in order to understand how ratings are part of the game plan and how changes will play a major role in format selection and change. Offered as needed.

**Department:** Social Sciences

**Pre-Requisites:** COM 130.

**Co-Requisites:** None

**Fees:** None

## COM 236 Broadcast Media Performing (3 Credits)

A course designed for those persons who wish to develop their skill as “on-air” performers. Attention is given to techniques of delivery, style, announcing and performing on radio and television. Offered as needed.

**Department:** Social Sciences

**Pre-Requisites:** COM 130 and SPE 130.

**Co-Requisites:** None

**Fees:** None

**COM 260 Photojournalism (3 Credits)**

Photojournalism is a particular form of journalism that creates images in order to tell a news story. Photojournalism provides a more complex and fully human way of capturing, describing and explaining to others what words often fail to do. With the new age of Digital Photography, photojournalism has become almost instant. Photographs can evoke a range of human feelings—dignity, integrity, shame, industry, integrity, pain, or joy—far beyond verbal linguistic description. Photojournalism as an art has developed into a new form of photographs for web slide shows and video. Students will see the importance of digital photography and the correct ways to use it. Students will be expected to attend off campus events at times other than the scheduled class time as needed. Offered as needed.

**Department:** Social Sciences**Pre-Requisites:** None**Co-Requisites:** None**Fees:** None**COM 267 Multimedia Graphic Design (3 Credits)**

This course will introduce students to the basics of desktop publishing and graphic design. They will be exposed to a form of communication that combines writing skills, design techniques and computer capabilities. Students will be given the opportunity to create ads, fliers, and professional-grade publications through hands-on experience. Offered as needed.

**Department:** Social Sciences**Pre-Requisites:** COM 101.**Co-Requisites:** None**Fees:** None**COM 277 Field Experience I (3 Credits)**

Observational and “hands-on” introduction to a media form through field placement in a media agency. This internship course offers students a structured, supervised opportunity to design their own learning within the context of their department’s expectations, goals and objectives of enhancing students’ academic and professional development and the needs of their host organization. A total of 135 hours is required for this field experience. Included in the internship is 15 hours of in-class instruction. Offered as needed.

**Department:** Social Sciences**Pre-Requisites:** COM 101, 110, 130, 150 and ENG 200.**Co-Requisites:** None**Fees:** None**COM 298 Special Topic in Communication (3 Credits)**

Topic to be specified each semester course offered.

**Department:** Social Sciences**Pre-Requisites:** None**Co-Requisites:** None**Fees:** None**COM 300 Introduction to Communication Theory (3 Credits)**

This course is a survey of the current body of theory which pertains to nonverbal, interpersonal, mass communication, spoken, and written communication. Language structures, meaning, encoding, social interactions, and evaluations are discussed. Offered as needed.

**Department:** Social Sciences**Pre-Requisites:** SPE 130 and ENG 110.**Co-Requisites:** None**Fees:** None**COM 305 Journalism Practicum (3 Credits)**

A course designed to introduce students to the tools and strategies needed to publish the Medaille College student newspaper. This course will help students learn how to obtain article submissions for publication, set up editorial criteria for copy editing, create a layout of the newspaper and obtain advertising revenue, organize, publicize, and implement a campus student newspaper and encourage more interest in and support for the Medaille College student newspaper. Offered as needed.

**Department:** Social Sciences**Pre-Requisites:** ENG 200.**Co-Requisites:** None**Fees:** None**COM 311 Social Media Strategies (3 Credits)**

This class examines the relationship between society and the current crop of computer-mediated communication technologies known as “social media.” This class will break down the mythologies of social media and develop methods of analysis and critical evaluations or the impact of social media on branding, politics, news media and marketing. Students will gain basic practical social media skills including understanding the landscape, learning “best practices”, and using different social media technologies throughout the class to create content. Offered as needed.

**Department:** Social Sciences**Pre-Requisites:** ENG 200.**Co-Requisites:** None**Fees:** None**COM 330 Television Production Techniques (3 Credits)**

A study and implementation of current television production methods and equipment. Students learn the basic concepts of shooting, editing, lighting, producing and directing television program material. Student will also be introduced to the concept of producing video material for the Internet. Offered as needed.

**Department:** Social Sciences**Pre-Requisites:** COM 130.**Co-Requisites:** None**Fees:** None**COM 336 Broadcast News Journalism (3 Credits)**

A course, which covers the operation of radio and television station newsrooms. Concentrates on techniques of reporting and editing news for an audio audience as well as practical instruction development of visual ideas for those media. Students will visit area radio and television newsrooms. Offered as needed.

**Department:** Social Sciences**Pre-Requisites:** COM 110, 130 and ENG 110.**Co-Requisites:** None**Fees:** None**COM 345 Gender and Communication (3 Credits)**

An introduction to gender issues, specifically in the field of communication. Special emphasis will be given to mass communication and nonverbal communication, as well as awareness of gay, lesbian and transgender relationships. Offered as needed.

**Department:** Social Sciences**Pre-Requisites:** ENG 200.**Co-Requisites:** None**Fees:** None

**COM 355 The Theory of Media Criticism (3 Credits)**

This course will not only allow Communication and non-Communication majors to become more articulate in their appraisal of media content, but it also will teach them how to assess the validity of other reviews of media content. The course will review form and content of all areas of media and the arts, including radio, television, print, and graphic art. Offered as needed.

**Department:** Social Sciences

**Pre-Requisites:** ENG 200.

**Co-Requisites:** None

**Restrictions:** Enrollment limited to students with a classification of Junior or Senior.

**Fees:** None

**COM 365 Graphic Design / Photography at the Newspaper (3 Credits)**

This course is an exploration into the key role visual communications plays in the publication of a student newspaper in print and online. Design principles are defined and utilized in the creation of photographs, advertisements, editorial packages and a complete newspaper. Offered as needed.

**Department:** Social Sciences

**Pre-Requisites:** ENG 200 or COM 110.

**Co-Requisites:** None

**Fees:** None

**COM 377 Field Experience II (3 Credits)**

This internship course offers students a structured, supervised opportunity to design their own learning within the context of their program's expectations, goals and objectives for enhancing students' academic and professional development and the needs of their host organization. COM 377 provides an observational and "hands-on" introduction to a media form through field placement in a media agency. This internship course offers students a structured, supervised opportunity to design their own learning within the context of their program's expectations, goals and objectives of enhancing students' academic and professional development and the needs of their host organization. A total of 120 hours is required for this field experience. Offered as needed.

**Department:** Social Sciences

**Pre-Requisites:** COM 277.

**Co-Requisites:** None

**Fees:** None

**COM 380 Sports and Media Coverage (3 Credits)**

This course will cover program content and delivery in sports media. Students will learn the inner workings of the sports media including programming decisions about live events, news and opinion. Emphasis will be placed on how the sports media delivers content to the public. Offered as needed.

**Department:** Social Sciences

**Pre-Requisites:** ENG 200.

**Co-Requisites:** None

**Fees:** None

**COM 388 Field Experience (3 Credits)**

This internship course offers students a structured, supervised opportunity to design their own learning within the context of their program's expectations, goals and objectives for enhancing students' academic and professional development and the needs of their host organization. COM 388 provides an observational and "hands-on" introduction to a media form through field placement in a media agency. This internship course offers students a structured, supervised opportunity to design their own learning within the context of their program's expectations, goals and objectives of enhancing students' academic and professional development and the needs of their host organization. Offered as needed.

**Department:** Social Sciences

**Pre-Requisites:** COM 277.

**Co-Requisites:** None

**Fees:** None

**COM 390 Crisis Communication (3 Credits)**

This course examines the variables involved in crisis planning, communication and the role of the media in crisis management. It will consider how the media acts as a catalyst as well as intermediary in this process. The course will also focus on public relations techniques necessary for communicating with internal and external stakeholders during a crisis. Guest speakers from the community will present to the class how they solved a crisis they had in their organization. Offered as needed.

**Department:** Social Sciences

**Pre-Requisites:** ENG 200.

**Co-Requisites:** None

**Fees:** None

**COM 398 Special Topic in Communication (3 Credits)**

Topic to be specified each semester course offered.

**Department:** Social Sciences

**Pre-Requisites:** None

**Co-Requisites:** None

**Fees:** None

**COM 400 Media Communication Law and Ethics (3 Credits)**

This course is a study of the history of media communication law from the First Amendment of the Constitution to laws in congress today. Students discuss current issues and regulations involving ethical standards in all media. This course deals specifically with the rights of the reporter, the right of the public to know, government constraints and moral sensibilities. Offered as needed.

**Department:** Social Sciences

**Pre-Requisites:** COM 377.

**Co-Requisites:** None

**Fees:** None

**COM 405 Media Management Practicum (3 Credits)**

This course will involve managing and operating the student newspaper and oversee the editorial, advertising/promotion, production, circulation and distribution functions of the newspaper. Incorporate social media and online platforms to inform, grow and attract an audience. Demonstrate planning, collaboration, leadership and management skills. Offered as needed.

**Department:** Social Sciences

**Pre-Requisites:** COM 305 or 365.

**Co-Requisites:** None

**Fees:** None

**COM 421 Advertising / PR Campaign Planning (3 Credits)**

A course involving the students in the design, implementation, and execution of a complete Advertising/PR campaign. Students work in teams on analysis of marketing problems, research expenditures, media selection, and creative plan execution. May include multimedia presentation format. Offered as needed.

**Department:** Social Sciences

**Pre-Requisites:** ENG 200 and COM 150.

**Co-Requisites:** None

**Fees:** None

**COM 475 Media and Society Seminar (3 Credits)**

This course is an upper-level examination of media issues. This course will primarily focus on current and significant issues in mass media, including issues of commercialism, information overload, media bias, consolidation, and media convergence. This course rigorously examines how and why the current media landscape is changing and how this affects daily lives. Offered as needed.

**Department:** Social Sciences

**Pre-Requisites:** COM 300 and ENG 200.

**Co-Requisites:** None

**Restrictions:** Enrollment limited to students with a classification of Junior or Senior.

**Fees:** None

**COM 477 Field Experience III (5-6 Credits)**

This internship course offers students a structured, supervised opportunity to design their own learning within the context of their program's expectations, goals and objectives for enhancing students' academic and professional development and the needs of their host organization. COM 477 provides an intensive off-campus experience, which builds upon the skills/knowledge/attitudes gained in COM 277 and COM 377. It prepares the student for employment in their chosen field of media. This internship course offers students a structured, supervised opportunity to design their own learning within the context of their program's expectations, goals and objectives of enhancing students' academic and professional development and the needs of their host organization. A total of 200 hours is required for this field experience. Offered as needed

**Department:** Social Sciences

**Pre-Requisites:** COM 377.

**Co-Requisites:** None

**Fees:** None

**COM 498 Independent Study in Communication (1-9 Credits)**

Topic to be specified each semester course offered.

**Department:** Social Sciences

**Pre-Requisites:** None

**Co-Requisites:** None

**Fees:** None