

## Department of Communication (COM)

Jean L. DeHart, Chair

Nina-Jo Moore, Assistant Chair

Frank A. Aycock

Mark L. Bentley

Edward C. Brewer

Laura L. Brittain

Kelly Davis

Carolyn M. Edy

Paul H. Gates, Jr.

Roger S. Gonca

Jennifer B. Gray

Lynn D. Gregory

Lynette Holman

Ginger M. Loggins

Shanshan Lou

Stephen P. McCreery

Olga Zatepilina Monacell

Thomas S. Mueller

Christopher Patti

Newly Paul

Gregory Perreault

Susan S. Poorman

Janice T. Pope

Debbie Poulos

Heather P. Preston

William H. Purcell

Matthew S. Richards

R. David Spiceland, Jr.

Glenda J. Treadaway

Matthew S. VanDyke

Daniel C. Walsh

Anne C. Ward

Scott M. Welsh

Valerie Wieskamp

Hongwei (Chris) Yang

The objectives of the Department of Communication are to prepare those interested in entering specific communication professions such as electronic media/broadcasting, journalism, advertising, interpersonal/intercultural/health counseling, organizational consulting or training and public relations; to provide a broad background of information and develop skills needed by those students planning to enter other areas such as law, ministry, public service and graduate studies; and to provide the University and community the stimulation of debates and discussions of current issues, and the informative and entertaining programs of radio and television.

The Department of Communication offers courses in the areas of advertising, communication studies, electronic media/broadcasting, journalism, and public relations. The department also supports co-curricular programs including competitive intercollegiate forensics, the Appalachian radio station (WASU) and TV station (App TV), along with various community experiences in journalism, public relations and advertising. The department actively supports student organizations and national honorary societies that are related to communication such as the Forensics Union, Pi Kappa Delta, National Broadcasting Society, Alpha Epsilon Rho, Lambda Pi Eta Communication Honor Society, Appalachian Communicators Club, Advertising Club, the Public Relations Student Society of America and the Society of Professional Journalists. Communication majors are expected to participate in the co-curricular activities of the department.

### Admission to the Department of Communication

The Department of Communication seeks to admit students who are dedicated to pursuing degrees in the varied fields of communication. Students wishing to major in the following degrees can proceed with their declaration as soon as they meet general university guidelines for admission:

- Bachelor of Science degree in Communication, Advertising
- Bachelor of Science degree in Communication, Journalism
- Bachelor of Science degree in Communication, Public Relations
- Bachelor of Science degree in Communication Studies

Due to resource issues related to the EM/B major, the Department places a restriction on the number of students the Department can serve. For this reason, applicants who have met all current University requirements for the declaration of a major will be considered for admission into the Bachelor of Science degree in Communication, Electronic Media/Broadcasting no later than February 1 for the following fall semester, or no later than September 15 for the following spring semester. Declaration of a major begins the process of applying for admission but is not the same as admittance into the Department. If more students apply for admission than resources can accommodate, selections for the EM/B major will be made based on overall GPA and grade in COM 1200. In the event of a tie, the selection committee will ask students to submit a writing sample.

#### The Bachelor of Science degree in Communication, Advertising (507A/09.0903)

The program of study is available at: [www.programsofstudy.appstate.edu/communication-advertising-bs-507a-2016-2017](http://www.programsofstudy.appstate.edu/communication-advertising-bs-507a-2016-2017)

#### The Bachelor of Science degree in Communication, Electronic Media/Broadcasting (525A/09.0701)

The program of study is available at: [www.programsofstudy.appstate.edu/communication-electronic-mediabroadcasting-bs-525a-2016-2017](http://www.programsofstudy.appstate.edu/communication-electronic-mediabroadcasting-bs-525a-2016-2017)

#### The Bachelor of Science degree in Communication, Journalism (517A/09.0401)

The program of study is available at: [www.programsofstudy.appstate.edu/communication-journalism-bs-517a-2016-2017](http://www.programsofstudy.appstate.edu/communication-journalism-bs-517a-2016-2017)

## **The Bachelor of Science degree in Communication, Public Relations (521A/09.0902)**

The program of study is available at: [www.programsofstudy.appstate.edu/communication-public-relations-bs-521a-2016-2017](http://www.programsofstudy.appstate.edu/communication-public-relations-bs-521a-2016-2017)

## **The Bachelor of Science degree in Communication Studies (585A/09.0101)**

The program of study is available at: [www.programsofstudy.appstate.edu/communication-studies-bs-585a-2016-2017](http://www.programsofstudy.appstate.edu/communication-studies-bs-585a-2016-2017)

## **Minor in Communication (532/09.0101) (18 semester hours)**

The program of study is available at: [www.programsofstudy.appstate.edu/communication-minor-532-2016-2017](http://www.programsofstudy.appstate.edu/communication-minor-532-2016-2017)

## **Honors Program in Communication**

The Department of Communication offers a 9 semester hour honors program composed of 6 semester hours of Communication honors courses and a 3 semester hour Communication honors thesis. To graduate with "Honors in Communication," a student must be a Communication major, maintain an overall GPA of 3.45 and maintain an overall Communication GPA of 3.45, and earn a grade of no less than a "B" in any honors designated courses.

## **Courses of Instruction in Communication (COM)**

This catalog reflects fall and spring semester offerings. Go to [www.summerschool.appstate.edu](http://www.summerschool.appstate.edu) for courses offered in summer terms. (For an explanation of the prefixes used in the following courses, see the listing of Course Prefixes.)

### COMMUNICATION (COM)

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#### **COM 1200. Thinking Through Communication (3). F;S.**

An introduction to reading, writing, and thinking critically about communication through a collaborative examination of primary sources concerning communication theory and history.

#### **COM 1600. Fundamentals of Electronic Media (3).F;S.**

This course provides an in-depth look at the industries in electronic media and gives a framework on which the BS in Communication, Electronic/Media Broadcasting major can build.

#### **COM 2101. Public Speaking (3).F;S.**

Intensive practice in composition and delivery of various types of speeches with emphasis on speech structure and style.

#### **COM 2105. Public Speaking in the Disciplines (3).F;S.**

*GEN ED: Liberal Studies Experience*

Intensive practice in composition and delivery of various types of speeches with emphasis on speech structure and style suited to a particular subject matter, which will vary by section as indicated in the schedule of classes.

#### **COM 2106. Argumentation and Advocacy (3).F.**

Study of the theory of argumentation including the reasoning process; the use, discovery, and evaluation of evidence; refutation; advocacy situation analysis and adaptation. Practice in speaking in a variety of advocacy situations and types. Corequisite or prerequisite: COM 2101 or consent of the instructor.

#### **COM 2110. Introduction to Nonverbal Communication (3).F;S.**

An introduction to nonverbal behavior as a form of communication, with emphasis upon nonverbal communication in the classroom, in the business world, and in general interpersonal relations. Examination will be made of such areas of nonverbal behavior as kinesics (body language), haptics (communication through touch), proxemics (use of space and communication), paralinguistics (vocal cues in communication), and nonverbal factors in communication between variant ethnic groups and cultures.

#### **COM 2112. Online Public Discourse (3).On Demand.**

Examination of the effects of Internet-based communication tools on issue awareness, formulation of perspectives, and exchange of views.

#### **COM 2115. Speech Activity (1-3).F;S.**

Participation in activities of the Forensic Union or other projects approved by the department. The student will contract with the appropriate staff member for the activities of this course. May count four (4) semester hours toward graduation.

**COM 2121. Interpersonal Communication (3).F;S.**

*GEN ED: Integrative Learning Experience (Theme: "Social Relations Across Contexts")*

Study and application of basic communication concepts to interactive communication situations and problems. Students will be involved in various activities pertinent to understanding these concepts.

**COM 2124. Intercultural Communication (3).S.**

*GEN ED: Social Science Designation; Integrative Learning Experience (Theme: "Expressions of Culture")*

Examines communication practices in multi-cultural settings including international, national, regional, ethnic, racial, economic, religious, and other topics of pertinence to effective intercultural communication. Students will be involved in observational activities and research activities to exemplify intercultural communication differences in a practical way.

**COM 2131. Health Communication (3).F.**

An exploration of the role communication plays in health care delivery, health behavior change programs, and health communication career opportunities. The course is designed to increase understanding of the communication theories and research in patient/provider relationships, communication in health care organizations, media coverage of health, and health communication campaign planning and implementation.

**COM 2180. Communication Theory (3).F;S.**

Study of communication theories, systems, models, formulations and measurements; new dimensions in speech criticism and research methodology; critical study of published reports in the contemporary literature of the field. Prerequisite: COM 1200.

**COM 2181. Introduction to Rhetorical Theory (3).S.**

An introduction to contemporary and classical rhetorical theories of communication and rhetorical approaches to the critical study of rhetorical artifacts. Prerequisite COM 1200.

**COM 2300. Introduction to Mass Communications (3).F;S.**

Study of the forms of mass communication including newspaper, magazine, radio, television, books, and film. Corequisite or prerequisite: COM 1200 or consent of the instructor.

**COM 2315. Mass Communication Activity (1).F;S.**

Participation in broadcasting or journalism activity. Students will contract with the appropriate faculty member to work in radio, TV, or journalism. Maximum of four hours may be applied to graduation. Graded on an S/U basis.

**COM 2316. Audio Production I (3).F;S.**

Audio Production I is a lecture/laboratory course designed to introduce the electronic media/broadcast student to the basic science of sound and audio along with terminology and audio production procedures used in radio, television, and other forms of converged media. Students are instructed in the use of professional state-of-the-art audio production equipment for producing commercials and various types of electronic media programming. Other forms of audio production techniques are also presented, such as preparing audio tracks for video production and general techniques of producing remote broadcasts. Corequisite or prerequisite: COM 1600. Prerequisite: registration is restricted to students admitted to the BS in Communication, Electronic Media/Broadcasting.

**COM 2416. Video Production I (3).F;S.**

The course introduces the student to the basic techniques of producing single camera, non-fiction programs. Students will produce programs that fall within a variety of genres, including news, public affairs, documentary, essay/commentary, PSAs and promotion. The course examines both the technical and analytical aspects of the production process. Areas covered include concept and storyline development, treatments, scripting, planning, camera techniques, lighting, editing, and exposure to non-fiction styles and genres. Prerequisites: Registration is restricted to students admitted to the B.S. degree in Communication, Electronic Media/Broadcasting.

**COM 2500. Independent Study (1-2).F;S.**

**COM 2600. Introduction to Journalism (3).F;S.**

Introduction to newsgathering, writing, and editing processes.

**COM 2610. News Reporting and Writing (3).F;S.**

Study of reporting and writing news for newspapers, magazines, and online media. Emphasis on techniques of gathering news, interviewing sources, and writing news stories. Prerequisites: COM 1200 and COM 2600; or consent of the instructor.

**COM 2612. Broadcast Newswriting (3).F;S.**

Study of newsgathering and newswriting for radio and television. Emphasis on techniques of interviewing, newsgathering, newswriting and preparing broadcast news stories. Prerequisites: COM 1600; and registration is restricted to students majoring in the BS in Communication, Electronic Media/Broadcasting or other communication majors, or consent of the instructor.

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**COM 2618. Introduction to Media Publishing (3).F;S.**

Introduction to the creation of printed communication. Students will be given the opportunity to learn to use current desktop publishing software to create publications typically found in the field of communication. Prerequisite: must be an admitted major in the Department of Communication.

**COM 2700. Foundations of Advertising (3).F;S.**

An introductory course that examines advertising as a form of communication. After a brief examination of history, role in the economy, external restraints and customer behavior, the course concentrates on theories and principles of media messages and management as well as advertising applications and trends.

**COM 3010. Media Graphics (3).F;S.**

A study and application of the creative and practical aspects of typography, layout and design of printed and electronic communication. Prerequisite: COM 2618.

**COM 3100. Interviewing Methods (3).On Demand.**

A study of communication variables in interview situations, including elements of informational, persuasive, health care, research, appraisal, journalistic and selection (employment) interviews. Includes a focus on question development and formulation, legal and ethical implications of interviewing techniques, interviewing as a theoretical perspective, and simulation interviews.

**COM 3110. Small Group Communication (3).On Demand.**

The theory and practice of small group communication, with emphasis upon the psychology of small group interaction, styles and methods of leadership, environments and small group interactions, and problem/solution methodologies in small group interactions. Students are provided the opportunity to apply theory in actual small group projects.

**COM 3117. Environmental Communication (3).On Demand.**

The course is designed to encourage students to think critically about the meanings of environmental communication and the roles it plays in their lives and throughout the world. Students will also examine the recent history and development of environmental communication as an area of intellectual inquiry.

**COM 3118. Communicating Coal in Appalachia (3).On Demand.**

The course examines the types of communication and information campaigns used by various stakeholders in the cultural, economic and political conflicts surrounding the coal industry in Appalachia. Students will learn through case studies, readings, guest speakers and at least one field trip to the coal fields of Appalachia.

**COM 3120. Rhetoric and Religious Discourse (3).On Demand.**

*GEN ED: Junior Writing in the Discipline (WID)*

The rhetorical analysis of religious themes in political and popular discourses. Prerequisite: RC 2001 or its equivalent.

**COM 3130. Minorities in Media (3).S.**

*GEN ED: Integrative Learning Experience (Theme: "American Culture: Past and Present")*

This lecture and discussion course introduces students to the complex relationships between race, gender, and popular culture via critical media analysis.

**COM 3131. Health Communication in Interpersonal Settings (3).On Demand.**

Theory and practice of health communication in interpersonal contexts, including patient-provider communication, social support, and communication in illness.

**COM 3132. Health and Mass Media (3).On Demand.**

A course exploring the mass communication contexts of health communication, including health news, advertising, campaigns, and information seeking. The course is appropriate for the future health care professional, health communication professional, and health communication graduate student, patient, or health care consumer.

**COM 3151. Gender Communication (3).On Demand.**

*GEN ED: Junior Writing in the Discipline (WID)*

A course designed to allow students to learn, through studying theories and through practical experiences, the concepts relative to communication and both genders. Study includes, but is not limited to, communication among both and single genders; communication role development; how gender communication affects family relationships; differences in verbal and nonverbal communication across genders; and how gender roles affect close relationships, education, the media, acts of violence, and the workplace. Prerequisite: RC 2001 or its equivalent.

**COM 3152. Communication in Organizations (3).F;S.**

Examines communication within organizational structures; develops skill in language, observation and listening; teaches improved communications skill through interview and formal presentations. Oriented to the speech communication requirements of the contemporary business and professional community.

**COM 3155. Persuasion (3).F;S.**

*GEN ED: Junior Writing in the Discipline (WID)*

This course explores the role of persuasion in public life. Students will learn to critically analyze and produce persuasive discourse in social, cultural, and democratic contexts in light of prevailing theories of social influence. Prerequisites: COM 1200 and COM 2101, or consent of the instructor; and RC 2001 or its equivalent.

**COM 3182. Organizational Communication Simulation (3).On Demand.**

A course designed to help students develop and apply organizational communication skills that are helpful in a variety of professional settings, including human resources, interviewing, group decision-making, and written and oral reporting.

**COM 3200. Internet Communication (3).F;S.**

Practical and theoretical introduction to the Internet as a communication medium. Training in effective online communication, including human-computer interaction and web production. Discussion of social, political, and personal impact of online interactions via networks from a variety of theoretical, historical, and critical perspectives.

**COM 3210. Copy Editing (3).F.**

A course designed to introduce students to the theory and practice of editing copy, editing photos and informational graphics, and writing headlines for print and online journalism. Prerequisites: COM 2610 and must be an admitted journalism major.

**COM 3220. Professional Ethics in Public Relations (3).F;S.**

A study of public relations ethics through the analysis of real-world cases in a variety of professional and organizational contexts.

**COM 3300. Mass Media and Society (3).F;S.**

*GEN ED: Liberal Studies Experience*

A survey of the social impact of mass media. Analysis of issues such as mass media and individual behavior, violence and TV, media and consumers, and mass media and popular culture.

**COM 3301. Writing for the Electronic Media (3).F;S.**

*GEN ED: Junior Writing in the Discipline (WID)*

Formats and techniques of writing for the electronic media. Prerequisites: RC 2001 or its equivalent and COM 1600; and registration is restricted to students admitted to the BS in Communication, Electronic Media/Broadcasting or consent of the instructor.

**COM 3302. Copywriting for Advertising (3).F;S.**

*GEN ED: Junior Writing in the Discipline (WID)*

Development of skills and techniques of advertising copywriting applying to all media. Goals are to improve creative writing skills, learn the basics of advertising copy and layout and the analysis of advertisements. Prerequisites: COM 2700 and must be an admitted communication major or communication minor; and RC 2001 or its equivalent.

**COM 3305. Communication Law (3).F;S.**

A study of legal sanctions and constitutional freedoms affecting the mass media, various communication technologies and human communication.

**COM 3306. Audio Production II (3).F;S.**

Audio Production II is an extension of the material covered in Audio Production I. The course is designed to further electronic media/broadcast students' knowledge of the terminology, production procedures, and equipment used in all electronic media production including radio, Internet, and audio for video. Prerequisites: COM 2316; registration is restricted to students admitted to the B.S. degree in Communication, Electronic Media/Broadcasting.

**COM 3311. Conflict Management (3).On Demand.**

A course that examines positive conflict management processes, including active listening and communication skills, principled negotiation, mediation, and nonviolent direct action.

**COM 3312. Crisis Communication (3).F;S.**

*GEN ED: Junior Writing in the Discipline (WID)*

A study of the role of crisis communication in contemporary organizations. Emphasis is on critical assessment of organizational

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readiness for a crisis and advanced crisis preparation. Students prepare a crisis assessment and crisis management plan for an actual organization/business. Prerequisite: RC 2001 or its equivalent.

**COM 3313. Professional Ethics in Electronic Media (3).F;S.**

Study methods of applying logical concepts and techniques as well as theories, principles and techniques relating to electronic media. The course will also demonstrate the importance of ethics and of social responsibility to the student's personal and professional life. It will scrutinize and evaluate fundamental issues and problems relating to electronic media and examine the social responsibility for electronic media communicators. Prerequisites: COM 1600, and registration is restricted to students admitted to the BS in Communication, Electronic Media/Broadcasting, or consent of instructor.

**COM 3314. Advanced Media Analysis (3).F.**

An examination of media content through a mass communication perspective. The course will define the field of media analysis, examine the importance of message production, and discuss the dilemmas that electronic media professionals face in producing content.

**COM 3315. Political Communication (3).On Demand.**

*EN ED: Liberal Studies Experience*

Examines the theoretical and practical aspects of political communication. Topics covered include political debates, speechwriting, political cartoons, communication strategies during and after campaigns, and the role of the media in political communication.

**COM 3316. Television Studio Production (3).F;S.**

Exposure to multi camera, live studio production. All aspects of the live process will be covered including production equipment, scripting, lighting, crew assignments, videotape formats and editing. Lecture 2 hours, laboratory 2 hours. Prerequisite: COM 2416.

**COM 3317. Social Media Strategies (3).F;S.**

Social Media Strategies is designed for students to understand various social and digital media techniques, as well as the public relations-based strategies behind them to help organizations engage in dialogue and build relationships effectively with different audiences and stakeholders.

**COM 3318. Public Relations Principles (3).F;S.**

An introductory course that serves as an overview of the technical elements and basic principles of public relations. It introduces the students to the concepts and activities that form the foundations of a professional practice. Prerequisite: must be an admitted public relations major or communication minor.

**COM 3320. Audio-Video Production (3).F;S.**

A course for non-electronic-media/broadcasting majors. Introduces students to the terminology, equipment, operating procedures and conceptual strategies used in the production of material for audio and video. Includes audio and video laboratories.

**COM 3333. Electronic Media Programming (3).S.**

This course surveys the various methods for program decision-making at all levels of radio, television, and new electronic media. Also covered: the duties of the program director, music director, and on-air staff; how advertising, news, and entertainment fit together in programming strategy; the future convergence of media technologies and their effect on future programming; program criticism, effects, and ratings; and future career opportunities in the programming segment of these industries. Prerequisites: COM 2416 and registration is restricted to students admitted to the BS in Communication, Electronic Media/Broadcasting.

**COM 3340. Journalism Ethics and a Free Society (3).F;S.**

This course is an exploration of ethical dilemmas that journalists and other media professionals encounter and the impact that these situations have on their audiences. The examination of case studies provides a way to evaluate and integrate ethical foundations into professional situations.

**COM 3341. Communication Ethics (3).F;S.**

*GEN ED: Junior Writing in the Discipline (WID)*

Study methods of applying logical concepts and techniques as well as ethical theories, principles, and techniques to professional communication fields. The course will also demonstrate the importance of ethics and of communication ethics to the student's personal and professional life. It will scrutinize and evaluate the fundamental issues and problems in communication ethics and examine the social responsibility of professional communicators. Prerequisites: COM 1200 or permission of the instructor, and RC 2001 or its equivalent.

**COM 3500. Independent Study (1-4).F;S.**

**COM 3520. Instructional Assistance (1).F;S.**

A supervised experience in the instructional process on the university level through direct participation in a classroom situation. Graded on an S/U basis. Prerequisite: junior or senior standing. May be repeated for a total credit of three semester hours. Approved contract required.

**COM 3530-3543. Selected Topics (1-4).On Demand.**

An opportunity to study a special topic or combination of topics not otherwise provided for in the communication curriculum. Course numbers COM 3530-3543 are reserved for variable credit courses treating topics relating to any of the department's degree options. Any of these numbers may be repeated for credit when content does not duplicate.

**COM 3544. Selected Topics in Advertising - Business (3).On Demand.**

An opportunity to study a special topic or combination of topics not otherwise provided for in the communication curriculum. COM 3544 is reserved for 3 credit hour selected topics courses related to the business of advertising. May be repeated for credit when content does not duplicate.

**COM 3545. Selected Topics in Advertising - Creative (3).On Demand.**

An opportunity to study a special topic or combination of topics not otherwise provided for in the communication curriculum. COM 3545 is reserved for 3 credit hour selected topics courses related to the creative element of advertising. May be repeated for credit when content does not duplicate.

**COM 3546. Selected Topics in Professional Contexts (3).On Demand.**

An opportunity to study a special topic or combination of topics not otherwise provided for in the communication curriculum. COM 3546 is reserved for 3 credit hour selected topics courses related to professional contexts. May be repeated for credit when content does not duplicate.

**COM 3547. Selected Topics in Public Contexts (3).On Demand.**

An opportunity to study a special topic or combination of topics not otherwise provided for in the communication curriculum. COM 3547 is reserved for 3 credit hour selected topics courses related to public contexts. May be repeated for credit when content does not duplicate.

**COM 3548. Selected Topics in Applications (3).On Demand.**

An opportunity to study a special topic or combination of topics not otherwise provided for in the communication curriculum. COM 3548 is reserved for 3 credit hour selected topics courses related to applications. May be repeated for credit when content does not duplicate.

**COM 3549. Selected Topics in Analyses (3).On Demand.**

*GEN ED: Junior Writing in the Discipline (WID)*

An opportunity to study a special topic or combination of topics not otherwise provided for in the communication curriculum. COM 3549 is reserved for 3 credit hour selected topics courses related to analyses. Prerequisite: RC 2001 or its equivalent. May be repeated for credit when content does not duplicate.

**COM 3600. Feature Writing (3).F;S.**

*GEN ED: Junior Writing in the Discipline (WID)*

Study of principles, processes and techniques of editorial and feature writing for print media. Intense practical training in advanced writing styles and skills. Prerequisites: COM 2600 and COM 2610, or consent of the instructor; and RC 2001 or its equivalent.

**COM 3618. Public Relations Writing (3).F;S.**

*GEN ED: Junior Writing in the Discipline (WID)*

Public relations writing builds student skills in developing and preparing collateral public relations materials. This course integrates and builds upon the journalism, public address, core communication, and public relations courses. It sets the foundation for independent action in the advanced public relations courses and for successful experiences in an internship environment. Prerequisites: COM 2600 and RC 2001 or its equivalent. Corequisite or prerequisite: COM 3318.

**COM 3620. Principles of Fund Raising (3).On Demand.**

An introduction to the basic principles and methods of contemporary fund raising in the United States. Students are introduced to the skills of researching constituencies and developing a fund raising plan for a real organization.

**COM 3640. Media Planning (3).F;S.**

This course is designed to teach the basics of advertising media planning: the essential terms and concepts in media planning, how to identify the media problems and opportunities of a client, and how to develop effective strategies for solving these problems and making the best use of these opportunities. Each student will produce a ready-to-submit media plan for a client. Prerequisite: COM 2700 or permission of the instructor.

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