

COMMUNICATION STUDIES (CMST)

CMST 2034 - Visual Media (3 credits)

Planning and production of visual messages for delivery through print, photography, videography, websites, social media, and mobile applications. Theories and principles of visual communication important to individuals working in communication jobs. COURSE FEE \$59. Pre: Sophomore standing

Prerequisite(s): COMM 1016 or ENGL 1106 or ENGL 1204H

Instructional Contact Hours: (3 Lec, 3 Crd)

CMST 2064 - The Tradition of Rhetoric and Societal Change (3 credits)

Key theories and figures in rhetoric over the past 2,500 years. Evolution of rhetorical and critical perspectives in communication. Dynamic, critical nature of persuasive communication. Methodological approaches to rhetorical criticism, ethics of message creation, communication contexts, emerging perspectives, and impact of changing culture/society on rhetorical theory.

Pathway Concept Area(s): 2 Critical Thinking Humanities, 10 Ethical Reasoning

Instructional Contact Hours: (3 Lec, 3 Crd)

CMST 2024 - Digital Publishing (3 credits)

Study and contemporary practices in digital publishing aimed at multichannel distribution for diverse audiences. Principles, standards, workflows, technologies, and strategies for ethical and accessible design and automation of content for Web, mobile, print, multimedia, and voice environments.

Prerequisite(s): COMM 2034

Instructional Contact Hours: (3 Lec, 3 Crd)

CMST 3044 - Oral Communication Center Practicum (1 credit)

Focus on peer pedagogy in a communication center to support development of oral communication competence among students across disciplines. Emphasis on oral communication theory applied to one-on-one support for students oral presentations. May repeat 1 time.

Prerequisite(s): COMM 1016 or COMM 2004

Instructional Contact Hours: (1 Lec, 1 Crd)

Repeatability: up to 2 credit hours

CMST 3064 - Persuasion (3 credits)

Theoretical foundations of persuasion; techniques of persuasion; contemporary persuasive practice and campaigns; persuasive media strategies. Junior standing required.

Prerequisite(s): COMM 1014

Instructional Contact Hours: (3 Lec, 3 Crd)

CMST 3074 - Persuasive Public Speaking (3 credits)

Advanced critical analysis, preparation and presentation of persuasive speeches. Study of advanced rhetorical principles with emphasis on policy speeches and the use of proofs to convince, strengthen beliefs, and motivate listeners to overt action. Advanced focus on approaches to research, audience analysis, effective organization and extemporaneous delivery.

Prerequisite(s): COMM 1016 or COMM 2004

Instructional Contact Hours: (3 Lec, 3 Crd)

CMST 3124 - Interpersonal Communication (3 credits)

Basic theories and processes of person-to-person communication; interpersonal perception; verbal and nonverbal communication; establishment of relationships in the family and work situation. Junior standing required.

Instructional Contact Hours: (3 Lec, 3 Crd)

CMST 3134 - Public Advocacy (3 credits)

Practical reasoning and argumentation about questions of community significance, emphasizing critical thought, rhetorical strategies, and advocacy. Junior standing required.

Prerequisite(s): COMM 2004 or COMM 1016

Instructional Contact Hours: (3 Lec, 3 Crd)

CMST 3164 - Group Processes and Presentations (1 credit)

Study of group theory and its application to a group project, including team dynamics and leadership, conflict resolution, project management, and team presentation strategies.

Instructional Contact Hours: (1 Lec, 1 Crd)

CMST 3214 - Professional Communication (3 credits)

Theory and contemporary practice of professional oral communication, including interpersonal interaction, small group problem-solving, and public presentations. Emphasis on ethical exchanges in traditional or virtual workshops settings.

Prerequisite(s): COMM 1016 or COMM 2004

Pathway Concept Area(s): 1A Discourse Advanced, 10 Ethical Reasoning

Instructional Contact Hours: (3 Lec, 3 Crd)

CMST 3264 - Communication and Gender (3 credits)

Examines how verbal, nonverbal, and visual communication create, sustain, and challenge the meaning of gender and cultural structures and practices. Junior standing.

Instructional Contact Hours: (3 Lec, 3 Crd)

CMST 3274 - Social Dimensions of Games, Simulations, and Virtual Environments (3 credits)

Social impacts, key issues, and research findings related to video games, simulations, and virtual environments. Ethical, policy, and social dimensions in society; industry data and research. Prerequisite: Junior standing.

Instructional Contact Hours: (3 Lec, 3 Crd)

CMST 4174 - Digital Advocacy Campaigns (3 credits)

Study of advocacy campaigns with digital components. Rhetorical considerations in message construction, analysis of persuasive techniques, ethical standards, and strategies for campaign development. Senior standing required.

Prerequisite(s): (COMM 1016 or COMM 2004) and COMM 2124

Instructional Contact Hours: (3 Lec, 3 Crd)

CMST 4214 - Web Content Management Strategies (3 credits)

Methodologies, tools, and strategies for managing workflow of communication projects for Web distribution. Software tools for Web-based communication. Quantitative and qualitative methods for usability and readability of Web content. Web analytics and content metrics to support decision making.

Instructional Contact Hours: (3 Lec, 3 Crd)

CMST 4224 - Topics in Media Criticism (3 credits)

Selected topics in media criticism. Offered on demand. Senior standing and consent required.

Instructional Contact Hours: (3 Lec, 3 Crd)

CMST 4244 - Topics in Communication (3 credits)

Selected topics in communication. Application of theory and research in selected context. Ethical and social dimensions of communication issues, policies, and effects. May be repeated with different content for a maximum of 6 credit hours. Pre: Junior standing.

Prerequisite(s): COMM 1014

Instructional Contact Hours: (3 Lec, 3 Crd)

Repeatability: up to 6 credit hours

CMST 4284 - Communication for Training and Development (3 credits)

Communication principles and practices for training and development. Communication roles, strategies, and products for learning in workplace environments.

Instructional Contact Hours: (3 Lec, 3 Crd)

CMST 4714 - Senior Seminar in Communication (3 credits)

In-depth study of an issue or theme in communication. Communication theories, issues, policies, effects, and contexts. Research and presentation of research. Pre: Senior standing.

Instructional Contact Hours: (3 Lec, 3 Crd)