

**COMM 102 Public Speaking and the Public Sphere (4)**

This course introduces students to the basic skills needed to present information to an audience clearly, effectively, and eloquently. The class will study, analyze, and construct public speeches from a rhetorical perspective. Students will ground their study of speechmaking in fundamental questions about the habits and skills of civic participation and the ethics of speech.

**COMM 103 Media and Society (4)**

This course will explore the functions and effects of mediated communication in society and on the individual. Students will learn about the role of mediated communication in creating and dispersing knowledge and introduce students to some theoretical concepts needed to critically analyze mediated messages in advanced courses.

**COMM 105 Introduction to Human Communication (4)**

This course provides students with a general overview of communication theory and research, particularly as it relates to their everyday interactions. The course covers theories related to interpersonal, gender, group, organizational, and intercultural contexts.

**COMM 200 Public Speaking Basics (2)**

This course is intended for education majors who need to fulfill the state requirements in oral communication. (Communication majors or minors should take COMM 102 - Public Speaking and the Public Sphere.) Through the study of theory and through applications, students will learn to understand the basic concepts of practical public speaking situations, including the development and delivery of informative and persuasive speeches.

**COMM 201 Rhetoric, Culture, and Criticism (4)**

This course will introduce students to the basic theories and practices needed to understand and critique rhetorical action. The class will give students exposure to diverse theories of the relationship between language and power and provide opportunity for practice making judgments about specific moments of public expression: speeches, music, essays, and visual images. The intent of this class is to provide students with a deeper understanding of the academic study of rhetoric and with a skill that will help them make greater sense of how public messages matter in their lives today.

**COMM 205 Interpersonal Communication (4)**

Introduces students to basic principles and theories of interpersonal communication. Readings, discussion and exercises facilitate understanding of interpersonal communication processes. Topics may include perception, self concept, verbal communication, listening, conflict, nonverbal cues, gender roles, family communication, culture, communication competence, and relationship development.

**COMM 220 Debate (2)**

This course introduces students to the fundamentals of debate. Students will learn argumentation and debate theory and develop research, organization, reasoning, refutation and delivery skills. Students will participate in classroom debates. No previous debate training is expected.

**COMM 225 Argumentation and Advocacy (4)**

This course equips students with the skills and theory necessary to interpret, analyze, research, and construct arguments about matters of public concern. By learning about, practicing, and participating in argument, students understand, evaluate, and appreciate the communicative practices that constitute shared civic life.

**COMM 240 Communicating Effectively Using Applied Media Aesthetics (4)**

This course will examine the importance of encoding variables (production techniques) in creating effective media messages. Students will learn the principles of media aesthetics to both create and critique messages.

**COMM 245 Introduction to Media Writing (4)**

Students will learn to collect and analyze information to be used in message design; to construct clear and accurate messages that are appropriate to the purpose, audience, context, and media platform, under deadline pressure, and will be introduced to different types of media writing, with emphasis on online journalism and public relations. Prerequisite: Successful completion of FYS or the equivalent.

**COMM 247 Advanced Media Writing (4)**

Students will extend their knowledge and ability to write clear, accurate messages for different mediated contexts, audiences, purposes and platforms by creating messages for one or more clients. Prerequisite: Communication 245 or permission of instructor.

**COMM 248 Media & Children (4)**

This course examines the role of mediated communication in the lives of children and adolescents, acquainting students with theories and research pertinent to youth and the media. Students will assume a developmental perspective, and will assess claims made by various publics. The class includes a required service learning component.

**COMM 250 Effective Listening (4)**

Introduces students to basic principles and theories of listening. Approaches listening as a critical component in the communication process. Readings, discussion and exercises facilitate understanding of effective listening and development of individual listening skills. Topics include discriminative, comprehensive, mindfulness, critical, therapeutic and appreciative listening.

**COMM 251 Communication and Conflict (4)**

Introduces students to principles and theories of conflict. Examines causes of conflict and a variety of approaches to managing conflict. Emphasizes conflict in various interpersonal contexts.

**COMM 252 Listening Basics (2)**

This course is intended for all students interested in learning listening theory to advance critical listening and thinking. Additionally, this course is intended for secondary and elementary education students seeking certification in the Communication/ Language Arts. Focuses upon the central role of listening in the communication process. Introduces students to the basic principles and various purposes of listening. Uses readings, discussion and exercises to heighten awareness of barriers to effective listening and to develop students' listening skills. Topics include cultural attitudes toward listening, costs of ineffective listening, intrapersonal listening, listening in various contexts, and ethical responsibilities of listening.

**COMM 253 Nonverbal Communication (2)**

Provides students with a general overview of the theoretical and practical application of primary areas of nonverbal communication research. The course examines theoretical and empirical studies in selected areas of nonverbal communication such as personal appearance, touch, space, body language, gestures, eye contact, use of time, facial expressions, olfaction, and body adornment/alteration.

**COMM 265 Group Communication (4)**

Examines the theory and practice of group communication. Includes such topics as group dynamics, decision making, power, norms and roles, conflict, groupthink and communication theory.

**COMM 271 Individual Learning Project (1-4)**

Supervised reading or research at the lower-division level. The proposed project must be grounded in previous relevant coursework in the discipline. ILPs may not substitute for a regularly offered course and must be student-designed. Permission of department chair required. Consult department for applicability toward major or minor requirements. Not available to first-year students.

**COMM 282 Special Topics in Message Design (4)**

A study of a special topic in message design not ordinarily treated in standard courses. May be repeated as the topics change. Prerequisites vary according to the topic. See description in registration bulletin.

**COMM 282A Public Relations (4)**

A theoretical approach to the principles of the field of public relations in non-profit, corporate and agency applications. This course will cover the building blocks of the profession, including research, planning, strategies, tactics and evaluation, and how they are used to achieve organizational goals. Prerequisite: 103

**COMM 286 Introduction to Film Studies (4)**

This course offers an introduction to film as a medium of communication and representation. Topics may include a survey of the development of film and the movie industry, techniques of acting, directing, cinematography, narrative style, and film theory. The vocabulary of cinema and representative films of the first one hundred years of filmmaking will be covered. Fall or spring. Cross listed with ENGL 286.

**COMM 303 Social Movements (4)**

This course examines how rhetoric enables groups of people to come together in order to influence public policies. Students will study a variety of historical movements to understand how public arguments can represent social groups and motivate collective action. Prerequisite: 201 or permission of instructor.

**COMM 304 Political Communication (4)**

This class examines how political symbols and discourse mobilize society, stimulate social action and create national identity. The course will explore how political language reinforces, interprets, challenges and manipulates popular beliefs, attitudes and values. Topics may include presidential rhetoric, campaign discourse and legislative appeals. Prerequisite: 201 or permission of instructor.

**COMM 305 Gender, Voice, and Power (4)**

This class, formerly known as "Women's Voices," asks students to answer the questions: What is a voice and how does one's gender dictate its use, power, and agency? We will engage with both historical and contemporary voices in order to consider how gender presents unique challenges (and offers advantages) to participation in the public sphere. We will analyze the persuasive styles of a variety of women and men throughout history as they negotiated gendered social, religious, and political spaces. We will study trailblazers, historical debates/moments, and gender theory to understand how power is negotiated, controlled, and seized.

**COMM 307 Freedom of Speech (4)**

This course explores the historical development of laws and cultural assumptions that regulate public expression in the United States. Students will study the communicative behaviors that have inspired free speech controversies and analyze the arguments made in favor of and in opposition to a free speech concept. Prerequisite: JN or SR standing.

**COMM 308 Rhetoric of Advertising (4)**

This course analyzes the persuasive features of advertisements and examines how commercial messages generate social meaning. Students will use rhetorical theory to render deep readings of product advertisements as political, social and ideological messages. Students will also discuss the ethical and social consequences of advertising in society. Prerequisite: SO, JN or SR standing and COMM major or minor or permission of instructor.

**COMM 309 Environmental Rhetoric (4)**

This course examines how people use communication to articulate viewpoints about the natural environment in the public sphere. Students study an array of environmental discourse, including speeches, advocacy campaigns, advertisements, image events, environmental reporting and news, film and media, to see how these messages convey meaning and shape audience attitudes and behavior about the environment. This course satisfies requirements for the ENVR major. Prerequisite: SO, JN or SR standing.

**COMM 310 Black Civil Rights Rhetoric (4)**

The course explores how public expressions about race have impacted the history of United States democracy. More specifically, students will study the political issues, moral complexities, and rhetorical strategies of speeches, essays, and public art by people of African descent who have argued about the nature and scope of "America." Prerequisite: COMM 201 or 102

**COMM 311 Rhetoric and Religion (4)**

This course will examine the complex relationship between religion and politics and the role that discourse and symbols play in that relationship. The course will explore both how the United States uses public discourse to navigate the proper role between church and state, as well as the ways in which public figures and movements draw upon religion for moral authority. The course will cover such topics as the founding discussions about the role of religion in public life and contemporary debates about the church/state relationship.

**COMM 312 Rhetorical Dimensions of Sports (4)**

This course will explore the ways in which sports are used as a part of public discourse and debate. The course will use rhetorical theories and concepts to examine how athletes, games, competitions and controversies are incorporated into larger social discussions about gender, race and national identity. Prerequisite: 201 or permission of the instructor.

**COMM 330 Apology and Crisis Communication (4)**

An advanced course in rhetoric studying the genres of apology, image repair, and crisis communication. Students will analyze speeches and statements of apology and self-defense and assess the effectiveness, ethics, and meaning of such appeals in several case studies. In addition to other requirements, students will generate a critical essay for public presentation. Prerequisites: 201 or permission of instructor. A-F grading only.

**COMM 331 Capstone: Rhetoric and Citizenship (4)**

The Communication discipline has been built around educating students on the practice and performance of eloquent, productive, and ethical citizenship. Drawing from a vast array of interdisciplinary scholarship and public argument, this course engages this notion of citizenship and its role in civic life. This Capstone course will examine these ideas through debates about the rights of citizenship itself. We will look at the legality of citizenship rights such as suffrage and marriage. We will also look at citizenship through the lens of belonging and identity, in categories such as gender, race, class, sexuality, and ethnicity. This will be done through examining both historical and contemporary examples of people enacting their rights as citizens through social movements, social media, public campaigns, etc. Overall, we will try to understand what duties and obligations we might have as citizens and how we can directly engage our community. Prerequisite: 102, 103, 105, one course in each of the learning goals, and 201. JN or SR standing required. Offered for A-F grading only.

### **COMM 333 Capstone: Rhetorical Criticism (4)**

In this course students will deepen the understanding of rhetorical behavior learned in lower division coursework in rhetoric and strengthen their ability to generate insights into particular rhetorical moments. The focus of this course is to enable students to produce well researched, articulate, and sophisticated judgments about public expression.

Prerequisites: 102, 103, 105, one course in each of the learning goals, and 201. JN or SR standing required. Offered for A-F grading only.

### **COMM 334 Capstone: Rhetorical Theory (4)**

The Sophist Gorgias noted that, "speech is a powerful lord" and likened language use to magic or spell-casting. Indeed, many thinkers have observed that public performance of language is a powerful activity: for some, this power is "truth creating," for others rhetoric is powerful because it can move people to action, and still others just think it's pretty. The study of this activity, rhetoric, has been a fundamental element of both philosophy and education in the Western tradition. In this course we will study how prominent thinkers from ancient Greece to modern times have conceptualized the nature of rhetorical behavior, and we will explore the utility of a rhetorical perspective for understanding our contemporary world. Prerequisites: 102, 103, 105, one course in each of the learning goals, and 201. JN or SR standing required. Offered for A-F grading only.

### **COMM 335 Political Campaign Communication (4)**

This course examines and analyzes the use of communication strategies by political candidates in campaigns for elected office. Students will study a variety of political campaign communication formats and tactics, including advertising, debates, direct voter contact, and the use of social media and new communication technologies in political campaigns. Students will also study the role of communication in shaping political attitudes and the impact of campaign discourse on voter participation. The primary goal of the course is to understand how communication and media shape public understanding of candidates, issues and events, in American political campaigns, and the implications this has for citizens in a participatory democracy. This course has an experiential learning component that requires students to volunteer for a local political campaign of their choice. Prerequisite: JN or SR standing.

### **COMM 336 Introduction to Strategic Communication Campaign Theory (4)**

This course provides a framework for students to understand the appropriate use of theory and components of strategic communication campaigns. Students will learn to be more discerning producers and consumers of persuasive messages. This class may involve a service learning component. Prerequisite: Junior or senior standing.

### **COMM 338 Strategic Social Media Marketing and Communication (4)**

In this course, students will come to understand and apply effective communication theory and concepts in relation to a variety of social media and other new media applications. Students enrolled in this class will analyze other's use of social media to achieve effective, ethical communication goals and create their own strategies and messages. Prerequisite: COMM 103 or 105 and Sophomore, Junior or Senior standing.

### **COMM 340 Media Theories (4)**

This course will examine the evolution of theories regarding the role of media in society. Prerequisite: 103 or permission of instructor.

### **COMM 341 News and Democracy (4)**

The role of the news industry in a democracy is to inform and socialize the citizenry for participation within the democracy. What are the consequences for the nature of that information when the news industry is profit-driven? How do decisions about the "bottom line" influence decisions about an event's newsworthiness? This course will examine issues of ownership, the influence of advertising/public relations, and factors within the routines of production that help determine the content of news. Prerequisite: 103 or permission of instructor.

### **COMM 342 New Media: Communication in an On-Line Era (4)**

The use of new media and social media in our society, locally and globally, has altered traditional boundaries that once defined communication, identity, and community. This course examines how new forms of mediated communication affect interpersonal and mass communication, social identities, our understanding of privacy, reality, and the concept of community. Participants will investigate theoretical questions raised by on-line communication and social media. Prerequisite COMM 103 or 105 and JR or SR standing.

### **COMM 346 Capstone: Strategic Communication Campaigns (4)**

This course provides an opportunity for majors to apply what they have learned about strategic communication campaigns, persuasive theory, oral and written communication, message analysis, and community, by creating strategic communication campaigns for a client. This course is a service learning course and will count toward the experiential learning requirement. Prerequisites: 102, 103, 105, 336, at least one course in each department learning goal area (message design, analysis of communication, and communication & community), and JN or SR standing. A-F grading only.

**COMM 347 Capstone: Media Effects (4)**

This course will provide advanced study in the effects of media on adults. By taking a social scientific approach, students will examine the theoretical underpinnings of mass media effects research, with a focus on the effects of media on individuals and on society. This course will include independent research and public presentation. Prerequisite: 102, 103, 105, at least one course in each department learning goal area (message design, analysis of communication, and communication & community), and JN or SR standing. A-F grading only.

**COMM 350 Intercultural Communication (4)**

Examines the relationship between communication and culture. Communication theory is used to identify and explore barriers and opportunities in communicating with individuals from different cultures and co-cultures. Skills necessary for communication across cultures are identified and developed. Note: Some sections of this course may carry an experiential learning component. See registration booklet for details.

**COMM 350A Intercultural Communication (4)**

Examines the relationship between communication and culture. Communication theory is used to identify and explore barriers and opportunities in communicating with individuals from different cultures and co-cultures. Skills necessary for communication across cultures are identified and developed. Special attention is placed on communicating cross culturally within the U.S.A., including across race, socio-economic class, etc. In addition, the course also explores communicating internationally. Note: Most semesters of this course have a required experiential learning component and a course fee. See registration booklet for details.

**COMM 351 Gender and Communication. (4)**

Examines the impact of socialization on gender roles and the influence of gender roles on communication. Looks at the communication behaviors of women and men in same sex and mixed sex contexts. Introduces students to current theories of gender communication. Examines the function of communication in gender role development. This course satisfies requirements for the GWST major/minor.

**COMM 352 Health Communication (4)**

Provides students with a broad introduction to the study and application of health communication theories, principles, and practices. Examines how narratives, media, interpersonal communication, group communication, intercultural communication, gender communication, organizational communication and promotional campaigns function within health contexts. The relevance of communication to health is examined as a means for improving communication in the health care setting, improving personal health, and influencing public health. Prerequisite: 102 or 105 or permission of instructor.

**COMM 353 Capstone: Intercultural Health Communication (4)**

For this course, students will work individually, or in pairs, to conduct original research on an intercultural health communication topic. The project requires students to write a research proposal, conduct original research and write and present the results from their research. Those students who work in pairs have equal responsibility for the preparation and presentation of the research. Students are evaluated individually on this project. In addition, during the semester, students will be required to complete individual synthesis papers connecting course material to topics from the course. Prerequisites: 102, 103, 105, at least one course in each department learning goal area (message design, analysis of communication, and communication & community), at least one of: COMM 350, 351, or 352 and JN or SR standing. A-F grading only.

**COMM 353A Intercultural Health Communication (4)**

This course explores the communication about cultural health beliefs and practices, particularly within the biomedical system. In addition, the course examines health disparities in the U.S.A. and how communication contributes to, but also may help alleviate, them. Some topics include: traditional health beliefs among Latinx, Asian, African, and Native American cultures; and relationship between health disparities and race/ethnicity, socioeconomic class, obesity, and differing abilities. Students will complete a variety of analysis papers related to the course topics. Prerequisites: at least one of: COMM 350, 351, or 352 and JN or SR standing, or approval by the instructor.

**COMM 358 Family Communication (4)**

An advanced relational communication course focusing on communication patterns in families and familial relationships. The course covers aspects of functional family communication patterns and explores the connections between family communication and societal discourse.

**COMM 360 Capstone: Language, Gender and Culture (4)**

This course will examine the relationship between language, gender, and culture in a variety of contexts and cultures. The mutual influences of language and culture, and their role in the creation of gendered roles and identities within and across cultures will be explored. This course satisfies requirements for the GEND major/minor. Prerequisites: 102, 103, 105, at least one course in each department learning goal area (message design, analysis of communication, and communication & community), at least one of: 205, 350, or 351, and JN or SR standing. A-F grading only.

**COMM 367 Organizational Communication (4)**

Theories and concepts of organizational communication are discussed. Includes such topics as communication approaches to organizational theory, power, corporate culture, conflict, organizational metaphors, organizational processes, management styles and organizational change. Some sections of this course may carry an experiential learning requirement. See registration booklet for details. Prerequisite: 105.

**COMM 368 Capstone: Love, Sex & Commitment (4)**

An advanced relational communication course focusing on the intersections of love, sexuality, commitment, and communication in close relationships. Students review current research findings from a variety of perspectives (e.g., socio-psychological, cultural, evolutionary) and conduct original research. This course satisfies requirements for the GEND major/minor. Prerequisites: 102, 103, 105, at least one course in each department learning goal area (message design, analysis of communication, and communication & community), and JN or SR standing. A-F grading only.

**COMM 371 Individual Learning Project (1-4)**

Supervised reading or research at the upper-division level. The proposed project must be grounded in previous relevant coursework in the discipline. ILPs may not substitute for a regularly offered course and must be student-designed. Permission of department chair and completion of 12 credits within the department required. Four credits maximum will count toward the major. ILP credits may not be applied to fulfill the four 300-level courses in Communication for the major. Not available to first-year students.

**COMM 380 Special Topics in Communication (4)**

An advanced course focusing on a specific topic in communication. Topics may include communication ethics, visual communication, video game studies, etc. May be repeated as the topic changes. Prerequisites vary with the topic.

**COMM 380A Visual Communication (4)**

This course introduces students to the rhetorical, social, historical, political, and ethical aspects of visual communication. Students gain a critical understanding of visuals and the changing media environment by examining and critiquing visual messages, including speeches with visual components, advertisements, iconic photographs, news stories, image events, body rhetoric, monuments, film and television, the Internet and other visual media. Prerequisite: 201 or permission of instructor.

**COMM 380B Video Game Studies (4)**

This course provides a broad introduction to the interdisciplinary academic study of video games, with a focus on the steadily growing body of social scientific gaming research. Students will survey major debates and study key theories and perspectives surrounding their history, content, uses, and effects. By playing, reading, and writing about video games in an academic context, students will learn to analyze video games critically, as well as develop a basic appreciation and understanding of their cultural value. Prerequisite: 103 or permission of instructor.

**COMM 380C Interactive Advanced Digital Media (4)**

This course is aimed at introducing interactive advertising as a new type of advertising to students. Considering digital technology and media convergence as forces of changing media environment, this course is designed to help students examine a variety of topics including key concepts and elements of interactive advertising; history and development of the interactive advertising industry; theories and principles for effective interactive advertising; strategies and tools of interactive advertising; and cultural, social, legal, and ethical issues in interactive advertising. This course consists of lectures, small group activities, and class discussions.

**COMM 382 Special Topics in Message Design (4)**

A study of a special topic in message design not ordinarily treated in standard courses. May be repeated as the topics change. Prerequisites vary according to the topic.

**COMM 384 Special Topics in Communication Analysis (4)**

A study of a special topic in communication analysis not ordinarily treated in standard courses. May be repeated as the topics change. Prerequisites vary according to the topic.

**COMM 384B Rhetoric and Popular Music (4)**

This course assumes that we use music as a soundtrack for our lives, to encode memories, to express the way we feel, to annoy or influence others. So we will not study the history of popular music nor will we practice its appreciation; rather, we will study the rhetoric of popular music, or how people use music to do stuff. In particular, we will explore how music helps people shape and maintain their identities.

**COMM 384C Women, Rhetoric and Politics (4)**

The elections of 2008, 2012, and 2016 have seen an unprecedented amount of female candidates for office, leading to an explosion of literature and public conversation about women in political roles. Although we did not elect the first female Speaker

of the House until 2006, women have been involved in campaign politics since the beginning of the nation. This specialty course will provide an introduction to the complex issues of identity, rhetorical power, and cultural norms surrounding gender in U.S. political culture. We will take a look at the roles that women have played historically and today in shaping national political discourse. The course will include discussions about the role of “politics” in our society, the gendered implications of political party culture, public political personae, media framing of women in politics, and the role of women in U.S. Political culture as both voters and candidates. Prerequisite: COMM 201 or permission of instructor.

#### **COMM 386 Studies in Film (4)**

This course will read film through one or more theoretical/critical aspects. Psychoanalytical, feminist, cultural studies, and reader-response theories are among possible approaches offered. A selection of films will be viewed for illustrative and interpretive purposes. Cross-listed with ENGL 386.

#### **COMM 387 Special Topics in Communication and Community (4)**

A study of a special topic in communication and community not ordinarily treated in standard courses. May be repeated as the topics change. Prerequisites vary according to the topic.

#### **COMM 387A Harlem Renaissance (4)**

This course studies the art of the Harlem Renaissance from a rhetorical perspective. This means that we will analyze a diverse body of texts from the 1920s and 20s – literature and poetry, film, the blues, painting and photography – to gain insight into the social truths they establish and contest. Ultimately, our study of this period will help us discuss fundamental questions about the relationship between public expression and public life, art and language, politics and identity. Prerequisite: COMM 201 or permission of instructor.

#### **COMM 387B Rhetoric of Human Rights (4)**

Human rights have been called the dominant moral vocabulary in today's global politics. Indeed, since the end of the Cold War, human rights have served as a rallying cry to countless international campaigns and domestic reforms, while inspiring a startling array of academic studies. This course seeks to understand human rights from a rhetorical perspective by exploring the power of human rights as an instrument of political persuasion. Prerequisite: 201 or permission of instructor.

#### **COMM 387C Fat Studies (4)**

This course examines the ways in which fatness has come to be socially constructed as a means for discrimination and oppression in American culture. We will explore fat stigma within a variety of contexts including employment, education, interpersonal relationships, fashion, and health, as well as how that stigma intersects with gender, race, class, age, ability, and sexual orientation. We will also study fat activism enacted to counter systemic weight bias. Prerequisite JN or SR standing

#### **COMM 387D Media, Law and Society (4)**

Malcolm X once said, “The media’s the most powerful entity on earth. They have the power to make the innocent guilty and to make the guilty innocent, and that’s power. Because they control the minds of the masses.” New media technologies offer the potential for great civic engagement and social learning. They also, however, provide a space of potential harm to information sharing, public cognizance, and privacy. Using media has become an inherent part of everyday life, and as such, understanding both its potentials and limitations is integral to enacting citizenship. This course seeks to educate students on the regulations, principles, and ethical obligations involved in media use and dissemination. We will relate our rights under the First Amendment to issues such as privacy, defamation, obscenity, hate speech, intellectual property, and communication online. In doing so, we will attempt to understand how laws and politics work within those ever-changing laws. This course includes a strong emphasis on public ethics, because virtually all of the issues discussed involve such questions as “What is publicly ethical communication?” “What are the boundaries of socially acceptable speech?” and “What values do we expect the freedom of speech to protect?” Finally, students are asked to examine their own personal communication experiences and attempt to understand how ethical communication should be practiced.

#### **COMM 387E Monsters (4)**

What is a Monster? This course uses monsters – real and imaginary – to explore rhetorical issues and ways of thinking. Throughout the semester we will consider three interrelated questions: What is a monster?; Where do monsters come from?; and, How should we confront our monsters? These questions are all inherently rhetorical and as we consider them, we will grapple with the implied ethical questions of representation – what is at stake in how Otherness is represented? In how difference is deployed? In how fear or passivity is martialled?

#### **COMM 387F Political Campaign Discourse (4)**

This course analyzes political campaign discourse throughout United States history. We will examine the use of communication strategies by political candidates in campaigns for elected office and highlight significant political moments in history. Students will study a variety of political campaign communication formats and tactics, including advertising, speeches, conventions, debates, and the use of social media and new communication technologies. Students will also study the role of communication in shaping political attitudes, behaviors, expectations, and identities. The primary goal of the course is to understand how

communication and media shape public understanding of candidates, issues, and events in American political campaigns, and the implications this has for citizens in a participatory democracy. Prerequisite JN or SR standing.

**COMM 387G Rhetoric of Health and Medicine (4)**

More and more, we are encouraged by public discourse and advertising to see the world through the lens of health. We are told to worry about the health of the democracy, the health of our relationships, and the health of our teeth, nails, and hair. "Health," in other words, has become a driving force and concern in our lives. Some might even argue that our collective anxiety about health has become a collective obsession that makes our lives worse, not better. In this course, we will examine these calls to "health" from a rhetorical perspective, which means that we will think about how language and other symbols are both instrumental and creative. When we say that rhetoric is instrumental, we mean that we use rhetorical strategies as tools when we navigate health/medical encounters, such as using emotion to convince a doctor to prescribe a desired treatment. We will also come to understand rhetoric's creative function by studying how it works both to create us as particular types of patients ("good patients do not ask too many questions!") and to encourage us to see our bodies in particular ways. Specifically, we will examine how neuroscientific, reproductive, and psychiatric discourses call us into being particular types of patients/bodies and the ideological consequences of these constructions.

**COMM 392 Communication Practicum (1)**

Under the supervision of an approved faculty moderator, a student who participates in a practical communication-related activity may receive credit. Evidence of work completed (e.g. portfolio, audio tapes) letters of evaluation by supervisors, regular conferences with the faculty moderator, a structured self-evaluation, and a minimum number of hours (30 per term) and projects completed are required. Students present a proposal to a faculty moderator and obtain approval prior to registering for this credit. Course is repeatable for total of 4 credits. It may not be applied toward completion of the communication major or minor.

**COMM 395 Capstone: Research Paper (4)**

Student proposed research project not ordinarily available in standard courses. Prerequisites: 102, 103, 105, 201, at least one course in each department learning goal area (message design, analysis of communication, and communication & community), and JN or SR standing. A-F grading only. Additional prerequisites may vary according to topic.

**COMM 397 Internship (1-16)**

Practical work experience for juniors and seniors. Experience is arranged by the student with the advice and approval of the internship director and the departmental faculty moderator prior to registering for the course. Credit will be earned by demonstrating knowledge gained as a result of the work experience. Additionally, students must demonstrate the ability to apply this knowledge to past communication department concepts and courses. Departmental moderator supervises and evaluates the experience. Internship credits may not be applied toward completion of the minor. Faculty in the department are limited to a maximum of three internship supervisions each term. Consequently it is not guaranteed that all students who desire to complete an internship for credit will be accommodated. Prerequisite: JN or SR standing, and completion of Legal and Professional Issues Seminar. No student will be permitted to register for an internship without completing this seminar. Fall, Spring, and Summer.