

Communication (COMM)

231 Pop Culture and Mass Communication

3

A survey of mass communication theory showing how the mass media influences and is influenced by the political, economic and social systems. Shows how the mass media in all their forms—newspaper, broadcasting, magazines, TV and the web—helps to shape the culture and set the agenda for all of our institutions: government, business, religion, fashion and entertainment. Heavy emphasis will be placed on how an audience is defined, on the communication process, and the influence of advertising and audience on what is being communicated.

241 News and Feature Writing

3

Workshop for magazine and newspaper writing: generating story ideas, interviewing, observing, fact-checking, researching and drafting news stories, features, book reviews, editorials and more.

332 Visual Communication Theory

3

The formal properties of electronic media will be analyzed focusing on still photography, kinetic text, sound and time-based media. Students will understand how these properties function in a variety of media forms, which will influence their own artistic work and critical analysis. Select theorists of visual communication and culture will be explored to give students a broad understanding of the theoretical base from which electronic artists work.

342 Campus Communications: WeatherVane

1-3

Credit given for writing, design, photography production of the student-run university newspaper. Students should expect to take two semesters of Campus Communications at one credit each except in the case of editors serving on the WeatherVane.

391 Communication Internship

3-6

Students gain experience by completing a communication internship with an outside agency. Prerequisite: permission of instructor.

***392 Topics**

3

Faculty will offer a topics course each year exploring a variety of art, digital media and photography issues. (Fall 2010)

433 Film and Culture

3

Movies will provide the text for an exploration of how film communicates, the formulas used in film-making and a variety of critical analyses. The course will explore several genres of film including drama, action-adventure, comedy, romance and western. The relation of these texts to popular culture themes of gender, race, and violence will also be considered. Students will study in depth a director, specific genre, or a particular film to demonstrate their understanding of film studies and methods of critique.

499 Independent Study

1-3