

COMMUNICATION

Degree Offered: **Bachelor of Arts**

Communication integrates scholarly analysis of communication with the development of professional skills in electronic media, public relations, news editorial and professional communication. The curriculum is designed to develop sensitivity to marginalized social groups and limited environmental resources in a dynamic global and technological environment. The faculty challenge students in all areas of emphasis to think critically and communicate clearly in both written and oral forms. Learning outcomes include specific objectives in writing, oral communication, scholarly research and working knowledge of the psychological/social/political environment of verbal and non-verbal communication.

Communication offers professional competence sequences in Multimedia Journalism, Public Relations and Strategic Communication, and Sports Communication. An interdisciplinary major in Communication and Music Production is described on p. 80.

Advanced Placement Opportunity:

Credit for prior learning or life experience may be granted, at the discretion of program area faculty, upon review of a portfolio.

Special Program:

Membership in the National Communication Honor Society, Lambda Pi Eta (Kappa Lambda Rho chapter), is available to qualifying students with a major or minor in Communication.

Program Requirements:

1. Completion of the Bonaventure Program and requirements for undergraduate degrees, p. 7.
2. The majority of required communication courses fulfill the technological literacy requirement.
3. COM 394 is required to meet the Ethics requirement.
4. Professional competence sequence (student must choose one of the following sequences):
 - a. Multimedia Journalism:
 - 1) COM 200, 205, 210, 330, 351, 353, 361, 363, 380, 385, 387, 390, 391, 394, 395, 396, 497.
 - 2) Six hours of media practicum.
 - 3) Recommended Support courses: Nine hours of support courses as approved by your advisor.
 - b. Public Relations and Strategic Communication:
 - 1) COM 200, 205, 210, 330, 351, 353, 363, 381, 383, 390, 393, 394, 395, 396, 497.
 - 2) Three hours of media practicum.
 - 3) Recommended Support courses: Nine hours of support courses as approved by your advisor.
 - c. Sports Communication:
 - 1) Complete either Multimedia Journalism or Public Relations and Strategic Communication concentration and add the following courses: SPM 263 or 264, SPM 351, 364, 430, COM 346 (for Multimedia concentration) or COM 364 (for Public Relations and Strategic Communications concentration).
 - 2) Three hours of practicum.
5. A grade of a "C" or better is required in all Communication courses applicable to the major.
6. Successful completion of all components of the assessment program as outlined in the handbook for Communication majors.

Requirements for a Minor:

1. Core courses (nine hours): COM 200, 205, and 210.
2. Nine credit hours in Communication courses at the 300-400 level chosen in consultation with a member of the Communication faculty to support specific professional and personal goals.
3. A grade of "C-" or better is required in all courses applicable to the minor.
4. Must also meet minimum University requirements for a minor.

Course Descriptions

- COM 101 Fundamentals of Public Speaking (3)**
Preparation and delivery of effective oral communication with emphasis on research, organization and delivery. [C2 900]
- COM 200 Understanding Media (3)**
Overview of newspaper, magazine, motion picture, radio, television and developing media. Includes history, role in social change, media processes and resultant biases.
- COM 201 Film Appreciation (3)**
Overview of the historical and technological development of film and its relationship to society. Introduction to film theory and criticism, including formal aspects of cinema, tools for stylistic analysis and ideological implications of film. Same as FNM 201.
- COM 205 W: Communication and Human Behavior (3)**
A study of human communication and language process; speaking and listening; semantics and meaning.
- COM 210 W: Media Writing: News (3)**
This course establishes a foundation for journalistic and public relations writing with a focus on the various types of news media, including print, broadcast, and online outlets. The course stresses proficiency in reporting, interviewing, and writing, with attention to standard usage and formats as well as professional norms and style. Prerequisite: ENG 111 and 112 or consent of instructor.
- COM 256-7 Practicum: Newspaper Reporting (1)**
Students work on a student newspaper, The Falcon, as reporters and writers. Prerequisite: COM 210 or pass writing exam.
- COM 258-9 Practicum: Newspaper Editing (2)**
Students work on the student newspaper, The Falcon, as editors. Prerequisite: COM 256-7, ART 395 or pass writing exam.
- COM 267-8 Campus Broadcasting: Radio (1-3)**
Students experience hands-on practice in the planning and execution of radio broadcast through campus media. Need to meet 50 clock hours for each one-hour credit taken.
- COM 320 Comparative Media Systems (3)**
Compares how media of other countries function with those of the United States along political, economic and cultural lines. Systems to be studied include the British BBC, communist (the former Soviet Union and China), and developing media in sub-Saharan Africa. Concludes with a look at how these systems interact internationally.
- COM 325 Legal Research (1-3)**
This course introduces the sources and processes of conducting and reporting legal research. This course may be repeated.
- COM 330 W: Media Writing: Online (3)**
This course focuses on writing news content for radio, broadcast and web outlets. Students will develop fluency and flexibility in writing for electronic media outlets. Students will contribute to campus media distribution platforms. Prerequisites: COM 210. Fulfills technological literacy requirement for Communication Majors.
- COM 337-8 Practicum: QU Media Writing/Reporting (1-3)**
Students develop stories and create content for the QU Media website; the umbrella in which all students operate under. Prerequisite: COM 210 or pass writing exam.
- COM 340 Small Group Communication (3)**
Examination of communication principles in the small group setting. Includes consideration of task and interpersonal dimensions, cohesiveness, conformity and approaches to leadership.
- COM 346 Fundamentals of Sports for Broadcasting (3)**
The goal of this course is to prepare the sport communication professional to understand the rudiments of eight major sports in order to provide print and electronic media coverage. The course will include information, theory, and broadcast application of the rules, procedures, and common strategies of each sport.
- COM 347-8 Practicum: GLVC Sports Network Reporting/Broadcasting (1-3)**
Students produce and broadcast pre-game and post-game content and serve as play-by-play and color commentary talent and technical directors for broadcasts that stream on the GLVC Network.

COMMUNICATION

COM 350 Interpersonal Communication(3)

Introduces the complex interaction of social and psychological forces operating in human communication. Theories considered in the context of real communication situations in industry, education, medical and legal practice, as well as in empirical research. Recent research results will be discussed.

COM 351 GW: Intercultural/ Cross - Cultural Communication (3)

Overview of the study of cross-cultural communication. Includes a survey of non-Western culture, communication concepts, intercultural communication problems and approaches to their resolution.

COM 352 Women, Minorities and Media (3)

Seminar in language and media use by dominant versus minority culture. Quantitative and qualitative presence of minority cultures in media history, industry and content. How the media function as social forces to engender inequality; media role in protest and reform in women's rights and civil rights agitation.

COM 353 D: Politics and the Press (3)

Uses lectures, discussions and audio-visual materials to examine the role of communication in American politics. Begins with communicative aspects of the campaign and then considers the part communication plays for a politician. Specific topics include persuasive, intrapersonal, interpersonal, small group, public (debates and speeches) and mass communication (political advertising, televised performances) aspects of politics. Attention paid to how an elected official governs through the use of the various channels and types of communication.

COM 354 D: Cultural Representation in Cinema (3)

An introduction to issues of diversity as represented within American cinema. Provides an overview of the industrial, social, cultural, and aesthetic factors that contribute to cinematic representations of race, class, gender, and sexuality. Same as FNM 354.

COM 355 Communication and Social Change (3)

Role of communication in technology and information diffusion systems on local, regional, national and international level; change agents, product life cycles, stages of adoption, etc.

COM 356-7 Practicum: Newspaper Reporting (1)

Students work on the student newspaper, The Falcon, as reporters and writers. Prerequisite: COM 210 or pass writing exam.

COM 358-9 Practicum: Newspaper Editing (2)

Students work on the student newspaper, The Falcon, as editors. Prerequisite: COM 210 or pass writing exam.

COM 361 Principles of Performance (3)

The course emphasizes development and performance of scripts before microphone and camera. It is designed to help students develop and present professional and broadcast quality script productions and to provide an understanding of the relationship between performer and production.

COM 363 W: Technical Communication (3) and Research Methods

This course provides the student with a working knowledge of various types of technical and scientific communication, basic methods of statistical analysis in the field of communication, and basic research methods in communication. Prerequisites: ENG 111 and 112.

COM 364 Public and Media Relations in Sport (3)

An analysis of the role of the media and public relations in sport organizations. The appropriate methods and theories will be presented as well as their application in the professional, intercollegiate and commercial sport industries. The relationship between sport organizations and the print and electronic media will be explored and how that relationship is vital to the success of the sport organization will be emphasized. (Same as SPM 364)

COM 365 Electronic Technologies and Society (3)

Emphasis on computer interfaces with radio, video, and new media. Explores the nature of electronic technologies and their impact on everyday life. Prerequisite: COM 384 or consent of instructor.

COM 367-8 Campus Broadcasting: Television (1-3)

Students experience hands-on practice in the planning and execution of television broadcast through campus media. Need to meet 50 clock hours for each one-hour credit taken. Prerequisite: COM 385 or consent of instructor.

COM 369 W: Fundamentals of Film and Script-writing (3)

The course introduces the elements of visual and verbal storytelling through script-writing and contemporary video production technology. The course will provide an overview of filmmaking-from script and storyboard through editing and post-production-with special emphasis on script-writing and pre-production processes. Same as FNM 369.

COM 370-9 Special Topics (3)

Special topics in communication and writing depending upon demand and staff. Topics may include popular culture, feature, sports, and editorial writing, and writing for publication.

COM 380 Principles of Journalism (3)

Combines journalistic reporting and writing skills with journalism concepts. The skills portion may include writing investigative articles, entertainment reviews, business and science articles, columns and editorials. Concepts covered include beat reporting, the First Amendment, journalism's role in a democratic society, influences of ownership and work routines, and interacting with sources.

COM 381 Principles of Public Relations (3)

Study of and practice in the tools of effective and ethical communication between an organization and its publics. Introduces public relations management techniques, PR models, creation and analysis of messages to address internal, media, and community publics. Prerequisite: COM 210.

COM 382 W: Business Communication (3)

This course will provide the opportunity for students to learn the skills and strategies necessary to become effective business communicators. This course counts toward a minor in writing but does not fulfill the general education requirement in literature or count toward the English major. Prerequisites: ENG 111 & 112. (Same as ENG 382)

COM 383 Public Relations Campaigns (3)

Planning and execution of public relations programs and projects. Practice in research, planning, selection of audiences, messages and media, and evaluation of effects. Simulated agency setting. Creative project in service to community client. Prerequisite: COM 381.

COM 384 Principles of Audio Production and Performance (3)

Overview of audio production for radio, television, and multimedia projects. An introduction to the basic techniques and aesthetics of audio production including voice and articulation activities. Lab time and assigned projects provide "hands on" experience with the ideas and techniques discussed in class.

COM 385 Principles of Television Production (3)

Techniques and aesthetics of video production. Provides working knowledge of producing, directing, scripting, creating sequences, aesthetics and professional production attitude. Production assignments and observation of working professionals.

COM 386 Communication in Culture (3)

This course is a broad introduction to key topics in communication and culture, including different theoretical perspectives and approaches within communication and culture studies. The areas studied include: structuralism and semiotics, folk and popular culture, and tools for the analysis of communication in culture.

COM 387 Advanced Field Production (3)

Advanced field production involving scripting, field shoots, remote shoots, and editing. Advanced technologies in the area of post-production editing will be introduced in the Media Lab, and students will be responsible for development of script ideas, scheduling, and project completion.

COM 389 Client-Based Video Production (3)

Advanced video production course centered around working with clients, deadlines and budgets. Incorporates entrepreneurial aspects as part of the Coleman Foundation initiatives. Prerequisites: COM 385 and COM major or minor, or consent of instructor.

COM 390 Communication Law (3)

Provides understanding of historical, legal and ethical issues involved in freedom of expression. Principles and case studies in communication law, constitutional guarantees, libel, privacy, contempt, privilege, copyright, regulatory agencies, public policy. Discussion of major court decisions in each area of communication law and historical/political climate out of which the cases emerged provide the framework for the course. Prerequisite: junior/senior standing.

COMMUNICATION

COM 391 Writing for Electronic Media (3)

This course provides extensive practice in writing for radio and television broadcast as well as for a variety of online outlets. Prerequisite: COM 330 or consent of instructor.

COM 392 Feature and Editorial Writing (3)

This course provides extensive guided practice in writing extended features, columns, and other non-fiction genres for magazines, newspapers and online outlets. Prerequisite: COM 330 or consent of instructor.

COM 393 Writing for Advertising and Commercial Communication (3)

This course provides in-depth exploration and opportunities for practice in copywriting for advertising and other commercial purposes. Projects will reflect an understanding of the role of market research and an emphasis on development of comprehensive campaigns and portfolios. Previous courses in marketing and media writing suggested but not required.

COM 394 E: Ethics in Media and Communication (3)

This course guides students in the interpretation and application of major ethical theories and professional codes to the types of decisions frequently encountered in the practice of journalism, public relations, and advertising.

COM 395 Publication Workshop (3)

A hands-on focus of the production of printed and electronic publications like magazines, zines, and newspapers. Students conduct market research, curate and edit content, create editorial illustrations, practice photojournalism, and design publications with an emphasis in page-layout.

COM 396 Social Media (3)

Students will be introduced to the basics of social media with a practical application. This course will focus on content creation, aggregation, engagement and analytics. The course will examine communication theory as it applies to social media, journalism principles, and advertising and marketing applications. Students will be required to create and maintain social media accounts and a WordPress blog. Students will study several platforms including Facebook, Twitter, Instagram, YouTube, Pinterest and LinkedIn. Students will gain a working knowledge of social media best practices and develop an ethical framework for content dissemination.

COM 480/481 Practicum/Internship (1-3)

On-the-job training in the media professions, preferably in the area of the student's major interest – reporting, editing, photography, advertising, public relations, electronic communication – at a newspaper, radio station, television station, news bureau, public relations agency, advertising agency or other communication operation. At the same time, it is a university course carrying academic credit and culminating in a letter grade. Approval of the internship coordinator should be obtained before applying for an internship. Prerequisites: 9 hours of COM courses.

COM 497 W: Senior Seminar (3)

Theory, literature and research methodologies of interpersonal, print, persuasive and electronic communication. Includes content analysis, survey research, historiography and focus groups. Theory-based applied project or senior thesis. Prerequisite: senior standing.

COMMUNICATION AND MUSIC PRODUCTION

Degree Offered: **Bachelor of Arts**

This interdisciplinary curriculum is designed to combine, develop, and render a variety of skills and competencies in the fields of communication and music production. This degree offers a fresh, alternative approach to understanding and addressing the challenges of a rapidly advancing technological world. As in other professional communication degrees, learning outcomes include specific objectives in writing, oral communication, scholarly research and working knowledge of the psychological/social/political environment of verbal and non-verbal communication. Additionally, students experience extensive hands-on training with audio/video and music software as well as applied music training and music ensemble performance experience.

Expertise is gained in the areas of recording studio production, music performance and composition, film and video production, radio and television production, field recording production, and other areas of the music business.

Advanced Placement Opportunity:

Credit for prior learning or life experience may be granted, at the discretion of program area faculty, upon review of a portfolio.

Program Requirements:

1. Completion of the Bonaventure Program and requirements for undergraduate degrees, p. 7.
2. The technological literacy requirement is fulfilled by completion of COM 384 Principles of Audio Production and Performance and COM 385 Principles of Television Production.
3. All majors must enroll in Concert Attendance (MUS 070) every semester until five semesters are successfully completed.
4. Communication courses (21 hours):
 - COM 210, 384, 385.
 - Choose from the following (9 hours): COM 350, 381, 396, 387.
5. Music courses (27/28 hours):
 - MUS 070, 113, 114, 115, 116, 117 and 310 (14 hours).
 - Choose from the following (6 hours): MUS 213, 214, 218, 311, or 312.
 - Applied Music and/or Music Ensembles (7-8 hours).
6. INT 480 Internship – Music Production (3 hours) or COM 480/481 (3 hours).
7. 27 semester hours of Electives outside Music (MUA and MUS) and Communication (9 hours at 300-400 level).
8. A grade of “C” or better is required in all Communication, Music and INT courses applicable to the major.
9. Successful completion of all appropriate components of the assessment program as outlined in the handbooks for Communication majors and Music majors.

The following courses are recommended to fulfill a contract minor in COM and MUS Management: MGT 301, MKT 338, MKT 335, ENT 331, ART 395.