

COMMUNICATION STUDIES

A study of the international monetary system and its relationship to U.S. trade and monetary policy. Topics include the foreign exchange market and exchange rate determination; the balance of payments; alternative exchange rate systems; and domestic monetary and fiscal policy in an open economy.

ECON 487, 488: Cooperative Education Project II (1-6, 1-6)

Students can obtain information from the Department Chair.

ECON 495, 496: Special Topics (1-3, 1-3)

ECON 497: Individual Research (1-3)

DEPARTMENT OF COMMUNICATION STUDIES

Chair: Rachel Tighe

**Amy Clark, Jessica Compton, Randy Gilmer, Gillian Huang-Tiller,
Michael McGill, Chris Myers**

The Department of Communication Studies offers a major in Communication Studies.

APPLICATION PROCESS

Those who wish to earn the Bachelor of Arts degree in Communication Studies must complete the following procedure:

1. Submit to department chair a degree application and a copy of the student's degree audit report. In order to be accepted into the department major, students must have a 2.0 GPA overall and a 2.3 GPA in courses taken for the major.
2. The student will be assigned an advisor to assist in developing a schedule of courses to complete the major.
3. This procedure generally takes place by the first semester of the student's junior year to ensure that the student has completed the general education requirements, and to provide time to complete the major requirements in a reasonable fashion. From time to time, the department

UVA-WISE

will review the progress of the student.

HONORS

The Department of Communication Studies is pleased to award graduation with honors to distinguished students. To earn honors the student shall: 1. Maintain a 3.50 cumulative grade point average in courses taken on campus and courses transferred to UVa-Wise; 2. Be nominated for honors by the student's departmental advisor and at least one other member of the department; 3. Submit a research paper in COMM 493 that is deemed to be distinguished by at least two members of the Department of Communication Studies.

MAJOR IN COMMUNICATION STUDIES

The Major in Communication Studies is recommended for students who plan careers or graduate school in communication, journalism, media studies or related areas. Students will complete the following course of studies:

CORE REQUIREMENTS

	<i>semester hours</i>
Second year of a foreign language (Fren, Span, or Germ 201-202)	6

RESEARCH METHODS REQUIREMENTS

MATH 118 Elementary Probability and Statistics OR AJUS 203/PSYC 203/SOCI 203 Applied Statistics	3
AJUS 303/PSYC 303/SOCI 303 Research Methods OR COMM 370 Research Methods in Communication	3
ENGL 395 Literary Criticism OR COMM 450 Rhetorical Criticism	3

MAJOR CORE REQUIREMENTS

Three hours selected from the following:	3
COMM 100 Public Speaking	
THTR 201 Voice and Oral Interpretation	

All of the following courses:

COMM 210 Practicum in Applied Communication	
1 COMM 310 Intro. to Journalism and Media Writing	
3 COMM 320 Media Studies	
3 COMM 330 Interpersonal Communication	
3 COMM 340 Business and Professional Communication	

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3	COMM 350	Communication Theory	
3	COMM 393	Junior Seminar	2
	COMM 493	Senior Capstone	3
	Total for core requirements		39

Students who choose to major in Communication will complete an additional 12 hours from the following, to be selected in conference with their advisor:

	COMM 311	Advanced Print Journalism	3
	COMM 312	Advanced Writing for Radio-TV-Film	
3	COMM 321	Introduction to Film Analysis	3
	COMM 322	Film and Video Production Techniques	3
	COMM 327	Topics in Film History	3
	COMM 345	Technical Writing	3
	COMM 400	Persuasion	3
	COMM 430	Nonverbal Communication	3
	COMM 431	Family Communication	3
	COMM 440	Organizational Communication	3
	COMM 396/496	Special Topics in Communication	3
	COMM 487 & 488	Cooperative Education Project	3
	COMM 490	Internship in Communication	
3-6	COMM 497	Independent Study in Communication	
3			
	PSYC 306	Cultural Diversity	3
	THTR 300	Playwriting	3
	Total Hours for major		51

MINOR REQUIREMENTS

A minor includes at least 18 semester hours, 12 of which must be in courses at the 300-level or above. Courses must be selected in consultation with the department chair. Students will complete 18 semester hours of COMM courses, 12 of which must be in courses at the 300-level or above. A student may use no more than 3 semester hours of cooperative education, internship or independent study to satisfy requirements for the minor.

LICENSURE FOR TEACHING JOURNALISM, SPEECH OR

THEATER ARTS

Licensure in journalism, speech, or theater arts may be added to basic licensure in English by completing the appropriate coursework.

Journalism

Licensure to teach journalism may be obtained by completing 15 hours of COMM courses, to include at least two of the following: COMM 310, COMM 311 or COMM 312, in addition to the prescribed program for English certification.

Speech. Licensure to teach speech may be added to the basic licensure in English by taking 15 hours of Communication courses, to include COMM 100, THTR 201, and COMM 330.

Theater Arts

Licensure to teach theater arts may be added to the basic licensure in English by taking 15 hours of theatre courses including THTR 100 or THTR 101, and a minimum of two hours of THTR 250.

COURSES IN COMMUNICATION

COMM 100: Public Speaking (3)

This course helps students develop the basic skills necessary for speechmaking. Special emphasis is placed on learning how to organize, research, and support arguments; developing critical listening skills; and developing increased confidence and competence in oral presentations.

COMM 210: Practicum in Applied Communication (1)

Supervised practical experience in print or online journalism for The Highland Cavalier, television production work for the campus television station, radio production work for WVTF, or business communication in a service-learning capacity. Students receive grades based on the quantity and quality of their contributions to these publications as well as their ability to consistently meet deadlines.

COMM 310: Introduction to Journalism and Media Writing (3)

Provides course participants with a solid understanding of how to gather factual material from a wide range of sources and combine it into a clear, coherent, and complete news article. Students learn to report and write hard news stories and several variations thereof. Topics include

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backgrounding, interviewing, inverted pyramid style, lead construction, headline construction, style and stylebooks, beat reporting, media law, media ethics, and introductory publication design. In addition, students explore differences between print, online, and broadcast journalism and conduct an introductory investigation into non-journalistic forms of media writing for radio, television, and film.

COMM 311: Advanced Print Journalism (3)

Prerequisite: COMM 310 or permission of instructor

Advanced training in reporting and writing for print media with primary emphases on feature writing, opinion writing, copyediting, and fact-checking for magazines and newspapers. Topics include basic and advanced techniques of feature writing, in-depth personality profiles, essay writing, travel writing, opinion and editorial writing, and advanced reviewing techniques. Course participants also receive advanced training in publication editing and design and conduct a thorough investigation of influences on various types of journalistic message content.

COMM 312: Advanced Writing for Radio-Television-Film (3)

Prerequisite: COMM 310 or permission of instructor

Advanced training in writing journalistic, documentary, and dramatic creations for radio, television, and film. Early meetings enable course participants to prepare a range of news and nonfiction offerings for radio and television. Later meetings teach students to write a feature-length dramatic screenplay for television or film, from concept generation to step outline, treatment, and their own individual acts. Course participants receive feedback on their efforts from the instructor and their peers at every step along the way. They learn the importance of rewriting, achieve critical understanding of devices used regularly by media professionals, and explore social and ethical responsibilities associated with broadcast media writing in the (post)modern age.

COMM 320: Media Studies (3)

An introductory investigation into the history, values, processes, and effects of American mass media, with particular emphasis on film and television offerings and their relationships to print and online media forms. Course participants explore, from a cultural studies perspective, phenomena associated with the production, dissemination, and reception of media messages and their impact on individuals, institutions, and cultures. Film and television screenings comprise an essential component

of this course.

COMM 321: Introduction to Film Analysis (3)

This course provides a study of film and its connections to aesthetics, ideology, literature, culture, and the arts. The interdisciplinary nature of film will be particularly explored in its narrative, visual, psychological, and sociological dimensions.

COMM 322: Film and Video Production Techniques (3)

Prerequisite: Permission of instructor

Provides course participants with advanced study of the uses of video as an artistic medium and advanced experience in the preparation, shooting, and editing of video field projects in film style form. Emphasis is placed on effective incorporation and application of technical and theoretical principles, relevant aesthetic and narrative approaches, and traditional storytelling techniques.

COMM 327: Topics in Film History (3)

A study of selected topics pertaining to the historical development of film in the United States and around the world. Specific content will vary by semester and may include History of American Film, History of World Film, and/or History of Silent Cinema, among other topics.

COMM 330: Interpersonal Communication (3)

This course provides students with a theory-based examination of one-on-one communication starting with the impact of self-concept and perception through communication in various relationships.

COMM 340: Business and Professional Communication (3)

Explores techniques of effective written and verbal communication as they pertain to business and professional settings. Working independently and in groups, students will learn to construct informative and persuasive business messages, including written messages (e.g., résumés, letters, press-releases) and oral messages (e.g. interviews and formal presentations).

COMM 345 Technical Writing (3)

Prerequisite: ENGL 102 or 103H

This course provides training in effective writing for business and professional settings. In addition to grammar, style, and editing, students will discuss and practice technical writing forms including (but not

limited to) procedural reports, problem analyses, recommendation reports and business proposals.

COMM 350: Communication Theory (3)

Prerequisite: COMM 330 and AJUS/PSYC/SOCI 303 or permission of instructor

This course provides students with a detailed examination of the theories and rules that govern communication interactions. The course will cover the dominant paradigms that govern the development of communication theory and the most prominent theories in communication research.

COMM 370: Research Methods in Communication (3)

Prerequisites: Math 118 or AJUS 203 or PSYC 203 or SOCI 203

This course is designed to introduce students to the study of communication as a social science. After successfully completing the course, a student should understand the process of using systematic scientific inquiry to address questions and issues in communication. Students should have a working knowledge of how to interpret basic statistics before entering this course. The course will serve as the basis for understanding the primary research studies utilized in other communication courses.

COMM 387,388: Cooperative Education Project I (1-6)

Supervised field experience in journalism, broadcasting, public relations, or advertising. Ordinarily taken in the junior year.

COMM 393: Junior Seminar (2)

Students are given an opportunity to demonstrate the critical thinking, writing, and presentation skills they have developed in their major via researching an original communication topic, writing a research proposal, and orally defending the proposal. Students will work with a faculty mentor to develop their topic, execute their research, and write their proposal.

COMM 396: Special Topics in Communication (3-6)

COMM 400: Persuasion (3)

This course provides students with an advanced examination of the components of effective persuasion. This writing intensive course will examine persuasion in historical, mass media, and interpersonal contexts.

COMM 430: Nonverbal Communication (3)

Prerequisite: COMM 330 or permission of instructor

This course provides students with an in-depth examination of the study nonverbal communication. From evidence based on systematic study, the course covers the variables involved in nonverbal communication ranging from gestures and facial expression to aesthetics.

COMM 431: Family Communication (3)

Prerequisite: COMM 330 or permission of instructor

This course provides an in-depth analysis of the multiple roles communication plays in families. This reading-intensive course focuses on the role of communication from a developmental and systemic perspective in traditional and alternate family forms.

COMM 440: Organizational Communication (3)

Prerequisite: COMM 330 or COMM 340 or permission of instructor

This application-oriented course provides students with an advanced understanding of the theories, practices, and problems of communication in an organizational environment.

COMM 450: Rhetorical Criticism (3)

Prerequisite: Junior status

In order to critically evaluate messages (written, oral, or visual), it is essential to have theoretical tools. This course provides students with the theoretical perspectives most utilized in the field of communication including: Classical (ancient rhetoric--Aristotle), New Rhetoric (Stephen Toulmin, Chaim Perelman), the Narrative Paradigm (Walter Fisher), Burkeian theory, ideological approaches, feminist approaches, postmodern approaches, and semantics in visual communication. Students will also be given numerous written and oral opportunities to apply the perspectives learned.

COMM 490: Internship in Communication (1-6)

This course offers students a supervised field experience in an area of interest in the field of communication.

COMM 493: Senior Capstone (3)

Prerequisite: COMM 393

This course serves as a capstone of the communication major. Students will examine in 3 four week units the major areas of communication: rhetoric/public address; interpersonal/business communication; and

TEACHER EDUCATION PROGRAM

journalism/media studies. Students will examine the factors that link the very diverse field of communication. In addition, students will perform the study proposed in COMM 491 concluding with a written and oral presentation of the final product complete with literature review, methods, results and discussion of findings.

COMM 496: Special Topics in Communication (3-6)

TEACHER EDUCATION PROGRAM

Director: Jewell Askins

Students planning to teach must be admitted to the College and Teacher Education Program (TEP) as described below.

Students pursuing programs leading to an initial teacher license at either the elementary or secondary level must complete the appropriate curriculum for teacher education, including the general education requirements, requirements for one of the majors offered by the College, specific teaching endorsement requirements, professional studies requirements, and the teaching internship.

Students planning to teach at the Pre-K–6 level or special education must complete a major in Liberal Arts and Sciences as described on pages 151-157.

Those who possess a bachelor's degree from an accredited institution and wish to become eligible for an initial teacher license must complete