

# COMMUNICATION (COMM)

## **COMM 205** - Public Speaking (3 Credits)

Study of the basic principles of public address. Emphasis is on developing a theoretical and practical understanding of oral communication through practice in preparing, delivering, and criticizing speeches in class.

## **COMM 206** - Small Group Communication (3 Credits)

Study of the theories and principles of effective communication and decision making in small group contexts. Emphasis is on understanding communication capabilities as a participant in and leader of small groups.

## **COMM 209** - Argumentation (3 Credits)

Study of the use of reasoning in persuasive communication with emphasis on the construction, evaluation, presentation, refutation, and defense of oral arguments.

## **COMM 340** - Introduction to Rhetoric and Communication (3 Credits)

Introduction to human communication studies, focusing on the history, theory, criticism and mediation of persuasive messages to discover their roles in human society, culture, and contemporary life.

## **COMM 341** - Communication Research Methods (3 Credits)

Prerequisites: COMM 340 or permission of the instructor. This course introduces students to the study of the qualitative, quantitative, and rhetorical methods used to conduct communication research. Topics covered include research design, data collection, data analysis, and a review of the major sources for publication of academic and professional research in communication. Students will complete a communication research project and present their results.

## **COMM 353** - Visual Rhetoric (3 Credits)

Study of the rhetorical use of visual texts with an emphasis on the development and use of visual arguments.

## **COMM 357** - Social Media (3 Credits)

Study of the communication theory and practice of social media as used by individuals and groups.

## **COMM 370** - Topics in Speech Communication (3 Credits)

Studies in major figures, movements, and problems in speech communication theory and practice. Consult Schedule of Courses for specific topics

## **COMM 375** - Not-For-Profit Communication Campaigns (3 Credits)

This course takes a broad view of not for profit communication campaigns, including, but not limited to health, human rights, and environmental campaigns. Topics include theoretical foundations, design, evaluation, and the new media environment, all while using applicable examples and readings. Students will have the opportunity to design a digital communication campaign.

## **COMM 376** - Gender and Communication (3 Credits)

Explores the ways in which communication constructs gender. This course will be a guided study of the different areas in which our understanding and expectations of gender emerge. Covers theoretical foundations and approaches to gender and communication, and areas such as family, workplace, media, and politics

## **COMM 377** - Pop Culture (3 Credits)

This course uses theory and research to explore the complexities of pop culture (examples: music, film, social media, fads, slang, toys), including its creation and impact on society. Special emphasis is placed on the impact of pop culture on identity, the role of intersectionality, and the impact of digital media.

## **COMM 378** - Health Communication (3 Credits)

Introduces major concepts and areas within health communication, including: interpersonal, such as provider-patient and caregiver-patient; cultural and social components of how we understand and communicate about health; media and health, including entertainment programming, advertising, digital communication, and media effects; and public health, including policy reform and health promotion.

## **COMM 379** - Professional Communication (3 Credits)

The course will allow students to explore, develop, and analyze effective job materials, digital networking opportunities, and interview strategies, in order to generate a personalized professional plan for beyond the UMW classroom. Students will study professional communication, organization communication, and public relations research and methods through speaking intensive assignments, pop culture analysis, and a public relations campaign of their design.

## **COMM 380** - Sports & Digital Media (3 Credits)

This course will examine how the growing field of sports communication influences contemporary digital media and culture. Sports are an ancient practice with ties to politics, nationalism, global markets, technologies, human rights, aesthetics, and fandom, yet many people underestimate their impactful and shifting role in US culture. Students in this class will survey critical sports communication scholarship that engages digital studies, marketing, and rhetorical strategies in sports media. Through historical and timely case studies, students will explore how sport controversies and media practices often reflect issues pertinent to communication and digital studies.

## **COMM 381** - Hip-Hop Culture (3 Credits)

The course explores hip-hop culture considering the four foundational elements of hip hop—emcees, DJs, breakdancing and graffiti—and beyond. Students will critically engage with hip hop to understand its workings as a culture, as well as the impact of race, class, gender, sex, and other elements of cultural identity.

## **COMM 450** - Studies in Rhetoric and Communication (3 Credits)

Study of rhetoric and human communication; consult Schedule of Courses for specific topics.

## **COMM 460** - Seminar in Digital Rhetoric (3 Credits)

Prerequisites: COMM 340 or permission of the instructor. Study of the contemporary function of rhetoric in the context of our globally networked society.

## **COMM 481** - Policy Debate Practicum (1 Credits)

Credit for satisfactory work on the University's intercollegiate policy debate team. Enrollment by permission of instructor and the department. No more than 8 credits of Practicum (481, 482, 483) may count toward the 120 hours required for graduation.

## **COMM 482** - Public Debate Practicum (1 Credits)

Credit for satisfactory work on the University's public debate team. Enrollment by permission of the instructor and department. No more than 8 credits of Practicum (481, 482, 483) may count toward the 120 hours required for graduation.

## **COMM 483** - Communication Consulting Practicum (1 Credits)

By permission of the instructor. Students will review, study, and apply the principles of public speaking, rhetoric, peer tutoring, and instructional communication. In addition, students will reflect upon, discuss, and write about the application of these principles to their tutoring process. No more than 8 credits of Practicum (481, 482, 483) may count toward the 120 hours required for graduation.

**COMM 491** - Individual Study (3 Credits)

Individual study under the direction of a member of the staff. By permission of the department. Only three credits of individual study may count toward the Communication and Digital Studies major.

**COMM 492** - Individual Study (1-6 Credits)

Individual study for variable credit under the direction of a member of the staff. By permission of the department. Only three credits of individual study may count toward the Communication and Digital Studies major.

**COMM 499** - Internship (1-6 Credits)

Supervised experience, typically off-campus, developed in consultation with the department. Credits variable. Up to three credits may be counted toward the Communication and Digital Studies Major.