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Communication Studies

The Department of Communication Studies, formerly the Department of Speech Communication, offers courses in communication studies and public relations. Courses cover the history, theory and application of communication. These courses reflect liberal arts, humanities and social science traditions as approaches to theory and application.

The department also sponsors co-curricular activities in public speaking, debate, forensics, performance studies (oral interpretation), and public relations, all of which are open to non-majors.

English is the language of instruction in the Department of Communication Studies and proficiency in written and oral English is required of all students in Communication Studies. To meet the requirements for a major in the Department of Communication Studies a student must demonstrate the following basic skills: the ability to deliver effective oral public presentations; the ability to write clear, correct English prose; the ability to communicate effectively at the interpersonal level as well as in groups; and the ability to understand and apply communication theory and research.

These communication competencies may be demonstrated by completing the major program and any one of the specializations described below and by receiving no lower than a C- grade in courses listed in the required core and as required in the student's chosen specialization. Under certain circumstances, a student may elect to demonstrate a competency by passing a proficiency examination administered by the Department of Communication Studies.

Bachelor of Science Degree in Communication Studies

Degree Requirements	Credit Hours
University Core Curriculum Requirements	41
College of Liberal Arts Academic Requirements	6-11
Includes: one year of foreign language and two writing intensive courses chosen from those listed in the required curriculum specializations below.	
Requirements for Major in Communication Studies	42
Required Core Courses	15
Communication theory and foundational skills: CMST 201, CMST 262, CMST 280, CMST 3011, CMST 326	
Required Curriculum Specialization (see below)	33

Degree Requirements	Credit Hours
<p data-bbox="207 184 711 216">Intercultural Communication Specialization</p> <p data-bbox="285 258 982 825">For students interested in communication topics and practices as they occur in social, cultural, and cross-cultural settings, verbal and nonverbal transaction and exchange at the interpersonal, group, organizational, and public levels, and the challenges of cultural diversity at home and abroad; domestic and international careers in business, industry, teaching, and government with a focus on intercultural understanding, consensus, and appreciation. Required: CMST 262, CMST 3011 (or CMST 341), CMST 361, CMST 440, CMST 441, CMST 448; and fifteen hours selected from any other communication studies courses. Electives: AFR 215, AFR 330; ANTH 202, ANTH 301, ANTH 304, ANTH 370, ANTH 410I, ANTH 410L, ANTH 410N, ANTH 410O; HIST 361, HIST 365; JRNL 306I; LING 200, LING 201, LING 415; MKTG 336, MKTG 435; POLS 352I, POLS 373; PSYC 307, PSYC 323; RTD 467; SOC 215, SOC 423, SOC 424, SOC 435, SOC 437.</p>	<p data-bbox="1289 184 1321 216">33</p>
<p data-bbox="207 871 727 903">Interpersonal Communication Specialization</p> <p data-bbox="285 945 966 1255">For students interested in topics of communication in interpersonal relationships, language in everyday interactions, group communication dynamics, and nonverbal and intercultural aspects of communication; and careers in communication skills training, interviewing, communication research, conflict management, and employee or client relations. Required: CMST 261, CMST 262, CMST 3011 (or CMST 341), CMST 361, CMST 463; and 18 hours selected from any other communication studies courses.</p>	<p data-bbox="1289 871 1321 903">33</p>
<p data-bbox="207 1297 743 1329">Organizational Communication Specialization</p> <p data-bbox="285 1371 966 1682">For students interested in a broad spectrum of communication topics in the context of the organization including, but not limited to, compliance-gaining, superior-subordinate interaction, communication audit methods, organizational networks, organizational climate and culture, conflict resolution, impact of new communication technology, and information flow. Required: CMST 280, CMST 281, CMST 326, CMST 380, CMST 383, CMST 480, CMST 483; 12 hours selected from any other communication studies courses.</p>	<p data-bbox="1289 1297 1321 1329">33</p>
<p data-bbox="207 1724 630 1755">Performance Studies Specialization</p> <p data-bbox="285 1797 966 1986">For students interested in theatrical and everyday performance and the oral interpretation of literature, and in careers in performance, writing-as-performance, and public presentation from business to the arts. Required: CMST 370, CMST 371, CMST 471, CMST 472; six hours selected from CMST 474, CMST 475, CMST 476; at least</p>	<p data-bbox="1289 1724 1321 1755">34</p>

Degree Requirements	Credit Hours
one hour selected from CMST 390F or CMST 490F; and 15 hours selected from any other communication studies courses.	
Persuasive Communication Specialization	33
<p>For students interested in public and political discourse, argumentation, rhetoric, social influence and media, careers in law, politics, sales, corporate and public advocacy, and selected areas in business and mass media. Required: CMST 221, CMST 325, CMST 326, CMST 411; six hours selected from CMST 310, CMST 382, CMST 412, CMST 413, CMST 421 (3,3), CMST 451; and 15 hours selected from any other communication studies courses.</p>	
Public Relations Specialization	33
<p>For students interested in public relations: the study of internal and/or external communication between an organization or client and its publics. Includes media relations, writing for mass media, research, case studies, and planning of communication campaigns. Required: CMST 281, CMST 381, CMST 382, CMST 481, CMST 485, JRNL 335, JRNL 311, three hours of CMST 390H or CMST 494H, three hours from JRNL, RTD, CMST 482, CMST 484, CMST 486, or CMST 490H. Minor or cognate study in related areas: Fifteen hours in a single department or related field of study beyond the University Core Curriculum and required courses. A cognate study will only be allowed if another unit on campus does not offer a minor and the student wishes to focus in that area. Cognate study must be approved by a member of the Public Relations Faculty.</p>	
Electives and/or minor ¹	20-25
(Electives for majors specializing in Public Relations include 15 hours of coursework in a minor or cognate study in a related area.)	
Total	120

1 (For majors specializing in Public Relations, 15 elective credit hours of coursework must be concentrated in a minor or cognate study in a related area).

Communication Studies Minor

A minor in Communication Studies consists of a minimum of 15 hours (in addition to CMST 101), which must include nine hours at the 300- or 400-level.

Communication Studies Courses

CMST101 - Intro:Oral Communication 101-3 Introduction to Oral Communication: Speech, Self and Society. (University Core Curriculum) [IAI Course: C2 900] This course provides theory and practical application relevant to students' development of basic oral communication competencies appropriate to a variety of contexts as situated in a culturally diverse world.

CMST102 - Speaking with Confidence 102-1 Speaking with Confidence: Overcoming Communication Apprehension. Designed for students with high speech anxiety that are reluctant to enroll in Communication Studies 101 or are currently enrolled in 101. This course provides exercises and opportunities to significantly lessen and control communication apprehension. Pass/Fail only.

CMST201 - Performing Culture 201-3 Performing Culture. (University Core Curriculum) This course fosters appreciation of cultural diversity through a critical examination of human communication - from everyday conversation to cultural formation - as performance. Lecture and discussion format with consideration of primary texts drawn from multicultural literature and popular culture.

CMST221 - Advanced Public Speaking 221-3 Advanced Public Speaking. The components of effective speech with preparation and presentation of several types of speeches. Prerequisite: CMST 101 or consent of instructor.

CMST230 - Foundations of Communication 230-3 Foundations of Communication. This course provides an expansive survey of communication concepts that foster awareness of self and others. Students will explore how understanding communication can help effectively navigate everyday interactions in personal and professional contexts. This course will enhance understandings of identity, relationships, social inequality, media representation, and organizational norms.

CMST241 - Comm in Global Workplace 241-3 Communication Skills in the Global Workplace. This course provides practical application for intercultural theory beyond the classroom, within the context of globalization. Students will learn how intercultural communication can prepare him/her for life beyond college, including workplace diversity, career preparation, international business contexts and more. Assignments will culminate in a portfolio that will prepare students for their future in an increasingly globalized world.

CMST261 - Small Group Communication 261-3 Small Group Communication. Introduction to small group communication and the small group process. Special emphasis given to problem-solving discussion groups.

CMST262 - Interpersonal Communication 262-3 Interpersonal Communication. Theoretical approaches and contemporary research on patterns of interpersonal communication in romantic, friendship, family, and work relationships. Emphasis on developing skills for analyzing interpersonal processes through close description and interpretation. Satisfies the College of Liberal Arts Writing-Across-the-Curriculum requirement for communication studies majors.

CMST280 - Business & Professional Comm 280-3 Business and Professional Communication. A competency-based learning course focused on essential communication skills needed to succeed in business and professional settings, including the workplace. Topics include interpersonal communication and emotional intelligence, business writing style, advanced public speaking and presentation techniques, and (pre-) employment processes and documents. Prerequisite: CMST 101 or concurrent enrollment.

CMST281 - Intro to Public Relations 281-3 Introduction to Public Relations. [IAI Course: MC 913] Introduction to public relations theories, philosophies and principles for agency, business, governmental and not-for-profit organizations. Historical perspectives, current and future trends, professional associations and career opportunities explored.

CMST3011 - Comm Across Cultures 3011-3 Communication Across Cultures. (University Core Curriculum) This course provides an introduction to communication between/among people from different cultures, focusing on the application of intercultural communication theory and research. Class assignments and exercises examine everyday encounters with individuals from different races, ethnicity,

religions, gender, ages, sexual orientations and physical abilities. Credit cannot be earned in both CMST 301I and CMST 341.

CMST310 - Speechwriting 310-3 Speechwriting. Advanced study and practice of the principles of composition, revision and delivery of effective public speeches. Satisfies the CoLA Writing-Across-the-Curriculum requirement for communication studies majors. Prerequisite: CMST 221 or consent of instructor.

CMST325 - Argumentation & Debate 325-3 Argumentation and Debate. Through the study of argument, evidence, reasoning, and oral advocacy this course seeks to ensure competence in the ascertainment of truth by investigation and research and the establishment of truth through proof. The ultimate rationale for the course is the discovery and support of intelligent decisions. Prerequisite: CMST 101 or consent of instructor; CMST 221 recommended.

CMST326 - Persuasion 326-3 Persuasion. The means of influencing individuals and groups through communication. Emphasizes the shaping of others' values, beliefs, attitudes and behavior. Provides theoretical information about and practice in persuasive speaking for sources and targets of persuasion. Satisfies the CoLA Writing-Across-the-Curriculum requirement for communication studies majors.

CMST341 - Intro Intercultural Comm 341-3 Introduction to Intercultural Communication. (Same as LING 341) Examination of the elements and structure of intercultural and transracial communication in the United States. Designed to analyze and describe the interactions between social perception and expression as manifest in verbal and nonverbal behavior. Emphasis on the functional communication of minority groups. Prerequisite: CMST 101 or CMST 262 or consent of instructor. Credit cannot be earned in both CMST 301I and CMST 341.

CMST342 - Comm & Popular Culture 342-3 Communication and Popular Culture. Students will explore the production, consumption, and dissemination of popular culture in the global marketplace. They will apply intercultural and cultural studies theories and concepts to popular culture texts such as film, television, music, advertising, gaming, second life, Facebook, and Twitter. The examination of popular culture will be centered around how popular culture influences understanding of identity/ies, identity differences, intercultural communication, and intercultural relationships. This course will enhance self-reflexivity, understanding, and knowledge concerning the implications of popular culture in our everyday lives and within intercultural interactions.

CMST361 - Nonverbal Communication 361-3 Nonverbal Communication. A survey of the nonverbal factors that influence the communicative interaction among persons. Review research findings and conduct projects germane to nonverbal communication. Readings, discussions, and research projects. Prerequisite: CMST 262 or consent of instructor.

CMST362 - Comm & Social Process 362-3 Communication and Social Process. Introduction to the phenomenology of human communication and social process. Analysis and description of interpersonal communication in the development and operation of human communities. Special emphasis is given to the nature of persons, consciousness, and communication exchange in society.

CMST370 - Performance of Literature 370-3 Performance of Literature. Theory and practice in performance as a method for literary study, with emphasis on the student as performer. Prerequisite: CMST 201 or consent of instructor.

CMST371 - Storytelling 371-3 Storytelling. Theory and practice in the art of storytelling with emphasis upon practical application, source materials, and historical and ethnic backgrounds.

CMST380 - Intro Leadership & Org Comm 380-3 Introduction to Leadership and Organizational Communication. Introduction to basic concepts, theories, and practices relevant to the understanding of communication in leadership positions and organizational contexts. Provides a communicatively based definition of leadership and formal organization and explores historical and contemporary theories pertaining to individual-organizational relationships.

CMST381 - Public Relations in Practice 381-3 Public Relations in Practice. Application of public relations theory and principles through training and practice in the development of public relations writing and production skills including message construction and delivery, verbal, nonverbal, and visual

production work and special events components. Satisfies the CoLA Writing-Across-the-Curriculum requirement for communication studies majors. Prerequisite: CMST 281 with a grade of C or better or consent of instructor.

CMST382 - Research Methods Public Comm 382-3 Research Methods in Public Communication. An introductory survey of quantitative and qualitative public communication research methods and techniques. Introduction to the design of research tools, sample selection, focus group methodology, and data analysis.

CMST383 - Interviewing 383-3 Interviewers and Interviewing. Planning, conducting, and analyzing interviews with emphasis on roles of interviewer and respondent in professional and organizational communication settings. Study of factors affecting accuracy, openness, and goal attainment in use of interview methods for evaluation and research. Individual and small group projects with selected aspects of interviewing.

CMST390A - Appl Comm-Comm Pedagogy 390A-1 to 6 Applied Communication-Communication Pedagogy. Supervised individual and group performance in various communication arts. Emphasis on the practical application of communication skills communication pedagogy. May be repeated for credit up to a maximum of six hours total from 390, 490 and 491 toward degree requirements. Special approval needed from the instructor.

CMST390B - Applied Comm-Debate 390B-1 to 6 Applied Communication-Debate. Supervised individual and group performance in various communication arts. Emphasis on the practical application of communication skills in debate. May be repeated for credit up to a maximum of six hours total from 390, 490 and 491 toward degree requirements. Special approval needed from the instructor.

CMST390C - Applied Comm-Intercultrl Comm 390C-1 to 6 Applied Communication-Intercultural Communication. Supervised individual and group performance in various communication arts. Emphasis on the practical application of communication skills in intercultural communication. May be repeated for credit up to a maximum of six hours total from 390, 490 and 491 toward degree requirements. Special approval needed from the instructor.

CMST390D - Applied Comm-Interprsnl Comm 390D-1 to 6 Applied Communication-Interpersonal Communication. Supervised individual and group performance in various communication arts. Emphasis on the practical application of communication skills in interpersonal communication. May be repeated for credit up to a maximum of six hours total from 390, 490 and 491 toward degree requirements. Special approval needed from the instructor.

CMST390E - Applied Comm-Organizational Cm 390E-1 to 6 Applied Communication-Organizational Communication. Supervised individual and group performance in various communication arts. Emphasis on the practical application of communication skills in organizational communication. May be repeated for credit up to a maximum of six hours total from 390, 490 and 491 toward degree requirements. Special approval needed from the instructor.

CMST390F - Applied Comm-Performnce Stdiess 390F-1 to 6 Applied Communication-Performance Studies. Supervised individual and group performance in various communication arts. Emphasis on the practical application of communication skills in performance studies. May be repeated for credit up to a maximum of six hours total from 390, 490 and 491 toward degree requirements. Special approval needed from the instructor.

CMST390G - Applied Comm-Persuasive Comm 390G-1 to 6 Applied Communication-Persuasive Communication. Supervised individual and group performance in various communication arts. Emphasis on the practical application of communication skills in persuasive communication. May be repeated for credit up to a maximum of six hours total from 390, 490 and 491 toward degree requirements. Special approval needed from the instructor.

CMST390H - Applied Comm-Public Relations 390H-1 to 6 Applied Communication-Public Relations. Supervised individual and group performance in various communication arts. Emphasis on the practical application of communication skills in public relations. May be repeated for credit up to a maximum of

six hours total from 390, 490 and 491 toward degree requirements. Special approval needed from the instructor.

CMST401 - Comm Theories & Models 401-3 Communication Theories and Models. An advanced examination of the purposes and processes of constructing and using theories and models in communication research. Students critically analyze existing communication theories from both social scientific and interpretive paradigms in order to explicate and evaluate their implicit and explicit assumptions about human being, knowledge, and value. For graduate students and advanced undergraduates. Satisfies the CoLA Writing-Across-the-Curriculum requirement for communication studies majors. Prerequisite: CMST 230 or graduate standing.

CMST411 - Rhetorical Criticism 411-3 Rhetorical Criticism. Designed to develop the student's ability to criticize public discourse, including speeches, written works and the mass media. Satisfies the CoLA Writing-Across-the-Curriculum requirement for communication studies majors.

CMST412 - Environmental Rhetoric 412-3 Environmental Rhetoric. An exploration of rhetorical structures and strategies in environmental policy, activism and public discourse. This course traces the significant contributions rhetoric and public debate have made in the struggle to protect environments from excessive industrial and commercial exploitation. A lecture, reading and discussion course.

CMST413 - Visual Rhetoric 413-3 Visual Rhetoric. An exploration of visual messages in public discourse and persuasive communication. This course offers tools for doing rhetorical criticism of visual messages, identifying similarities and differences between the analysis and production of verbal and visual persuasion. A lecture, readings, and discussion course.

CMST415 - Gender Sexuality & Comm 415-6 (3,3) Topics in Gender, Sexuality and Communication. (Same as WGSS 415) An exploration of advanced theories and research in gender and sexuality from communication perspectives. Course may be repeated when topics vary.

CMST416 - Black Feminist Thought 416-3 Black Feminist Thought as Theory and Praxis. (Same as AFR 416 and WGSS 416) Explore the roots, contemporary manifestations, and current embodiments of Black feminist thought. Explore the works of Black women to engage in critical thinking and thoughtful dialogue that positions the valuable knowledge, experiences and perspectives of women of color at the center of inquiry while simultaneously discovering spaces for multicultural alliances. Prerequisite: CMST 3011 or CMST 341 or consent of instructor or graduate standing.

CMST421 - Studies in Public Address 421-3 to 9 (3,3,3) Studies in Public Address. Critical studies of speakers and issues relevant to social and political movements dominant in national and international affairs. A lecture, reading and discussion course. Students may repeat enrollment to a total of nine hours.

CMST435 - Topics in Performance Studies 435-3 to 6 (3,3) Topics in Performance Studies. An exploration of advanced theories and techniques in performance studies. Topics vary and are announced in advance. Students may repeat enrollment in the course, since the topics change. Lecture, discussion, class projects.

CMST440 - Language Culture Comm 440-3 Language, Culture, and Communication. Study of language in use in social interactions in various cultural and communicative contexts. Topics include components of language, language change and diversity, speech acts, conversational structure, dialects, gender and language, bilingual and multilingual cultures, child language acquisition, and language use in institutional contexts. Prerequisite: CMST 3011 or CMST 341, or consent of instructor or graduate standing.

CMST441 - Advanced Intercultural Comm 441-3 Advanced Intercultural Communication: Theory and Practice. Advanced study of intercultural communication in domestic and global intercultural contexts. Course incorporates intercultural communication research with specific focus on application theory in professional contexts and in service of public advocacy and/or social justice. Prerequisite: CMST 3011 (or CMST 341) or consent of instructor or graduate standing.

CMST442 - Psych of Human Communication 442-3 Psychology of Human Communication. Nature, development, and functions of verbal and nonverbal behavior; application of psychology theories and research to the communication process in individuals and groups. Emphasis on the systemic nature of communicative behavior.

CMST443 - Language in Comm Research 443-3 Approaches to Language in Communication Research. Study of theories of language, its use, and consequences, with particular attention to general semantics, semiotics, and poststructuralism and their influence on communication research and criticism.

CMST445 - Performance in Everyday Life 445-3 Performance in Everyday Life. This course analyzes performance in everyday life in a variety of social, cultural, and historical contexts. The class explores genres such as conversations and personal narratives, folklore and oral traditions, festivals and celebrations, ceremonies and rituals, media events and politics. Topics of reading, discussion, and original research may range from performative elements in language and social interaction to performances of selfhood, identity, and personality.

CMST446 - Soc: Language Discourse & Sign 446-3 Sociology of Language Discourse and Signs. Introduction to sociological semiotics, especially structuralism and post-structuralism. Reference to French theorists such as Barthes, Baudrillard, Bourdieu, Certeau, Deleuze and Guattari, Greimas, Group Mu, Lacan, Lyotard, and Perelman. Emphasis on the practice of discourse, language, and signs as a model for research in the human science of communicology.

CMST447 - Comm Race and Ethnicity 447-3 Communicating Race and Ethnicity. (Same as AFR 447) Via intercultural theories and methods, this course explores histories, relationships, interactions and recent events by positioning racial and ethnic perspectives at the center of inquiry. The course critically examines the complexities of race, racism and ethnicity by focusing on how people communicate across racial and ethnic differences in different contexts. Prerequisite: CMST 301I or CMST 341, or consent of instructor or graduate standing.

CMST448 - Intercultural Training 448-3 Intercultural Training. Introduction to communication theories and practices informing the training of individuals and groups anticipating extensive interactions with persons from differing cultural communities. The course provides content and learning opportunities aimed toward the design, development, and evaluation of effective, ethical culture-specific and culture-general intercultural training programs. Prerequisite: CMST 341 or CMST 301I or consent of instructor or graduate standing.

CMST451 - Political Communication 451-3 Political Communication. (Same as POLS 418) A critical review of theory and research which relate to the influence of communication variables on political values, attitudes, and behavior. Satisfies the CoLA Writing-Across-the-Curriculum requirement for communication studies majors.

CMST460 - Small Group: Theory & Research 460-3 Small Group Communication: Theory and Research. A critical examination of small group theory and research in communication studies. Emphasis is given to the development of principles of effective communication and decision-making in the small, task-oriented groups. Prerequisite: CMST 261 or consent of instructor or graduate standing.

CMST461 - Interpersonal Comm Encounter 461-3 Interpersonal Communication as Encounter. Interpersonal communication is studied as human encounter that participates in the development of human identity. Students explore the philosophical and theoretical approaches to human communication by developing concrete projects that examine the rule of relationships in the construction and alteration of values and priorities.

CMST463 - Communication & Conflict 463-3 Communication and Conflict. Study of sources, patterns, and outcomes of conflict in relationships within interpersonal, familial, organizational, managerial, or intercultural relationships. Emphasis on interactive, systems-level analysis of naturally occurring conflict episodes. Practice in managing conflicts, reframing, negotiation, and mediation.

CMST464 - Compassionate Communication 464-3 Compassionate Communication. Study and practical training in Nonviolent Communication and similar approaches to more effective inter- and intrapersonal communication. Using real-life experiences from political encounters and interpersonal conflicts to inner dialogue, this class offers a way to deepen peaceful connection and understanding with ourselves and others through honesty, empathy, and being "fully present" in the moment. Special approval needed from the instructor.

CMST465 - Philosophy of Communication 465-3 Philosophy of Communication. An introduction to philosophical approaches to the study of communicative interaction. Topics include the relation of

meaning and conceptual structures to bodily experience and the interpretative nature of communicative interaction.

CMST471 - Studies in Genre & Performance 471-3 to 6 (3,3) Studies in Genre and Performance. Topical study of the role genre plays in analyzing, scripting, and performing literature and other textual forms. Students may repeat enrollment in the course since topics change. Prerequisites: CMST 201, 370, 371, or consent of instructor or graduate standing.

CMST472 - Media and Performance 472-3 to 6 (3,3) Media and Performance. Study and practice of mixed performance methods such as live performance with digital, projected or other media. Reading, discussion, and performance projects.

CMST473 - Performance Ethnography 473-3 Performance Ethnography. An exploration of culture, ritual, narrative, community and personal identity as performance. Readings, field work and assignments focus on performance ethnography, communicative dimensions of performance and performance epistemology. Prerequisite: six hours of performance studies or consent of instructor or graduate standing.

CMST474 - Adaptation and Staging 474-3 Adaptation and Staging. Theory and practice of staging texts with emphasis on adaptation, scripting, and directing. Prerequisite: CMST 201 or consent of instructor or graduate standing.

CMST475 - Group Performance 475-3 Group Performance. Contemporary performance practices as critical and persuasive tools. Develops skills in reading, writing, analyzing and performing a broad range of texts to acquaint students with methods for composing performance. Prerequisites: CMST 201, 370, 371, or consent of instructor or graduate standing.

CMST476 - Performance Composition 476-3 Performance Composition. Study of theoretical and practical issues in solo performance staging with special emphasis on textual production, scripting, social context, and performance practice. Advanced study in individual performance as a method of textual study as well as theory and practice in solo performance as an aesthetic event and rhetorical act. Prerequisites: CMST 201, 370, 371, or consent of instructor, or graduate standing.

CMST480 - Bus/Org Com Case Studies 480-3 Case Studies in Business and Organizational Communication. Exploration of the communicative constitution of organizations, including the role that artifacts and stakeholder attitudes play in the production of meaning and interpretation of organizational events and practices. Students analyze organizational communication principles through case studies and individual research. Prerequisites: CMST 280 or CMST 380, or consent of instructor, or graduate standing.

CMST481 - PR Cases & Campaigns 481-3 Public Relations Cases and Campaigns. Advanced course in public relations case analysis and campaign planning. Students critique public relations campaigns created by various profit, nonprofit and agency organizations. Students also design and implement public relations campaigns from problem identification through evaluation stages. Satisfies the CoLA Writing-Across-the Curriculum requirement for communication studies majors. Prerequisite: CMST 381 and 382 with a grade of C or better or consent of instructor.

CMST482 - PR in Sports/Recreation 482-3 Public Relations in Sports and Recreation. Explores the role of public relations within sports and recreation organizations and the relationship between these industries and the media. Students will plan and conduct a fund-raising event, attend athletic competitions, and learn about careers in the sports and recreation fields.

CMST483 - Adv Business & Org Comm 483-3 Advanced Business and Organizational Communication. Study of communication practices in business, professional, and organization settings and the effects of communication strategies on interpersonal and organizational relationships within and outside of the organization. Considers the relevance of communication training and development on management operations, organizational culture, employee morale, networks, superior subordinate relations, production, and organizational climates. Individual research into selected aspects of organizational communication and talent development. Prerequisite: CMST 280 or CMST 380, or consent of instructor, or graduate standing.

CMST484 - Social Media & Digital Comm 484-3 Social Media and Digital Communication. Advanced application of contemporary theories in communication studies, particularly those related to principles of rhetoric and persuasion, in digitally mediated environments. Course topics cover the generation, management, and consumption of digital communication within social media and other Web platforms. Includes writing content strategy plans and study of tools used to curate, analyze, and interpret digital documents and information.

CMST485 - Public Relations Ethics 485-3 Public Relations Ethics. Study of ethical communication practices within the framework of the public relations profession. Course teaches the Public Relations Society of America Code of Ethics, and also prepares students to construct their own ethical guidelines for communicating professionally. Individual projects and group case studies are used to familiarize students with many of the ethical dilemmas faced by public relations professionals. Prerequisite: CMST 281 with a grade of C- or better.

CMST486 - Special Topics in PR 486-3 to 6 (3,3) Special Topics in Public Relations. An exploration of selected, current topics in public relations. Topics vary and are announced in advance. Students may repeat up to 6 hours as topic varies.

CMST490A - Comm Practicum-Pedagogy 490A-1 to 6 Communication Practicum-Communication Pedagogy. A supervised experience using communication skills. Emphasis on the development of performance skills in communication pedagogy. May be repeated for credit. Undergraduates limited to a total of six hours from 390, 490, and 491 and graduate students to three to be counted toward degree requirements. Prerequisite: twelve hours of communication studies. Special approval needed from the instructor.

CMST490B - Comm Practicum-Debate 490B-1 to 6 Communication Practicum-Debate. A supervised experience using communication skills. Emphasis on the development of performance skills in debate. May be repeated for credit. Undergraduates limited to a total of six hours from 390, 490, and 491 and graduate students to three to be counted toward degree requirements. Prerequisite: twelve hours of communication studies. Special approval needed from the instructor.

CMST490C - Comm Practicum-Intercultl Comm 490C-1 to 6 Communication Practicum-Intercultural Communication. A supervised experience using communication skills. Emphasis on the development of performance skills in intercultural communication. May be repeated for credit. Undergraduates limited to a total of six hours from 390, 490, and 491 and graduate students to three to be counted toward degree requirements. Prerequisite: twelve hours of communication studies. Special approval needed from the instructor.

CMST490D - Comm Practicum-Interpersonal 490D-1 to 6 Communication Practicum-Interpersonal Communication. A supervised experience using communication skills. Emphasis on the development of performance skills in interpersonal communication. May be repeated for credit. Undergraduates limited to a total of six hours from 390, 490, and 491 and graduate students to three to be counted toward degree requirements. Prerequisite: twelve hours of communication studies. Special approval needed from the instructor.

CMST490E - Comm Practicum-Organizational 490E-1 to 6 Communication Practicum-Organizational Communication. A supervised experience using communication skills. Emphasis on the development of performance skills in organizational communication. May be repeated for credit. Undergraduates limited to a total of six hours from 390, 490, and 491 and graduate students to three to be counted toward degree requirements. Prerequisite: twelve hours of communication studies. Special approval needed from the instructor.

CMST490F - Comm Practicum-Perf Studies 490F-1 to 6 Communication Practicum-Performance Studies. A supervised experience using communication skills. Emphasis on the development of performance skills in performance studies. May be repeated for credit. Undergraduates limited to a total of six hours from 390, 490, and 491 and graduate students to three to be counted toward degree requirements. Prerequisite: twelve hours of communication studies. Special approval needed from the instructor.

CMST490G - Comm Practicum-Persuasive Comm 490G-1 to 6 Communication Practicum-Persuasive Communication. A supervised experience using communication skills. Emphasis on the development of

performance skills in persuasive communication. May be repeated for credit. Undergraduates limited to a total of six hours from 390, 490, and 491 and graduate students to three to be counted toward degree requirements. Prerequisite: twelve hours of communication studies. Special approval needed from the instructor.

CMST490H - Comm Practicum-Public Relation 490H-1 to 6 Communication Practicum-Public Relations. A supervised experience using communication skills. Emphasis on the development of performance skills in public relations. May be repeated for credit. Undergraduates limited to a total of six hours from 390, 490, and 491 and graduate students to three to be counted toward degree requirements. Prerequisite: twelve hours of communication studies. Special approval needed from the instructor.

CMST491 - Independent Study in Comm 491-1 to 3 Independent Study in Communication. Readings, creative projects, or writing projects focusing on a theoretical study of communication. The independent study should normally be completed in one semester under the tutorial supervision of a faculty sponsor. A maximum of six hours from Communication Studies 390, 490 and 491 may be counted toward degree requirements. Not for graduate credit. Prerequisite: twelve hours of communication studies. Special approval needed from the instructor.

CMST492 - Workshop in Performance Studies 492-2 to 8 Workshop in Performance Studies. Summer offering concentrating in specialized areas of performance studies. Prerequisite: CMST 201 and CMST 370 or consent of instructor or graduate standing.

CMST493 - Special Topics in Communicatn 493-3 to 9 (3,3,3) Special Topics in Communication. An exploration of selected current topics in communication arts and studies. Topics vary and are announced in advance; both students and faculty suggest ideas. Students may repeat enrollment in the course, as the topic varies.

CMST494A - Internship-Comm Pedagogy 494A-1 to 6 Internship-Communication Pedagogy. A supervised experience in a professional or career setting. Maximum of six hours to be counted toward degree requirements. Not for graduate credit. Mandatory Pass/Fail. Special approval needed from the instructor.

CMST494B - Internship-Debate 494B-1 to 6 Internship-Debate. A supervised experience in a professional or career setting. Maximum of six hours to be counted toward degree requirements. Not for graduate credit. Mandatory Pass/Fail. Special approval needed from the instructor.

CMST494C - Internship-Intercultural Comm 494C-1 to 6 Internship-Intercultural Communication. A supervised experience in a professional or career setting. Maximum of six hours to be counted toward degree requirements. Not for graduate credit. Mandatory Pass/Fail. Special approval needed from the instructor.

CMST494D - Internship-Interpersonal Comm 494D-1 to 6 Internship-Interpersonal Communication. A supervised experience in a professional or career setting. Maximum of six hours to be counted toward degree requirements. Not for graduate credit. Mandatory Pass/Fail. Special approval needed from the instructor.

CMST494E - Internship-Organizational Comm 494E-1 to 6 Internship-Organizational Communication. A supervised experience in a professional or career setting. Maximum of six hours to be counted toward degree requirements. Not for graduate credit. Mandatory Pass/Fail. Special approval needed from the instructor.

CMST494F - Internship-Performance Studies 494F-1 to 6 Internship-Performance Studies. A supervised experience in a professional or career setting. Maximum of six hours to be counted toward degree requirements. Not for graduate credit. Mandatory Pass/Fail. Special approval needed from the instructor.

CMST494G - Internship-Persuasive Comm 494G-1 to 6 Internship-Persuasive Communication. A supervised experience in a professional or career setting. Maximum of six hours to be counted toward degree requirements. Not for graduate credit. Mandatory Pass/Fail. Special approval needed from the instructor.

CMST494H - Internship-Public Relations 494H-1 to 6 Internship-Public Relations. A supervised experience in a professional or career setting. Maximum of six hours to be counted toward degree requirements. Not for graduate credit. Mandatory Pass/Fail. Special approval needed from the instructor.

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