DEPARTMENT OF COMMUNICATION AND MEDIA

College of Arts and Humanities

Overview

202 Wayne Hall
610-436-2500
Department of Communication and Media (http://www.wcupa.edu/communicationStudies)
Denise Polk (dpolk@wcupa.edu), Chairperson
Mike Boyle (mboyle@wcupa.edu), Assistant Chairperson
Elizabeth Munz (emunz@wcupa.edu), Assistant Chairperson

Programs of Study

Students study communication as a generalized degree with opportunities to take courses in interpersonal and intercultural communication; mass media and public relations; and rhetoric and public communication.

Majors are expected to meet with their advisors to plan a course of study, to select courses prior to scheduling, to discuss career opportunities, and to keep abreast of departmental co-curricular activities. Students are provided with handbooks to inform them of requirements for each program in the department. Students who wish to transfer into the communication studies program must meet "Program Admission Requirements" described in the "Policies (http://catalog.wcupa.edu/undergraduate/arts-humanities/communication-media/academic-policies-procedures)" section.

The B.A. in Communication Studies provides students with a comprehensive examination of the theory and practice of communication as it is spoken, written, and created for mediated audiences. At the heart of the program is the focus on oral communication as the core of a liberal arts education that can be applied to a number of career professions. This program also will prepare students for post-graduate study.

The Media & Culture (MDC) program is intended for undergraduate students who want to develop specialized expertise and skills in media-related fields, be able to use and create content for a variety of media technologies, and think critically about the intersections of media and diverse cultural contexts. Students will be prepared to enter a wide range of fields in the global workforce including media production, broadcasting, advertising, strategic communication, social media & PR, international media, diversity training and development, and others. They will begin their careers with a versatile skill set and a professional portfolio of their work developed through hands-on coursework, internships, and practicum experiences.

Departmental Student Activities

The Forensic Team (speech and debate), the radio station, the WCU Studios, Students in Communication, Public Relations Student Society of America (PRSSA), Lambda Pi Eta, and the National Association of Black Journalists are student organizations that involve department faculty and resources. The activities of these organizations are open to all students. For more information see the "Student Affairs (http://catalog.wcupa.edu/undergraduate/student-affairs)" section.

Department Internships

Internships are available for academic credit for highly motivated and academically successful students who meet the department's requirements. The department encourages students to take internships to enhance their academic studies with work experience in a professional organization. Students have been placed in congressional offices, radio and television stations, and local industries. Students and their placements are screened to assure mutual satisfaction for all parties involved. For details, students should check with the department's internship coordinator and/or the department’s website (http://www.wcupa.edu/communicationStudies).

Programs

Majors in Communication and Media

• B.A. in Communication Studies (http://catalog.wcupa.edu/undergraduate/arts-humanities/communication-media/communication-studies-ba)
• B.A. in Media and Culture (http://catalog.wcupa.edu/undergraduate/arts-humanities/communication-media/media-culture-ba)

Minors in Communication and Media

• Communication Studies (http://catalog.wcupa.edu/undergraduate/arts-humanities/communication-media/communication-studies-minor)
• Media and Culture (http://catalog.wcupa.edu/undergraduate/arts-humanities/communication-media/media-culture-minor)

Graduate Opportunities

See the graduate catalog for more information on the Communication and Media programs. (http://catalog.wcupa.edu/graduate/arts-humanities/communication-media)

Policies

• See undergraduate admissions information. (http://catalog.wcupa.edu/general-information/admissions-enrollment/undergraduate-admissions)
• See academic policies. (http://catalog.wcupa.edu/undergraduate/academic-policies-procedures)

All undergraduate students are held to the academic policies and procedures outlined in the undergraduate catalog. Students are encouraged to review departmental handbooks for program tips, suggested course sequences, and explanations of procedures. When applicable, additional policies for specific department programs may be listed below.

Internal Transfer Admission Requirements (B.A. and Minor Programs)

Applicants who have earned a C or better in each of the prerequisite core classes (COM 219, COM 224, and SPK 208) will be admitted into the program at the conclusion of the semester, after grades have been posted. Students who do not gain admission can retake one or more of the prerequisite classes and reapply.

Faculty

Professors

Michael Boyle (mboyle@wcupa.edu) (2006)
Assistant Chairperson
B.A., East Stroudsburg University; M.A., University of Delaware; Ph.D., University of Wisconsin at Madison
Timothy J. Brown (tbrown@wcupa.edu) (2002)
B.A., M.A., West Chester University; Ph.D., Ohio University
Anita K. Foeman (afoeman@wcupa.edu) (1991)
B.H., Defiance College; M.A., Ph.D., Temple University
Elaine B. Jenks (ejenks@wcupa.edu) (1992)
B.A., University of Maryland; M.A., Gannon University; Ph.D., Pennsylvania State University
David G. Levassuer (dlevasseur@wcupa.edu) (1997)
B.A., M.A., University of Maryland-College Park; Ph.D., University of Kansas
Edward J. Lordan (elordan@wcupa.edu) (2001)
B.A., West Chester University; M.A., Temple University; Ph.D., Syracuse University
Lisa Millhous (lmillhous@wcupa.edu) (1999)
B.A., Macalester College; M.A., Ph.D., University of Minnesota
Denise M. Polk (dpolk@wcupa.edu) (2005)
Chairperson, Communication and Media
B.A., Baldwin-Wallace College; M.A., Miami University; Ph.D., Kent State University
Martin S. Remland (mremland@wcupa.edu) (1991)
B.A., Western Illinois University; M.A., Central Michigan University; Ph.D., Southern Illinois University
Philip A. Thompson (pthompson@wcupa.edu) (1997)
B.S., Northern Arizona University; M.S., University of Southwestern Louisiana; Ph.D., University of Utah

Associate Professors
M. Ola Kopacz (mkopacz@wcupa.edu) (2007)
M.A., Warsaw University (Poland); Ph.D., University of Arizona
Bessie Lee Lawton (blawton@wcupa.edu) (2008)
B.A., M.A., University of the Philippines; Ph.D., University of Pennsylvania
L. Meghan Mahoney (mmahoney@wcupa.edu) (2011)
B.A., York College of Pennsylvania; M.A., West Chester University; Ph.D., Ohio University
Michael V. Pearson (mperson@wcupa.edu) (1988)
B.A., Iona College; M.A., William Patterson College; Ph.D., Temple University
Kanan Sawyer (ksawyer@wcupa.edu) (2004)
B.S., California Polytechnic State University; M.A., University of Washington; Ph.D., University of Texas

Assistant Professors
Roger Gatchet (rgatchet@wcupa.edu) (2015)
B.A., Cal Poly; San Luis Obispo; M.A., University of Texas at Austin; Ph.D., University of Texas at Austin
Maxine Gesualdi (mgesualdi@wcupa.edu) (2016)
B.S., West Virginia University; M.A., West Chester University
Matthew Meier (mmeier@wcupa.edu) (2015)
Graduate Coordinator, Communication and Media
B.A., Capital University; M.A., Purdue University Calumet; Ph.D., Bowling Green State University
Elizabeth Ann Munz (emunz@wcupa.edu) (2013)
Assistant Chairperson, Communication and Media
B.A., University of Richmond; M.A., Ph.D., Purdue University
Julia Waddell (jwaddell@wcupa.edu) (2016)
B.A., B.S., University of Florida; M.S., University of North Carolina at Chapel Hill; Ph.D., University of Michigan

Instructor
Eryn S. Travis (etravis@wcupa.edu) (2017)
University of Maryland, B.A.; West Chester University, M.A.

Courses

COM

COM 100. Internship in Computerized Communication. 1-3 Credits.
Internship for high school seniors to engage in a structured and supervised learning experience in computerized communication.
Repeatable for Credit.

COM 112. Communication Media Practicum. 1-3 Credits.
This course provides students with an opportunity to gain knowledge and skill as they do work at WCU media outlets.
Typically offered in Fall & Spring.
Repeatable for Credit.

COM 200. Communication Careers Planning I. 1 Credit.
This course is designed to introduce the first of a two-phase, career-planning process. Self-assessment and exploration is provided through assigned readings, mini-lectures, reflective exercises, and small group activities.
Typically offered in Fall & Spring.

COM 201. Fundamentals of Communication Technology. 3 Credits.
Examination of the use of computers and other technologies to create, organize, store, visualize, and present messages.

COM 203. The Philadelphia Media Experience. 3 Credits.
This course introduces students to the history of media professions in the Philadelphia area, exposes them to media opportunities and helps them to improve the skill set needed to obtain jobs in emerging media organizations.
Typically offered in Summer.
Cross listed courses COM 203, MDC 203.

COM 204. Interpersonal Communication. 3 Credits.
One-on-one communication to give the student a fundamental understanding of the processes and experiences of the most basic type of human communication.
Typically offered in Fall & Spring.

COM 212. Mass Communication. 3 Credits.
A survey course designed to identify, analyze, and evaluate the pragmatic, persuasive, creative, and technical dimensions of mass media.
Distance education offering may be available.
Typically offered in Fall & Spring.

COM 216. Small Group Communication. 3 Credits.
Introduction to and practice in the structured small group. Emphasis on preparation for, analysis of, and participation in problem-solving oriented groups.
Typically offered in Fall & Spring.

COM 217. Introduction to Video Production. 3 Credits.
This course explores the basic television production process. Topics covered include theories of production process, camera operation, lighting, audio recording, editing, visual effects, design, and production staff, as well as the application of these processes to actual production situations.
Typically offered in Fall.
Cross listed courses COM 217, MDC 217.

COM 219. Communication Theory. 3 Credits.
A study of human communication that includes a historical view of the field, examinations of definitions of communication, analyses of the nature of theory and the process of theorizing, assessment of perspectives of communication, and construction of models of communication.
Distance education offering may be available.
Typically offered in Fall, Spring & Summer.

COM 224. Communication Research. 3 Credits.
An examination of the nature of inquiry and research in communication. Emphasis on understanding and appreciating the strengths and weaknesses of various methods of research in communication. Students will gain knowledge of the fundamentals of research, research methodologies, and basic descriptive statistics.
Distance education offering may be available.
Typically offered in Fall, Spring & Summer.
Cross listed courses COM 224, MDC 225.

COM 250. Intercultural Communication. 3 Credits.
A study of factors that contribute to communication breakdowns between diverse cultures and between fragmented segments within the same society.
Gen Ed Attribute: Diversity Requirement.
Distance education offering may be available.
Typically offered in Fall, Spring & Summer.
Cross listed courses COM 250, MDC 250.
COM 251. Media Technology. 3 Credits.
This course introduces the students to key technologies used in producing digital messages, as well as professional standards applied in using these technologies. As part of the course, students will also develop basic, practical skills in using current media technology applications. Typically offered in Fall & Spring.
Cross listed courses COM 251, MDC 251.

COM 252. Writing for Broadcast and Public Relations. 3 Credits.
Students are required to analyze, evaluate, and produce scripts for a variety of mass media formats. The course will focus on writing for radio and TV and will also emphasize public relations writing within those media. The primary course objective is to develop effective writing, critical analysis, and communication skills. This course is designed to help you improve your research and writing skills for each of these media and is geared toward students with a genuine interest in a media career.
Typically offered in Fall.
Cross listed courses COM 252, MDC 252.

COM 253. Media Literacy. 3 Credits.
Media literacy is a way of critically thinking about modern media: a way of analyzing media messages to gain control over them, understanding their commercial, theoretical and ideological influences, mastering control over the psychological tricks embedded throughout modern technologies and creating new messages as a member of our social information society. In this course, we will explore the effects and influences of mass media and communication on us and in society. We will examine the historical and contemporary influences of mass communication and media - music, film, television, advertising the internet, video games, and social media.
Typically offered in Fall.
Cross listed courses COM 253, MDC 253.

COM 254. Media & Culture Theory. 3 Credits.
This is an introductory course designed to explore the connection between media technologies and culture by examining basic theoretical arguments in media studies today. Students will examine key theoretical approaches to understanding the influence of media in contemporary culture, including audience studies, behavior change theories, computer-mediated communication, critical cultural studies, media convergence, and media literacy. By semester's end, students will be able to understand, apply, and contribute to research in the field of media studies. This knowledge will aid in the process of becoming responsible media producers and critical media consumers in today's digital world.
Typically offered in Fall & Spring.
Cross listed courses COM 254, MDC 254.

COM 275. Media in Ireland. 3 Credits.
This course introduces students to the past, present and future of media in Ireland by examining the culture, history, law and economic conditions of the nation. It includes visits to the major historic sites and media centers in Dublin.
Typically offered in Summer.

COM 276. Media in London. 3 Credits.
This course explores the past, present and future of British media. Students will study England from a variety of perspectives (cultural, economic, legal, technological) as a way of understanding the evolution of British media, including both print and broadcast. Course includes three weeks in London visiting various media institutions.
Typically offered in Summer.

COM 292. Living in the Digital Age. 3 Credits.
New technologies result in immediate and far reaching changes in our communications systems and in our communication practices. They even effect how we define ourselves. This course examines a broad array of issues from Artificial Intelligence to the WWW.

COM 295. Communication and Disability. 3 Credits.
This course explores how individuals communicate through and about disability. Topics covered include the place of perceptions, identity, language, non verbal behavior, and assistive technology in interpersonal communicative interactions among and about individuals with disabilities in family, friendship, and professional relationships.
Typically offered in Fall & Spring.

COM 304. Organizational Communication. 3 Credits.
An in-depth analysis of the dynamic process of communication as it occurs in organizational networks.
Pre / Co requisites: COM 304 requires prerequisites of SPK 208 and COM 216 and COM 219 and COM 224.
Typically offered in Fall & Spring.

COM 307. Nonverbal Communication. 3 Credits.
A study of the verbal and sensory messages we are constantly receiving. Body language and the uses of space, time, touch, objects, and color inherent in the sensory messages we receive. Pre / Co requisites: COM 307 requires prerequisites of SPK 208 and COM 219 and COM 224.
Typically offered in Fall & Spring.

COM 309. Advanced Public Speaking. 3 Credits.
Designing personal strategies, adapting delivery to large audiences, developing oral use of language, and speaking to live or simulated community groups.
Pre / Co requisites: COM 309 requires prerequisites of SPK 208 and COM 219 and COM 224.
Typically offered in Fall.

COM 311. Communication Professions in Sports. 3 Credits.
Course focuses on the communications businesses related to sports in America, including marketing, public relations, journalism, emerging media, etc. Includes sections on media history, communication ethics, race relations, and gender issues in sports media. Guest speakers from major media and local professional teams provide insight into communications-related professions in sports.
Pre / Co requisites: COM 311 requires prerequisites of SPK 208, COM 219, and COM 224 or MDC 250 and MDC 251.
Typically offered in Fall & Spring.
Cross listed courses COM 311, MDC 311.

COM 314. Games Culture and Theory. 3 Credits.
More people are playing video games than ever before, but what does it mean to be a gamer? What does it mean to be part of gaming culture? How does theory help us understand the impact of video games on us? In this class, we will explore video games, both classic and contemporary. You will not only play them, but you will also deconstruct your own relationship with video games themselves as well as humanity's. You will explore the ways people are influenced by games, and the way that games influence culture and society, for better and for worse.
Pre / Co requisites: COM 314 requires prerequisites of SPK 208, COM 219, and COM 224 or MDC 250 and MDC 251.
Typically offered in Fall & Spring.
Cross listed courses COM 314, MDC 314.

COM 316. Mediated Communication: The Internet, Culture & Society. 3 Credits.
We communicate using technology every day. In fact, our digital communication technologies are so pervasive that they seem almost invisible as most of us increasingly rely on some form of media in order to communicate with one another. Technologies such as Facebook, Twitter, SMS, e-mail, and any number of other programs have blurred the lines between interpersonal and mass communication, causing us to rethink how we understand human interaction in this new mediated world. Mediation has challenged some of the most basic assumptions of how we form relationships, both with each other and with ourselves, and how technology can be used to enhance or inhibit these relationships. This course examines the effects that digital mediated communication technologies have on our everyday lives, personal identities as well as our interpersonal, intrapersonal, and organizational relationships.
Pre / Co requisites: COM 316 requires prerequisites of SPK 208, COM 219, and COM 224 or MDC 250 and MDC 251.
Typically offered in Fall & Spring.
Cross listed courses COM 316, MDC 316.

COM 317. Advanced Video Production. 3 Credits.
This course explores advanced television production processes. Topics covered include proposal and budget writing, visualization and storyboarding, composing and staging shots and the advanced use of editing tools in pre-production, production, and post-production.
Pre / Co requisites: COM 317 requires prerequisites of COM 217, COM 219, COM 224 and SPK 208 or MDC 250 and MDC 251.
Typically offered in Spring.
Cross listed courses COM 317, MDC 317.

COM 318. Forensics. 3 Credits.
Study in the philosophy and practice of forensics. Initiating, developing, and administrating a forensic program. Coaching and judging debate and individual events.
Pre / Co requisites: COM 318 requires prerequisites of SPK 208 and COM 219 and COM 224.
COM 320. Communication on Television and Radio. 3 Credits.
For the student who, by career or circumstance, will be required to be on radio and television. The focus of the course will be on three major areas: interviewer/interviewee techniques; acting for television, including working in commercials; and news reporting, including studio and remote locations.
Pre / Co requisites: COM 320 requires prerequisites of SPK 208, COM 219, COM 224, and THA 103 or MDC 250, MDC 251, and THA 103.
Typically offered in Fall.
Cross listed courses COM 320, MDC 320.

COM 321. Search Engine Optimization Management. 3 Credits.
This course examines the relationship between communication and marketing on the internet, with emphasis on the strategic use of content in the marketing process. Topics include: online communication environments, audience analysis, message design, editorial plan, and the analysis of outcomes.
Pre / Co requisites: COM 321 requires prerequisites of SPK 208, COM 219, and COM 224 or MDC 250 and MDC 251.
Typically offered in Fall & Spring.
Cross listed courses COM 321, MDC 321.

COM 322. Culture and Organizations. 3 Credits.
Organizational dynamics can be understood to operate using deeper assumptions and values, much like national cultures. Different scholarly approaches to culture are used to craft strategic responses to practical organizational challenges using the media. The particular cultures of media organizations are also analyzed using case study examples.
Pre / Co requisites: COM 322 requires prerequisites of SPK 208, COM 219, and COM 224 or MDC 250 and MDC 251.
Typically offered in Fall & Spring.
Cross listed courses COM 322, MDC 322.

COM 323. Media Audiences. 3 Credits.
Media scholars and practitioners have long been interested in understanding and measuring ‘the audience’. Increasing levels of media convergence, fragmentation, and polarization present many new challenges for making sense of media users. The purpose of this course is to explore various assumptions of media audiences and the different methodological attempts to measure them. First, students will explore a ‘push’ media perspective by examining mass communication media effects research. Students will examine popular culture texts of today and learn more about ratings analysis. Next, students will reflect on critical responses to emergent audiences through ‘pull’ media research. Here, students will learn more about audience reception research and the many ways in which audiences experience and make sense of media technologies. Finally, students will examine how these different approaches inform the concerns, questions, methods, findings, and implications of audience research today.
Pre / Co requisites: COM 323 requires prerequisites of SPK 208, COM 219, and COM 224 or MDC 250 and MDC 251.
Typically offered in Fall & Spring.
Cross listed courses COM 323, MDC 323.

COM 325. Strategic Social Media. 3 Credits.
This course is designed to explore the influence of digital media in the twenty first century. We will address key concepts in the field of new media, including issues such as media literacy, personal identity, community, globalization and the convergence culture. It is necessary to question whether there is anything “new” about these new technologies by comparing them with historic media transformations of our past. Once an adequate understanding is gained of the historical and present landscape of new media, we will learn to utilize technologies for personal online reputation management. Finally, we will critically explore the challenges facing new media by examining various business models and theories in the field, as well as how organizations and businesses utilize new media most effectively. Students will have the opportunity to apply course concepts to a final social media marketing project.
Pre / Co requisites: COM 325 requires prerequisites of COM 219, COM 224, and SPK 208.
Distance education offering may be available.
Typically offered in Fall & Spring.
Cross listed courses COM 325, MDC 325.

COM 340. Political Communication. 3 Credits.
This course examines the functions and effects of political messages in policymaking and in campaigns. Particular attention is paid to the flow of messages between politicians, the media, and the electorate.
Pre / Co requisites: COM 340 requires prerequisites of COM 219, COM 224, and SPK 208.
Typically offered in Fall.

COM 345. Communication and Gender. 3 Credits.
This course explores communication between and about females and males. Topics covered include interpersonal interaction between men and women in romantic, friendship, family, work, and professional relationships as well as societal assumptions and popular culture messages about communication and gender.
Pre / Co requisites: COM 345 requires prerequisites of COM 219, COM 224, and SPK 208.

COM 350. Advanced Intercultural Communication. 3 Credits.
Intercultural communication examines communication across various areas of difference: age, race, gender, class, orientation, region. Graduate Intercultural Communication examines the relationship between communication and culture. Analysis of communication variables as they relate to the communication of difference and the ways in which difference matters in everyday intercultural communication are examined. Emphasis is placed on the influence of culture on the communication process, including differences in values, assumptions, and communication practices/rules.
Pre / Co requisites: COM 350 requires prerequisites of SPK 208, COM 219, and COM 224 or MDC 250 and MDC 251.
Typically offered in Fall & Spring.
Cross listed courses COM 350, MDC 350.

COM 355. Introduction to Public Relations. 3 Credits.
An introduction to the role of the public relations practitioner in the formation of public opinion. Communications theory will be combined with specific techniques for working with the press, producing printed material, and conducting special events.
Pre / Co requisites: COM 355 requires prerequisites of SPK 208, COM 219, and COM 224 or MDC 250 and MDC 251.
Typically offered in Fall & Spring.
Cross listed courses COM 355, MDC 355.

COM 360. African American Culture and Communication. 3 Credits.
African American communication explores the ways messages, verbal and non-verbal, produce, maintain, transform and repair reality for Black community members over the media and in interpersonal contexts. As such, the course explores the significance of discursive identity construction in over the media and in human interaction. We aim to develop intercultural communication competency in this subject area. We accomplish this as we examine the ways in which Black/African American identities have been discursively and socially constructed, sustained, problematized, celebrated, and enacted in media, institutional, and societal settings. The dynamic process of acquiring, managing and executing the rhetorical qualities, patterns of thinking, values, assumptions, and concepts which constitute subjective culture are explored.
Pre / Co requisites: COM 360 requires prerequisites of SPK 208, COM 219, and COM 224 or MDC 250 and MDC 251.
Typically offered in Fall.
Cross listed courses COM 360, MDC 360.

COM 370. Event Production Using Media. 3 Credits.
Producing a large event requires strategic leadership to coordinate multiple stakeholders to achieve concrete goals. The media play a variety of roles in this complex production process. This course considers application of theory and research to the practical problems of envisioning and executing events on a larger scale using a variety of mediated forms in different supporting roles.
Pre / Co requisites: COM 370 requires prerequisites of SPK 208, COM 219, and COM 224 or MDC 250 and MDC 251.
Typically offered in Fall & Spring.
Cross listed courses COM 370, MDC 370.

COM 399. Directed Studies in Communication Studies. 1-6 Credits.
Research, creative projects, reports, and readings in communication studies. Students must apply to advisers one semester in advance of registration. Open to juniors and seniors only.
Pre / Co requisites: COM 399 requires prerequisites of SPK 208 and COM 219 and COM 224 and approval of department chairperson.
Consent: Permission of the Department required to add.
Typically offered in Fall & Spring.
Repeatable for Credit.
COM 400. Internship in Communication Studies. 3-15 Credits.
This course provides a structured and supervised work experience in communication. Credits earned are based on amount of time spent on the job. Students must apply to the department internship coordinator and receive approval to be admitted.
Pre / Co requisites: COM 400 requires prerequisites of SPK 208 and COM 219 and COM 224.
Consent: Permission of the Department required to add.
Typically offered in Fall, Spring & Summer.
Repeatable for Credit.

COM 403. Persuasion. 3 Credits.
Current theories of attitude and attitude change. Practice in speaking to modify behavior through appeals to the drives and motives of the listener.
Pre / Co requisites: COM 403 requires prerequisites of SPK 208 and COM 219 and COM 224.

COM 404. Rhetorical Theory and Criticism. 3 Credits.
Offers an overview of rhetorical theory from classical to contemporary times. Theory is needed to analyze and assess a variety of texts such as advertisement and speeches.
Pre / Co requisites: COM 404 requires prerequisites of COM 219, COM 224, and SPK 208.
Gen Ed Attribute: Writing Emphasis.
Typically offered in Fall & Spring.

COM 405. Argumentation & Debate. 3 Credits.
Functions and principles of argumentation and debate, including analysis, evidence, reasoning, and refutation. Class debates on vital issues.
Pre / Co requisites: COM 405 requires prerequisites of SPK 208 and COM 219 and COM 224.
Gen Ed Attribute: Writing Emphasis.
Typically offered in Spring.

COM 410. Conflict Resolutions. 3 Credits.
This course explores the means of resolving conflict through argument, negotiation, mediation, and arbitration.
Pre / Co requisites: COM 410 requires prerequisites of SPK 208 and COM 219 and COM 224.
Typically offered in Fall.

COM 415. Language, Thought & Behavior. 3 Credits.
This course is designed to help students understand the way language functions in the communication process. To accomplish this purpose, various language systems will be examined and one will be selected for in-depth analysis.
Pre / Co requisites: COM 415 requires prerequisites of SPK 208 and COM 219 and COM 224.
Gen Ed Attribute: Writing Emphasis.
Typically offered in Summer.

COM 420. Mass Media & Social Protest. 3 Credits.
This course will address multi-disciplinary theory and research that has contributed to our understanding of both the antecedents and consequences of mediated messages as they affect processes related to social protest. Readings will draw from mass communication, political science, sociology and other disciplines to examine questions about the role of communication media in the dynamics of social protest considering both traditional and new/emerging media.
Pre / Co requisites: COM 420 requires prerequisites of SPK 208, COM 219, and COM 224 or MDC 250 and MDC 251.
Typically offered in Spring.
Cross listed courses COM 420, MDC 420.

COM 421. Content Strategy. 3 Credits.
This course examines the relationship between communication and marketing on the internet, with emphasis on the strategic use of content in the marketing process. Topics include: online communication environments, audience analysis, message design, editorial plan, and the analysis of outcomes.
Pre / Co requisites: COM 421 requires prerequisites of SPK 208, COM 219, and COM 224 or MDC 250 and MDC 251.
Typically offered in Fall & Spring.
Cross listed courses COM 421, MDC 421.

COM 422. Consulting for Careers in Media and Culture. 3 Credits.
The goal of this course is to explore the links between abilities and perspectives refined by those who study organizational culture and the needs of modern organizations. In this course, students will explore the elements of organizational culture and apply their learning in conducting an in-depth analysis of a specific organization and with the goal of improving organizational effectiveness and creating positive organizational change.
Pre / Co requisites: COM 422 requires prerequisites of SPK 208, COM 219, and COM 224 or MDC 250 and MDC 251.
Typically offered in Fall & Spring.
Cross listed courses COM 422, MDC 422.

COM 423. Media Campaigns. 3 Credits.
This course examines key theories of mass media influence and applies them to the practice of persuasive media campaigns.
Pre / Co requisites: COM 423 requires prerequisites of SPK 208, COM 219, and COM 224 or MDC 250 and MDC 251.
Typically offered in Fall & Spring.
Cross listed courses COM 423, MDC 423.

COM 425. Rhetoric & Popular Culture. 3 Credits.
This course engages the rhetorical tradition as a way of understanding and interrogating popular culture. Unlike other courses in rhetoric, this course is not concerned with the obviously important; rather, it regards the everyday, the ordinary, and the mundane as significant sources of persuasion and influence. The overarching concern for the course is not popular culture for its own sake. Instead, the course seeks to understand what popular culture does and how it contributes to the construction of our social reality.
Pre / Co requisites: COM 425 requires prerequisites of SPK 208, COM 219, and COM 224.
Typically offered in Fall & Spring.

COM 440. Friendship Communication. 3 Credits.
This course explores communication in friendship relationships. Topics covered include a dialectical perspective of creating and maintaining meaning between friends in childhood, adolescence, and adulthood, as well as how friendship communication is affected by gender, culture, school, work, romance, and family.
Pre / Co requisites: COM 440 requires prerequisites of COM 204, COM 219, COM 224 and SPK 208.
Gen Ed Attribute: Writing Emphasis.
Typically offered in Fall.

COM 445. Family Communication. 3 Credits.
This course explores communication in family relationships. Topics covered include interpersonal interaction between family members, societal influences on the family as a whole, and the place of family narratives in these communicative behaviors.
Gen Ed Attribute: Writing Emphasis.
Typically offered in Spring.

COM 450. Health Communication. 3 Credits.
This course explores communication in health care settings. Topics covered include the changing perceptions of medical encounters, the language of illness and health, the roles of patients and caregivers, and health communication in historical, cultural, organizational, technological and mediated contexts.
Pre / Co requisites: COM 450 requires prerequisites of COM 219, COM 224, and SPK 208.
Typically offered in Spring.

COM 455. Public Relations Management. 3 Credits.
This course explores the strategic planning and implementation of public relations programs. Topics include the application of management theory to real public relations cases to solve communication problems as well as identifying the values of audiences, and working with the media to develop and distribute messages.

COM 460. Communication and Advertising. 3 Credits.
This course explores the relationship between communication and advertising. Topics covered include the interconnection among advertising, media, and a range of publics, as well as the process and history of advertising, message strategies, media planning, and campaign evaluation, ethical and regulatory issues.
Pre / Co requisites: COM 460 requires prerequisites of SPK 208, COM 219, and COM 224 or MDC 250 and MDC 251.
Typically offered in Fall & Spring.
Cross listed courses COM 460, MDC 460.
COM 470. Intercultural Communication Training. 3 Credits.
Intercultural training is an experiential activity that engages cognitive, behavioral and affective learning to help individuals to bridge cultural differences in their communication. This course teaches students the theory behind intercultural training for the workplace through the experience of workshops and through designing their own workshops. The use of media in training workshops is addressed explicitly using theory and experiential examples.
Pre / Co requisites: COM 470 requires prerequisites of SPK 208, COM 219, and COM 224 or MDC 250 and MDC 251.
Typically offered in Fall & Spring.
Cross listed courses COM 470, MDC 470.

MDC 205. Intercultural Communication. 3 Credits.
A study of factors that contribute to communication breakdowns between diverse cultures and between fragmented segments within the same society. Gen Ed Attribute: Diversity Requirement. Distance education offerings may be available.
Typically offered in Fall, Spring & Summer.
Cross listed courses COM 250, MDC 250.

MDC 251. Media Technology. 3 Credits.
This course introduces the students to key technologies used in producing digital messages, as well as professional standards applied in using these technologies. As part of the course, students will also develop basic, practical skills in using current media technology applications.
Typically offered in Fall & Spring.
Cross listed courses MDC 251, MDC 251.

MDC 252. Writing for Broadcast and Public Relations. 3 Credits.
Students are required to analyze, evaluate, and produce scripts for a variety of mass media formats. The course will focus on writing for radio and TV and will also emphasize public relations writing within those media. The primary course objective is to develop effective writing, critical analysis, and communication skills. This course is designed to help you improve your research and writing skills for each of these media and is geared toward students with a genuine interest in a media career.
Typically offered in Fall.
Cross listed courses MDC 252, MDC 252.

MDC 253. Media Literacy. 3 Credits.
Media literacy is a way of critically thinking about modern media: a way of analyzing media messages to gain control over them, understanding their commercial, theoretical and ideological influences, mastering control over the psychological tricks embedded throughout modern technologies and creating new messages as a member of our social information society. In this course, we will explore the effects and influences of mass media and communication on us and in society. We will examine the historical and contemporary influences of mass communication and media – music, film, television, advertising the internet, video games, and social media.
Typically offered in Fall.
Cross listed courses MDC 253, MDC 253.

MDC 254. Media & Culture Theory. 3 Credits.
This is an introductory course designed to explore the connection between media technologies and culture by examining basic theoretical arguments in media studies today. Students will examine key theoretical approaches to understanding the influence of media in contemporary culture, including audience studies, behavior change theories, computer-mediated communication, critical cultural studies, media convergence, and media literacy. By semester’s end, students will be able to understand, apply, and contribute to research in the field of media studies. This knowledge will aid in the process of becoming responsible media producers and critical media consumers in today’s digital world.
Typically offered in Fall & Spring.
Cross listed courses MDC 254, MDC 254.

MDC 255. Mass Communication Research Methods. 3 Credits.
An examination of the nature of inquiry and research in communication. Emphasis on understanding and appreciating the strengths and weaknesses of various methods of research in communication. Students will gain knowledge of the fundamentals of research, research methodologies, and basic descriptive statistics.
Typically offered in Fall, Spring & Summer.
Cross listed courses MDC 224, MDC 255.

MDC 311. Communication Professions in Sports. 3 Credits.
Course focuses on the communications businesses related to sports in America, including marketing, public relations, journalism, emerging media, etc. Includes sections on media history, communication ethics, race relations, and gender issues in sports media. Guest speakers from major media and local professional teams provide insight into communications-related professions in sports.
Pre / Co requisites: MDC 311 requires prerequisites of SPK 208, COM 219, and COM 224 or MDC 250 and MDC 251.
Typically offered in Fall & Spring.
Cross listed courses MDC 311, MDC 311.
MDC 314. Games Culture and Theory. 3 Credits.
More people are playing video games than ever before, but what does it mean to be a gamer? What does it mean to be part of gaming culture? How does theory help us understand the impact of video games on us? In this class, we will explore video games, both classic and contemporary. You will not only play them, but you will also deconstruct your own relationship with video games themselves as well as humanity’s. You will explore the ways people are influenced by games, and the way that games influence culture and society, for better and for worse.
Pre / Co requisites: MDC 314 requires prerequisites of SPK 208, COM 219, and COM 224 or MDC 250 and MDC 251.
Typically offered in Fall & Spring.
Cross listed courses COM 314, MDC 314.

MDC 316. Mediated Communication: The Internet, Culture, and Society. 3 Credits.
We communicate using technology every day. In fact, our digital communication technologies are so pervasive that they seem almost invisible as most of us increasingly rely on some form of media in order to communicate with one another. Technologies such as Facebook, Twitter, SMS, e-mail, and any number of other programs have blurred the lines between interpersonal and mass communication, causing us to rethink how we understand human interaction in this new mediated world. Mediation has challenged some of the most basic assumptions of how we form relationships, both with each other and with ourselves, and how technology can be used to enhance or inhibit these relationships. This course examines the effects that digital mediated communication technologies have on our everyday lives, personal identities as well as our interpersonal, intrapersonal, and organizational relationships.
Pre / Co requisites: MDC 316 requires prerequisites of SPK 208, COM 219, and COM 224 or MDC 250 and MDC 251.
Typically offered in Fall & Spring.
Cross listed courses COM 316, MDC 316.

MDC 317. Advanced Video Production. 3 Credits.
This course explores advanced television production processes. Topics covered include proposal and budget writing, visualization and storyboardng, composing and staging shots and the advanced use of editing tools in pre-production, production, and post-production.
Pre / Co requisites: MDC 317 requires prerequisites of COM 217, COM 219, COM 224, and SPK 208 or MDC 250 and MDC 251.
Typically offered in Spring.
Cross listed courses COM 317, MDC 317.

MDC 320. Communication on Television and Radio. 3 Credits.
A course on the professional practice of communicating through radio, television and digital broadcast media. Topics include communicating through radio and audio media, television and video media, commercial voiceovers, news reporting, and performing in a studio environment.
Pre / Co requisites: MDC 320 requires prerequisites of SPK 208 and COM 219 and COM 224 or MDC 250 and MDC 251.
Typically offered in Fall.
Cross listed courses COM 320, MDC 320.

MDC 321. Search Engine Optimization Management. 3 Credits.
This course examines the relationship between communication and marketing on the internet, with emphasis on the strategic use of content in the marketing process. Topics include: online communication environments, audience analysis, message design, editorial plan, and the analysis of outcomes.
Pre / Co requisites: MDC 321 requires prerequisites of SPK 208, COM 219, and COM 224 or MDC 250 and MDC 251.
Typically offered in Fall & Spring.
Cross listed courses COM 321, MDC 321.

MDC 322. Culture and Organizations. 3 Credits.
Organizational dynamics can be understood to operate using deeper assumptions and values, much like national cultures. Different scholarly approaches to culture are used to craft strategic responses to practical organizational challenges using the media. The particular cultures of media organizations are also analyzed using case study examples.
Pre / Co requisites: MDC 322 requires prerequisites of SPK 208, COM 219, and COM 224 or MDC 250 and MDC 251.
Typically offered in Fall & Spring.
Cross listed courses COM 322, MDC 322.

MDC 323. Media Audiences. 3 Credits.
Media scholars and practitioners have long been interested in understanding and measuring ‘the audience’. Increasing levels of media convergence, fragmentation, and polarization present many new challenges for making sense of media users. The purpose of this course is to explore various assumptions of media audiences and the different methodological attempts to measure them. First, students will explore a ‘push’ media perspective by examining mass communication media effects research. Students will examine cop culture texts of today and learn more about ratings analysis. Next, students will reflect on critical responses to emergent audiences through ‘pull’ media research. Here, students will learn more about audience reception research and the many ways in which audiences experience and make sense of media technologies. Finally, students will examine how these different approaches inform the concerns, questions, methods, findings, and implications of audience research today.
Pre / Co requisites: MDC 323 requires prerequisites of SPK 208, COM 219, and COM 224 or MDC 250 and MDC 251.
Typically offered in Fall & Spring.
Cross listed courses COM 323, MDC 323.

MDC 325. MDC Strategic Social Media. 3 Credits.
This course is designed to explore the influence of digital historical landscape, best marketing practices and mobilization through social media in the twenty first century. We will address key concepts in the field of new media, including issues such as media literacy, personal identity, community, globalization and the convergence culture. It is necessary to question whether there is anything ‘new’ about these new technologies by comparing them with historic media transformations of our past. Once an adequate understanding is gained of the historical and present landscape of new media, we will learn to utilize technologies for personal online reputation management. Finally, we will critically explore how to best market new media by examining various business models and theories in the field, as well as how organizations and businesses utilize new media most effectively. Students will have an opportunity to apply course concepts to a final social media marketing project.
Pre / Co requisites: MDC 325 requires prerequisites of COM 250 or MDC 250, MDC 251, and MDC 253 or MDC 253, or COM 252 or MDC 252, or COM 254 or MDC 254.
Distance education offering may be available.
Typically offered in Fall & Spring.
Cross listed courses COM 325, MDC 325.

MDC 350. Advanced Intercultural Communication. 3 Credits.
Intercultural communication examines communication across various areas of difference: age, race, gender, class, orientation, region. Graduate Intercultural Communication examines the relationship between communication and culture. Analysis of communication variables as they relate to the communication of difference and the ways in which difference matters in everyday intercultural communication are examined. Emphasis is placed on the influence of culture on the communication process, including differences in values, assumptions, and communication practices/rules.
Pre / Co requisites: MDC 350 requires prerequisites of SPK 208, COM 219, and COM 224 or MDC 250 and MDC 251.
Typically offered in Fall & Spring.
Cross listed courses COM 350, MDC 350.

MDC 355. Introduction to Public Relations. 3 Credits.
An introduction to the role of the public relations practitioner in the formation of public opinion. Communications theory will be combined with specific techniques for working with the press, producing printed material, and conducting special events.
Pre / Co requisites: MDC 355 requires prerequisites of SPK 208, COM 219, and COM 224 or MDC 250 and MDC 251.
Typically offered in Fall & Spring.
Cross listed courses COM 355, MDC 355.
MDC 360. African American Culture and Communication. 3 Credits.
African American communication explores the ways messages, verbal and non-verbal, produce, maintain, transform and repair reality for Black community members over the media and in interpersonal contexts. As such, the course explores the significance of discursive identity construction in over the media and in human interaction. We aim to develop intercultural communication competency in this subject area. We accomplish this as we examine the ways in which Black/African American identities have been discursively and socially constructed, sustained, problematized, celebrated, and enacted in media, institutional, and societal settings. The dynamic process of acquiring, managing and executing the rhetorical qualities, patterns of thinking, values, assumptions, and concepts which constitute subjective culture are explored.
Pre / Co requisites: MDC 360 requires prerequisites of SPK 208, COM 219, and COM 224 or MDC 250 and MDC 251.
Typically offered in Fall & Spring.
Cross listed courses COM 360, MDC 360.

MDC 370. Event Production Using Media. 3 Credits.
Producing a large event requires strategic leadership to coordinate multiple stakeholders to achieve concrete goals. The media play a variety of roles in this complex production process. This course considers application of theory and research to the practical problems of envisioning and executing events on a larger scale using a variety of mediated forms in different supporting roles.
Pre / Co requisites: MDC 370 requires prerequisites of SPK 208, COM 219, and COM 224 or MDC 250 and MDC 251.
Typically offered in Fall & Spring.
Cross listed courses COM 370, MDC 370.

MDC 420. Mass Media & Social Protest. 3 Credits.
This course will address multi-disciplinary theory and research that has contributed to our understanding of both the antecedents and consequences of mediated messages as they affect processes related to social protest. Readings will draw from mass communication, political science, sociology and other disciplines to examine questions about the role of communication media in the dynamics of social protest considering both traditional and new/emerging media.
Pre / Co requisites: MDC 420 requires prerequisites of SPK 208, COM 219, and COM 224 or MDC 250 and MDC 251.
Typically offered in Spring.
Cross listed courses COM 420, MDC 420.

MDC 421. Content Strategy. 3 Credits.
This course examines the relationship between communication and marketing on the internet, with emphasis on the strategic use of content in the marketing process. Topics include: online communication environments; audience analysis, message design, editorial plan, and the analysis of outcomes.
Pre / Co requisites: MDC 421 requires prerequisites of SPK 208, COM 219, and COM 224 or MDC 250 and MDC 251.
Typically offered in Fall & Spring.
Cross listed courses COM 421, MDC 421.

MDC 422. Consulting for Careers in Media and Culture. 3 Credits.
The goal of this course is to explore the links between abilities and perspectives refined by those who study organizational culture and the needs of modern organizations. In this course, students will explore the elements of organizational culture and apply their learning in conducting an in-depth analysis of a specific organization and with the goal of improving organizational effectiveness and creating positive organizational change.
Pre / Co requisites: MDC 422 requires prerequisites of SPK 208, COM 219, and COM 224 or MDC 250 and MDC 251.
Typically offered in Fall & Spring.
Cross listed courses COM 422, MDC 422.

MDC 423. Media Campaigns. 3 Credits.
This course examines key theories of mass media influence and applies them to the practice of persuasive media campaigns.
Pre / Co requisites: MDC 423 requires prerequisites of SPK 208, COM 219, and COM 224 or MDC 250 and MDC 251.
Typically offered in Fall & Spring.
Cross listed courses COM 423, MDC 423.

MDC 460. Communication and Advertising. 3 Credits.
This course explores the relationship between communication and advertising. Topics covered include the interconnection among advertising, media, and a range of publics, as well as the process and history of advertising, message strategies, media planning, and campaign evaluation, ethical and regulatory issues.
Pre / Co requisites: MDC 460 requires prerequisites of SPK 208, COM 219, and COM 224 or MDC 250 and MDC 251.
Typically offered in Fall & Spring.
Cross listed courses COM 460, MDC 460.

MDC 470. Intercultural Communication Training. 3 Credits.
Intercultural training is an experiential activity that engages cognitive, behavioral and affective learning to help individuals to bridge cultural differences in their communication. This course teaches students the theory behind intercultural training for the workplace through the experience of workshops and through designing their own workshops. The use of media in training workshops is addressed explicitly using theory and experiential examples.
Pre / Co requisites: MDC 470 requires prerequisites of SPK 208, COM 219, and COM 224 or MDC 250 and MDC 251.
Typically offered in Fall & Spring.

MDC 490. Special Topics Seminar in Culture. 3 Credits.
The mass media is a staple of modern-day society. We have interactions daily with media messages, both intentionally and unintentionally. Media researchers have been examining the impact of the mass media on individuals’ thoughts, attitudes, and behaviors since the Industrial Era and continue to investigate the influence of newer technologies. This course will take an in-depth look at the critical and empirical research into the different discussions and theories on how the media affects people, both at an individual and societal level.
Pre / Co requisites: MDC 490 requires prerequisites of MDC 250 and MDC 251.
Typically offered in Fall & Spring.
Repeatable for Credit.

MDC 491. Special Topics Seminar in Production. 3 Credits.
This course serves as an intensive examination of a selected area of study in the field of media production. Specifically, the seminar will focus on the creation of short-form videos. Videos currently account for over half of all internet traffic, with the average length of videos decreasing each year. Online users are interested in short, professional-quality video content. We will examine the art of creating short video content through three sections. First, we will examine the history and production of short videos on social media. Second, we will study tips for creating short videos in an abbreviated time frame through the film race genre. Finally, we will apply knowledge to creating short videos for business settings.
Pre / Co requisites: MDC 491 requires prerequisites of MDC 250 and MDC 251.
Typically offered in Fall & Spring.
Repeatable for Credit.

MDC 492. Special Topics Seminar in Strategic Communication. 3 Credits.
This course serves as an intensive examination of a selected area of study in the field of strategic communication. Specifically, the seminar will provide an in-depth examination of audience behavior for public relations, social media, and content marketing specialists. Understanding audience behavior in a convergent media environment has never been more important or difficult to achieve. By focusing on research tools used to understand audience demographics and psychographic characteristics, incorporating these findings into strategic media campaigns, and utilizing communication research methods to monitor and evaluate results, students will be better prepared to enter the field of strategic communication.
Pre / Co requisites: MDC 492 requires prerequisites of MDC 250 and MDC 251.
Typically offered in Fall & Spring.
Repeatable for Credit.

MDC 493. Directed Studies in Media and Culture. 1-3 Credits.
Research, creative projects, reports, and readings in communication studies. Students must apply to advisors one semester in advance of registration.
Pre / Co requisites: MDC 493 requires prerequisites of junior or senior status, a minimum GPA of 2.5, and MDC 250, MDC 251, MDC 252, MDC 253, MDC 254, and MDC 255.
Consent: Permission of the Department required to add.
Typically offered in Fall & Spring.
Repeatable for Credit.
MDC 494. Internship in Media and Culture. 1-12 Credits.
This internship program is designed to provide students with exposure to professional opportunities related to the field, as well as helping them to build their resumes and begin developing a network of industry contacts.
Pre / Co requisites: MDC 494 requires prerequisites of MDC 250 and MDC 251; one upper-level MDC course; the student must be a declared MDC major; and have a cumulative GPA of 2.8 or higher.
Consent: Permission of the Department required to add.
Typically offered in Fall, Spring & Summer.
Repeatable for Credit.

MDC 495. Media and Culture Practicum. 1-3 Credits.
This course is a supervised, in-house internship, which allows the students to apply the concepts and skills learned in media culture courses. Students do so by creating content for student media (e.g., the Quad, WCU Weekly, or the COMStudent blog).
Pre / Co requisites: MDC 495 requires prerequisites of MDC 250, MDC 251, and at least 15 credits of MDC coursework completed.
Consent: Permission of the Department required to add.
Typically offered in Fall & Spring.
Repeatable for Credit.

SPC

SPC 199. Transfer Credits. 1-10 Credits.
Transfer Credits.
Repeatable for Credit.

SPK

SPK 199. Transfer Credits. 1-10 Credits.
Transfer Credits.
Repeatable for Credit.

SPK 208. Public Speaking. 3 Credits.
Development of skills necessary to understand the theory of communication as a problem-solving tool in the community. Special emphasis is on the student's performance as a sender and receiver of messages directed at social action.
Gen Ed Attribute: Public Speaking Requirement.
Distance education offering may be available.
Typically offered in Fall, Spring & Summer.

SPK 230. Business and Professional Speech Communication. 3 Credits.
LEC (3), LAB (0)
Practice in effective speaking and listening. Interpersonal communication in the business and professional setting, including reports and sales presentations, policy speeches, conference leadership techniques, group dynamics, and speaking.
Gen Ed Attribute: Public Speaking Requirement.
Typically offered in Fall, Spring & Summer.