COMMUNICATION (CM)

CM-100 Intro to Mass Communication
LASC Categories: TLC, HBS
An integrated examination of the history, theory, structure, process, and effects of each of the mass media.
Fall and Spring and every year. 3 Credits

CM-101 Library Skills for Research
The course covers the basics of library research: search strategies and how to use both print and automated research tools.
Other or on demand. 1 Credit

CM-103 Survey of Radio and Television
LASC Categories: HBS, TLC
Perspectives on the development of radio and television technologies, programming, regulation, and economic support, and their impact.
Fall and Spring and every year. 3 Credits

CM-105 Media Writing
Prerequisites: CM-100
An introduction to various types of mass media writing, from print and broadcast to public relations, advertising, and online media.
Every year. 3 Credits

CM-106 Communications and the Internet
LASC Categories: TLC
Focuses on the social and educational implications of the Internet and the application of its various search tools as a means of communication.
Spring only and other or on demand. 3 Credits

CM-107 Journalism and Democracy
This course introduces students to the history of American journalism and the role of journalism in democratic and non-democratic societies.
3 Credits

CM-110 Public Speaking
LASC Categories: TLC
Essentials of speech production and speech writing for large and small groups. Classroom practice in delivering various types of speeches.
[formerly ME 110 Speech]
Fall and Spring and every year. 3 Credits

CM-150 Photography I
LASC Categories: CA
Covers the basic theory and practice of thirty-five millimeter black and white photography, including camera handling, film processing, light meters, printing and picture content.
Fall and Spring and every year. 3 Credits

CM-152 Ecotourism & Photography in Costa Rica
LASC Categories: CA, GP
A multi-level, interdisciplinary photography course with travel to Costa Rica. This course covers basic digital photo techniques and the practices of sustainable eco-tourism. Additional fees apply.
3 Credits

CM-150 Introduction to Digital Imaging
This course introduces students to the procedures, techniques and concepts of basic digital imaging. In the course students learn to use the computer as a tool for visual image making.
3 Credits

CM-180 Introduction to Advertising
LASC Categories: HBS
An overview of the advertising including the historical and current roles of advertising in our economy, basic advertising concepts and methods, and social and cultural effects.
3 Credits

CM-191 Special Topics in Communication
An introductory level course in communication on current or specialized topics.
3 Credits

CM-193 Special Topics in Communication for First Year Students
LASC Categories: FYS
Introductory level course covering topics of special interest to first-year students. offered only as a First-Year Seminar.
Every year. 3 Credits

CM-200 Writing for Communication
LASC Categories: WAC
Prerequisites: EN-102
Development of writing, research, and critical thinking skills associated with the discipline of communication. Assignments focus on contemporary communication issues.
Every year. 3 Credits

CM-204 Analysis of News
This course introduces students to the conventions, ethical issues and the economics, political and socio-cultural forces that affect mainstream and alternative journalism today.
Every 2-3 years. 3 Credits

CM-205 Reporting for Media
This course refines interviewing skills and enables students to develop evidence from documentary sources to create stories for converging media.
Fall and Spring and every 2-3 years. 3 Credits

CM-206 Digital Storytelling
Prerequisites: CM-100
Use of personal narrative to construct stories using audio, still and video images, and music tracks in digital format.
Every year. 3 Credits

CM-210 Special Topics in Communication
This is a mid-level communication course focused on current specialized topics not covered by the department’s curriculum.
3 Credits

CM-213 Gender and the Media
LASC Categories: HBS, TLC, DAC, WAC
Prerequisites: CM-100 and EN-102
This course will explore how difference is socially constructed along gender lines and will explore the intersections of gender, identity, power and media representation. [Cross-listed with WO/CM 213.]
Every 2-3 years. 3 Credits
CM-231 Photography II  
**Prerequisites:** CM-150 or CM-151  
Expands basic skills in camera craft, film and print processing and presentation. Instruction and practice in the zone system, theory and practice of advanced exposure and film development control. Emphasis on photographic composition and efficiency in designing purposeful photographic statements.  
Fall and Spring and every year. 3 Credits

**CM-240 Principles of Public Relations Practices**  
**LASC Categories:** HBS  
**Prerequisites:** CM-100  
An overview of public relations principles in business, politics, and society.  
3 Credits

**CM-241 Understanding Movies**  
**LASC Categories:** CA, TLC  
An introduction to the aesthetics and critical theories of film as an artistic medium of communication through critical observation of classic and contemporary movies.  
Other or on demand. 3 Credits

**CM-242 Understanding Video Games**  
**LASC Categories:** CA  
An introduction to the interdisciplinary study of video games as texts through an examination of their cultural, educational, and social functions in contemporary settings.  
Every year. 3 Credits

**CM-244 Graphic Design**  
Through hands on projects, students will learn formal elements of design, principles of typography, idea generation, and issues of responsible design as applied to print media.  
Every year. 3 Credits

**CM-250 Music of the Cinema: Spectacle, Splendor, and Spielberg**  
**LASC Categories:** CA, TLC  
An introduction to the role, impact, and importance of music in motion pictures from silent movies through contemporary film. [Cross-listed with MU-250.]  
Fall and Spring and every 2-3 years. 3 Credits

**CM-259 Television Production**  
**LASC Categories:** CA  
Basics of studio production including visualization and sequencing of short scripts, sound, graphics, lighting, and technical direction.  
Every 2-3 years. 3 Credits

**CM-260 Introduction to Video**  
**LASC Categories:** CA  
A beginning course in video program production, using lightweight and portable equipment.  
Fall and Spring and every year. 3 Credits

**CM-268 Journalism: Feature Writing**  
**Prerequisites:** EN-102  
Provides advanced training in finding, researching, developing, and writing feature stories for newspapers and magazines. [Cross-listed with EN-268.]  
3 Credits

**CM-270 Journalism: Editing**  
**Prerequisites:** EN-102  
Training in copy selection, copy editing, story placement, headline writing, layout, and use of style books. [Cross-listed with EN-270.]  
Every 2-3 years. 3 Credits

**CM-271 Media and Globalization**  
This course examines the emergence of global media and its impact on the development of a global world.  
Every 2-3 years. 3 Credits

**CM-272 News Reporting and Writing**  
**Prerequisites:** EN-102 and CM-107  
Includes fundamentals of news judgement, events coverage, sourcing, interviewing, writing on deadline, fact checking and basic editing. [Cross-listed with EN-272.]  
Every year. 3 Credits

**CM-285 History of Photography**  
**LASC Categories:** CA, TLC  
The history of photography from 1839 to present, with attention to styles, aesthetics, technical processes, and leading practitioners. [Cross-listed with AR-285.]  
Every 2-3 years. 3 Credits

**CM-301 Communication Theory**  
**Prerequisites:** CM-100  
Examines the nature and origins of symbol systems, the make up of audiences, the effects of mass media, and concomitant research.  
Other or on demand. 3 Credits

**CM-305 Media for Nonprofits**  
**Prerequisites:** CM-100 CM-105  
This course covers the writing, research, planning and problem solving necessary to provide media services for a non-profit client.  
Every 2-3 years. 3 Credits

**CM-315 Social Media**  
**LASC Categories:** CA, TLC  
**Prerequisites:** CM-100  
This course explores the historical and societal influences on the development of social media through conceptual and practical applications.  
3 Credits

**CM-340 Public Relations Strategy**  
**Prerequisites:** CM-240  
Case study approach to public relations practices, problems, opportunities, and application to practical situations.  
Every 2-3 years. 3 Credits

**CM-344 Graphic Design II**  
**Prerequisites:** CM-244  
The course builds upon the foundations of design covered in Graphic Design I, with emphasis on critical thinking, visual problem solving and the use of text and image.  
Every year. 3 Credits

**CM-345 Media and Democracy**  
**Prerequisites:** CM-100  
This course aims to develop an understanding of democracy’s requirements and the role of the media in relation to democracy.  
3 Credits

**CM-350 Intercultural Communication**  
Introductory communication theory and practice across cultural groups defined by race, ethnicity, gender, religion, age, nationality, politics and economics.  
3 Credits
CM-351 News Reporting and Writing II  
**Prerequisites:** CM-272 or EN-272  
Focuses on using documentary evidence in reporting. Students select a reporting specialty area such as sports, business or higher education.  
[Cross-listed with EN-351.]  
Every 2-3 years. 3 Credits

CM-352 Practicum in Journalism  
**Prerequisites:** CM-270 and CM-272  
Workshop in which students report, write and edit the online college news magazine. Participate in all aspects of publication. [Cross-listed with EN-352.]  
Every 2-3 years. 3 Credits

CM-353 Narrative Journalism  
**Prerequisites:** CM-272 or EN-272  
Students analyze and create in depth journalistic features and nonfiction stories that blend reporting with techniques of fictional storytelling.  
[Cross-listed with EN-353.]  
Every 2-3 years. 3 Credits

CM-354 Opinion Writing  
**Prerequisites:** CM-272 or EN-272  
Students analyze and practice writing op-eds and other opinion pieces. Learn to write commentary that is publication ready. [Cross-listed with EN-354.]  
Every 2-3 years. 3 Credits

CM-359 Documentary Production  
**Prerequisites:** CM-260  
This course engages students in a semester-long production of documentary and introduces key concepts of documentary theory.  
Every 2-3 years. 3 Credits

CM-360 Television Production II  
**LASC Categories:** CA  
**Prerequisites:** CM-259 or CM-260  
The student will gain experience in the areas of electronic videotape editing, technology of television engineering, creative video, remote production, and other advanced techniques. Primary emphasis is on the production of programs utilizing advanced techniques.  
Every year. 3 Credits

CM-363 Visual Media Literacy  
**Prerequisites:** CM-100  
An introduction to principles of visual media literacy and their application in media production and perception.  
3 Credits

CM-366 Scriptwriting  
**Prerequisites:** CM-100  
Creating scripted material for the electronic media. All types, styles, and formats will be covered.  
Every 2-3 years. 3 Credits

CM-370 Advertising Production  
**Prerequisites:** CM-100 and CM-180  
Applied skills in advertising including the creation of advertisements in different media, advertising strategies, media schedules and campaign plans.  
Other or on demand. 3 Credits

CM-384 Media Criticism  
**LASC Categories:** HBS, TLC, DAC, WAC  
**Prerequisites:** CM-100 and EN-102  
Evaluation and analysis of film, television, theatre, and radio performances, development of intelligent, ethical standards of judgment.  
Every year. 3 Credits

CM-390 Alternative Communication  
**Prerequisites:** CM-103  
This course introduces students to the theory and practice of alternative communication and its relationship with culture and politics. [Cross-listed with WO/CM-390.]  
Every 2-3 years. 3 Credits

CM-396 Video Editing  
**LASC Categories:** CA  
**Prerequisites:** CM-259 or CM-260  
The principles and procedures of editing video using computer-based, non-linear editing techniques and equipment. Students will produce short edited programs.  
Fall and Spring and other or on demand. 3 Credits

CM-400 Advertising and Public Relations Research  
**LASC Categories:** HBS  
**Prerequisites:** CM-100, CM-180 and CM-240  
The course concentrates on the uses and applications of research in advertising and public relations situations.  
Every 2-3 years. 3 Credits

CM-404 Independent Study: Media  
**Prerequisites:** CM-100  
Permits advanced students to investigate topic of special interest through research or production of a project. Periodic consultations with advisor.  
Fall and Spring and every year. 1-6 Credits

CM-405 Mass Communication Research  
**LASC Categories:** HBS, WAC  
**Prerequisites:** EN-102  
Survey of methods and applications of research in media fields, including advertising, public relations, journalism, new media and political communication.  
Every year. 3 Credits

CM-408 Directed Study: Communication  
Directed study offers students, who because of unusual circumstances may be unable to register for a course when offered, the opportunity to complete an existing course with an established syllabus under the direction and with agreement from a faculty member.  
1-3 Credits

CM-410 Seminar: Topics in Communication  
This course engages students in advanced examination of emerging communication topics and of topics in a faculty's area of expertise.  
Spring only and other or on demand. 3 Credits

CM-416 Media Law and Ethics  
**Prerequisites:** CM-272 or EN-272  
An overview of the US legal and justice systems and an examination of ethical issues in mass media. [Cross-listed with EN-416.]  
Every 2-3 years. 3 Credits
**CM-435 Media Internship**

Prerequisite: Two relevant communication courses and consent of department provides opportunity for advanced students to increase experience through internship with sponsoring community organization, institution, or business under appropriate supervision.

Fall and Spring and every year. 3-12 Credits

**CM-450 Senior Communication Capstone**

LASC Categories: CAP

Prerequisites: CM-100, CM-110, CM-105 or CM-200 and CM-363 or CM-384.

Course allows students to reflect upon and document culminating experiences while nearing the end of their major coursework.

Every year. 3 Credits