

# 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-108 Introduction to Animation

This hands-on introductory-level course covers the fundamentals of aesthetics of computer animation. Through a series of shorts projects, students will learn the principles of expression through movement in time, sequential composition, editing and integration of images sequences and sound.

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-151 Introduction to Digital Photography

**LASC Categories:** CA

Techniques and aesthetics of digital photography. Introduction to the operation of SLR digital cameras and the computer as digital darkroom.

Every year. 3 Credits

## CM-160 Introduction to Digital Imaging

**LASC Categories:** CA

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.

Fall and Spring and every year. 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-199 Interpersonal Communication in Media

Study of the communications process as it relates to the production of material in various media, including video, audio, film.

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, DIV

**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.

Fall and Spring and 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, TLC

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 I****LASC Categories:** CA

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.

Fall and Spring and every year. 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-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-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-325 Community Media Production****Prerequisites:** CM-259

This course focuses on the practice of creating media for the purpose of community engagement. Students will gain experience in television studio production, video editing, and audio recording by exploring topics and issues relevant to the people of Worcester. Program development, interviewing skills, and production techniques will be covered. Students will also work on using social media promotion for content dissemination.

Every year. 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-350 Intercultural Communication****Prerequisites:** CM-100

Introductory communication theory and practice across cultural groups defined by race, ethnicity, gender, religion, age, nationality, politics and economics.

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, DIV**Prerequisites:** CM-100 and EN-102

Evaluation and analysis of film, television, theatre, and radio performances, development of intelligent, ethical standards of judgment. Fall and Spring and every year. 3 Credits

**CM-390 Independent Media and Society****LASC Categories:** TLC, DAC**Prerequisites:** CM-100

This course introduces students to the theory and practice of wide range of media economically and politically independent of both corporation and the state. The course focuses on the relationship between independent media and corporate media as well as the role of independent media within social movements, cultures of resistance, and processes of social change.

Other or on demand and other or on demand. 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****LASC Categories:** ICW, HBS**Prerequisites:** CM-100 or JO-101.

An overview of the US legal and justice systems and an examination of ethical issues in mass media. [Cross-listed with EN-416.]

Alternating and every 2-3 years. 3 Credits

**CM-435 Communication 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-363, CM-384 and either CM-105 or CM-200.

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

Every year. 3 Credits