COMMUNICATION

Department of Communication
The Department of Communication at Worcester State University promotes the critical understanding of communication in a culturally diverse world. The program provides a praxis-based model of learning well suited for the digital age: theoretical and conceptual knowledge based instruction along with hands-on synthesis and application to yield creative content. Specifically, the program engages students in the theory and practice of mass communication, social and digital media, advertising, public relations, and media production, among others. The department's goal is to educate students to assess the role of communication in society, and to be proficient communicators and engaged citizens. Representing diverse areas of expertise, the faculty emphasizes contemporary issues and media ethics from a local-to-global perspective.

Courses focused on media literacy, criticism, production and special topics, prepare students for professional careers and for further study at the graduate level. Facilities include a television studio, editing suites, multimedia labs, video / photographic equipment and photographic dark rooms. In addition to course work, students in their junior and senior year are encouraged to apply for media internships and independent studies in their field of interest.

• Communication Education Minor
• Communication Major
• Communication Major, Concentration in Advertising and Public Relations
• Communication Major, Concentration in Digital Media Production
• Communication Minor
• Master’s of Science in Communication (MSC) Program

Faculty
David Angell, Visiting Assistant Professor (2023), B.A., Rhode Island College; M.F.A., Vermont College of Fine Arts
Carlos Fontes, Professor (1996), B.A., Escola Superior de Meios de Comunicacao Social, Lisbon; M.A., Ph.D., University of Massachusetts
Julie D. Frechette, Professor (1999), B.A., University of New Hampshire; M.A., Ph.D., University of Massachusetts
Suzanne Gainer, Professor (2001), B.A., St. Vincent College; M.F.A., Rhode Island School of Design
Daniel S. Hunt, Department Chair; Associate Professor (2013), B.A., University of Rhode Island; M.S., Boston University College of Communication; Ph.D., University of Connecticut
Emmanuel E. Nneji, Professor (2005), B.A., University of Nigeria; M.S., University of Lagos; Ph.D., University of South Carolina
Brittany E. Severance, Assistant Professor (2021), B.A., University of Massachusetts; M.A., M.F.A., Emerson College
Eric Nichols, Assistant Professor (2019), B.A., Worcester State University; M.F.A. Maine College of Art

Courses
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

Program Learning Outcomes

• Teach students a broad range of concepts and skill sets which entail gathering, processing, editing, presenting and evaluating information.
• Teach students to effectively gauge the effects of communication and mass media.
• Educate students about mass media and its role in local, national, and global society.
• Vest students with the intellectual tools necessary to be informed and critical consumers of mass media.
• Teach and encourage responsible/ethical media production.
• Prepare students for careers in the industries of communication and mass media.
• Contribute to the body of knowledge about mass media, society, and where the two intersect.
• Disseminate the aforementioned knowledge to the Commonwealth of Massachusetts and beyond.