

# COMMUNICATION

Chair: Aaron Furgason, Department of Communication

In our commitment to students' personal, professional, and public success, the mission of the Department of Communication is to provide a rigorous, ethical, collaborative, and culturally responsive learning environment. We embrace civic participation ideals and provide rich opportunities for written, oral, and technological communication competence, research skills, intercultural appreciation, and professional readiness.

The Department serves this mission at the undergraduate level through its three clusters:

- Communication Studies,
- Journalism and Public Relations, and
- Media Studies and Production.

**Student Honor Societies: Alpha Epsilon Rho (Media Studies and Production), Lambda Pi Eta, the National Communication Honor Society.**

## Programs Majors

- B.A. in Communication (<http://catalog.monmouth.edu/undergraduate-catalog/wayne-d-mcmurray-humanities-social-sciences/communication/communication-ba/>)
- B.A. in Spanish with a Concentration in Communication (Journalism Cluster) (<http://catalog.monmouth.edu/undergraduate-catalog/wayne-d-mcmurray-humanities-social-sciences/communication/ba-spanish-concentration-communication-journalism-cluster/>)
- B.A. in Spanish with a Concentration in Communication (Media Studies & Production Cluster) (<http://catalog.monmouth.edu/undergraduate-catalog/wayne-d-mcmurray-humanities-social-sciences/communication/spanish-ba-concentration-communication-media-studies-production-cluster/>)

## Minors

- Communication (<http://catalog.monmouth.edu/undergraduate-catalog/wayne-d-mcmurray-humanities-social-sciences/communication/communication-minor/>)
- Interactive Media (<http://catalog.monmouth.edu/undergraduate-catalog/wayne-d-mcmurray-humanities-social-sciences/communication/interactive-media-minor/>)
- Journalism (<http://catalog.monmouth.edu/undergraduate-catalog/wayne-d-mcmurray-humanities-social-sciences/communication/journalism-minor/>)
- Leadership Communication (<http://catalog.monmouth.edu/undergraduate-catalog/wayne-d-mcmurray-humanities-social-sciences/communication/leadership-communication-minor/>)
- Media Production (<http://catalog.monmouth.edu/undergraduate-catalog/wayne-d-mcmurray-humanities-social-sciences/communication/media-production-minor/>)
- Public Relations (<http://catalog.monmouth.edu/undergraduate-catalog/wayne-d-mcmurray-humanities-social-sciences/communication/public-relations-minor/>)

- Screen Studies (<http://catalog.monmouth.edu/undergraduate-catalog/wayne-d-mcmurray-humanities-social-sciences/communication/screen-studies-minor/>)
- Sports Communication (<http://catalog.monmouth.edu/undergraduate-catalog/wayne-d-mcmurray-humanities-social-sciences/communication/sports-communication-minor/>)

## Faculty

**Richard Cox**, Assistant Professor (Graduate Faculty). B.S., M.F.A., Virginia Commonwealth University. Research interests include creative coding, digital fabrication, open-source electronics, physical computing, play, gaming, extended reality, interactive design, immersive experience design, animation, time-based media, and collaboration.  
rcox@monmouth.edu

**Chad E. Dell**, Associate Professor (Graduate Faculty). B.A., M.A., Ph.D., University of Wisconsin-Madison. Primary fields are broadcasting and cultural studies. Special interests include television production and analysis, broadcast history, and media policy. Research interests focus on an analysis of the exercise of power at the intersection of broadcast industries and audiences. Faculty advisor to Alpha Epsilon Rho, the student chapter of the National Broadcasting Society.  
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**Donna Dolphin**, Associate Professor. B.A., Clark University; M.A., Montclair State College; M.F.A., Mason Gross School of the Arts, Rutgers University. Primary fields are TV production, media studies, documentary, screen studies, popular culture, and mass media and First Year Seminar. Special interests are experimental film and community-based television. Research interests focus on roots music and American popular culture, and on the construction of femininity in the screen arts. Faculty advisor to the student-operated TV station, Hawk TV  
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**Aaron Furgason**, Associate Professor and Chair. B.A., Monmouth University; M.A., Emerson College; Ph.D., Rutgers University. Introduction to Radio Production, Introduction to Screen Studies, Radio in the Music Industry, Radio Programming and Promotions, Talk Radio, Radio in America, First Year Seminar, and Generation 'X' Film Directors. Research interests include radio and recording industries and film studies. Faculty advisor to the 1000-watt FM University radio station, WMCX.  
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**Matthew Harmon**, Specialist Professor. B.A., M.A., Monmouth University.  
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**Mary Harris**, Specialist Professor. B.A., Rowan University; M.A., Monmouth University. Areas of interest include public relations, social media campaigns, marketing, and event planning. Public Relations Student Society of America, APR, and Public Relations Society of America.  
mharris@monmouth.edu

**Shannon Hokanson**, Senior Lecturer. B.A., M.A., Monmouth University. Areas of interest include interpersonal, intercultural, and organizational communication. Also teaches Introduction to Communication, First Year Seminar, Communication Theory, and Senior Seminar.  
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**Nicholas Messina**, Specialist Professor. B.A., Ramapo College of New Jersey.  
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**John Morano**, Professor. B.A., Clark University; M.A., Pennsylvania State University. Primary fields are print journalism, and start-up publications, magazine journalism, and freelance journalism. Research interests include environmental journalism, publishing a fourth novel in his Eco-Adventure Book Series, entertainment journalism, film criticism, and journalism ethics. Faculty advisor to the student-operated newspaper, "The Outlook".  
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**Eleanor Novak**, Professor (Graduate Faculty). B.A., Georgia State University; M.A., Ph.D., Annenberg School of Communication, University of Pennsylvania. Specialties are journalism, gender studies, research methods, and social justice research. Research interests in racial discrimination, prison issues, high school journalism, and service learning.  
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**Alexis M. Nulle**, Specialist Professor. B.A., Rutgers University; M.A., Monmouth University.  
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**Michael Phillips-Anderson**, Associate Professor (Graduate Faculty). B.A., George Mason University; M.A., St. John's College; Ph.D., University of Maryland. Areas of interest include political communication, rhetoric, critical/cultural studies, and gender. Teaches Political Communication, Critical Discourse, First Year Seminar, Senior Seminar, and Introduction to Communication.  
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**Rebecca Sanford**, Associate Professor and Assistant Chair. B.A., University of Pittsburgh; M.A., Monmouth University; Ph.D., Temple University. Undergraduate courses taught include Interpersonal Communication, First Year Seminar, Family Communication, Nonverbal Communication, Communication Research Methods, and Communication Theory. Faculty advisor to Lambda Pi Eta, the National Communication Honor Society, and First Year Advisor in the Center for Student Success.  
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**Robert E. Scott**, Senior Specialist Professor. B.A., Monmouth University; M.F.A., University of Miami. Primary fields are film and video production, news reporting, Web development, corporate communication, and media writing. Areas of professional experience include digital cinema, media asset management, screenwriting, media history, and entertainment media technologies. Faculty advisor for the student-operated Hawk TV News.  
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**Jennifer Shamrock**, Lecturer. B.A., LaSalle University; M.A., University of Maine; Ph.D., Hugh Downs School of Communication, Arizona State University. Primary fields of study and research include ethnographic, narrative, and textual forms of inquiry from a feminist critical perspective.  
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**Deanna Shoemaker**, Associate Professor and Graduate Program Director (Graduate Faculty). B.F.A., Webster University; M.A., Ph.D., University of Texas at Austin. Primary fields are Performance and Theater Studies, Communication Studies, and Gender Studies. Special interests include feminist performance practices, performance of

literature, performance ethnography, critical race theory, and First Year Seminar. Research interests include cultural and aesthetic performances of femininity and critical staging of race/ethnicity and sexuality. Faculty advisor to Comm Works, Students Committed to Performance.  
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**Kristine M. Simoes**, Senior Specialist Professor. B.A., M.A., Rowan University. Teaching focus on field-applicable curriculum that prepares students for careers in public relations professions. Courses developed include Public Relations Writing/Layout and Design, Public Relations Campaigns, and Public Relations Trends and Analysis. APR, Public Relations Society of America.  
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**Amanda Stojanov**, Assistant Professor. B.F.A., Monmouth University; M.F.A., University of California, Los Angeles. Artist whose work resides between disciplines and technologies. Through installations and use of world-building techniques, she investigates how innovations in communication technologies affect perceptions of identity, agency, and visibility. Areas of expertise are new media, multi-media installations, design, interactivity, creative coding, and networked media. Research interests are physical computing, game-theory, mixed reality, and computer graphics.  
astojano@monmouth.edu

**Marina Vujnovic**, Associate Professor (Graduate Faculty). B.A., University of Zagreb; M.A., University of Northern Iowa; Ph.D., University of Iowa. Primary fields of research are participatory journalism and new media studies, media history and gender, critical political economy, and cultural studies, and First Year Seminar. Research interests focus on international communication and global flow of information; journalism studies; and explorations of the historical, political-economic, and cultural impact on media, gender, and ethnicity. Faculty advisor to the student-operated online news magazine, The Verge.  
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**Sherry Wien**, Associate Professor. B.A., Lynchberg College; M.A., Penn State University; Ph.D., Rutgers University. Areas of expertise are organizational and interpersonal communication. Teaching interests are improving work relationships, making business presentations, and creating video podcasts for training. Research interests are assessing communication skills in higher education and describing how part-time seasonal employees identify with an organization.  
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## Courses

### ASL-101 American Sign Language I

Credits: 3

Term Offered: All Terms

Course Type(s): None

This Learner-centered course is designed for students with little or no previous knowledge of American Sign Language (ASL). Students acquire basic grammar and lexical skills that will enable them to communicate in routine social or professional situations within an authentic cultural context.

<p><b>ASL-102 American Sign Language II</b> <b>Credits: 3</b>  Prerequisite(s): ASL-101  Term Offered: Spring Term  Course Type(s): None  Designed to continue development of American Sign Language (ASL) skills with primary focus on refining the use of basic ASL sentence types. Students will continue to be exposed foundational aspect of ASL classifiers, hand configuration, palm orientation, and signing space as well as transitioning body language. Students will engage in an expanded learning of Deaf culture and history.</p>	<p><b>CO-206 Issues in Sports Media</b> <b>Credits: 3</b>  Term Offered: Spring Term  Course Type(s): COSPT  Students examine the way that the media covers, analyzes, and critiques sports and sports issues. Media and sport have become two powerful and influential forces in society today. This class will demonstrate how the two have become irrevocably intertwined.</p>
<p><b>CO-100 Introduction to Communication</b> <b>Credits: 3</b>  Term Offered: All Terms  Course Type(s): None  Theory, concepts, and practices of the production, transmission, and reception of messages. Examines elements, models, functions, and types of networks of communication.</p>	<p><b>CO-210 Voice and Diction</b> <b>Credits: 3</b>  Prerequisite(s): CO-100  Term Offered: All Terms  Course Type(s): COACM, COCSO, CORTA  Analyzes individual voice and articulation problems; practice focusing on improvement in quality, variety, flexibility, and range.</p>
<p><b>CO-102 Radio Production</b> <b>Credits: 3</b>  Term Offered: All Terms  Course Type(s): COSPT  Basic principles of radio broadcasting, with emphasis on pre-production, planning, and audio production techniques.</p>	<p><b>CO-211 Introduction to Journalism</b> <b>Credits: 3</b>  Term Offered: All Terms  Course Type(s): COSPT  Explores how concepts of news are changing and develops a hands-on understanding of the way news is created. Course covers basic journalism techniques and standards.</p>
<p><b>CO-106 Listening</b> <b>Credits: 3</b>  Term Offered: Fall Term  Course Type(s): None  Practice listening skills in a variety of personal, academic, and professional contexts. Applying current research in listening theory. Understanding and appreciating the importance of listening every day and for a lifetime.</p>	<p><b>CO-215 Newswriting</b> <b>Credits: 3</b>  Prerequisite(s): CO-211; and EN-101 and EN-102 or permission of the instructor  Term Offered: All Terms  Course Type(s): WT  Advanced theory and practicum involving newswriting and reporting.</p>
<p><b>CO-120 Interpersonal Communication</b> <b>Credits: 3</b>  Term Offered: All Terms  Course Type(s): None  The principles and fundamentals of human oral communication in person-to-person and small group environments; the process of encoding and decoding messages, language usage, listening, and feedback.</p>	<p><b>CO-216 Journalism/PR Career Preparation</b> <b>Credits: 1</b>  Term Offered: All Terms  Course Type(s): None  Instructs Communication majors how to effectively pursue opportunities for employment, professional training, and internships. It is designed specifically for Communication students emerging as professionals in the fields of Journalism and Public Relations.</p>
<p><b>CO-145 Introduction to Television Production</b> <b>Credits: 3</b>  Term Offered: All Terms  Course Type(s): IM  Introduction to basic studio and field television production equipment, production processes, and approaches to the creation of televised messages. Additional hours to be arranged.</p>	<p><b>CO-217 Radio/Television Career Preparation</b> <b>Credits: 1</b>  Term Offered: All Terms  Course Type(s): None  Instructs Communication majors how to effectively pursue opportunities for employment, professional training and internships. It is designed specifically for Communication students studying Radio and Television.</p>
<p><b>CO-155 Media Literacy</b> <b>Credits: 3</b>  Term Offered: All Terms  Course Type(s): None  Introduces students to a range of critical thinking skills for use when encountering media materials, including television, radio, print, and Internet resources. Students will develop an understanding of the complex functions of the mass media industries and an understanding of the aesthetic, emotional, cognitive, and moral choices involved in interpreting media messages.</p>	<p><b>CO-218 Communication Studies Career Preparation</b> <b>Credits: 1</b>  Term Offered: All Terms  Course Type(s): None  Prepares Communication Studies concentration students how to effectively pursue opportunities for employment, career development and professional training in the field of Communication.</p>
<p><b>CO-205 Topics in History of Sports and Media</b> <b>Credits: 3</b>  Term Offered: Fall Term  Course Type(s): COSPT  Examines the development and evolution of selected sports and fields of athletic endeavor primarily in the United States. Students will gain knowledge of various sports, how media has covered and influenced these sports, and how those sports have impacted and influenced American culture and society. This course is repeatable for credit.</p>	<p><b>CO-220 Public Speaking</b> <b>Credits: 3</b>  Term Offered: All Terms  Course Type(s): None  An introduction to the principles and practices of effective public speaking, using traditional rhetorical principles as applied in the composition and delivery of various types of speeches.</p>

- CO-221 Introduction to Digital Media** Credits: 3  
 Term Offered: All Terms  
 Course Type(s): IM, TL  
 Provides the skills and theoretical context to produce, manage and optimize digital media to create dynamic and engaging websites, broadcast graphics and imagery for presentations. The course uses in class lectures, hands-on demonstrations, directed readings and discussions to help students understand the parameters of their digital tools and make high quality, socially engaged work. This course is repeatable for credit.
- CO-222 User Experience and Interaction Design** Credits: 3  
 Term Offered: All Terms  
 Course Type(s): CORTW, IM  
 Guides students through research, planning, and designing of interactive, transmedia, web, mobile, and gaming formats and platforms. Topics covered include computer-mediated communication, transmedia storytelling, information architecture for digital experiences, human computer interfaces, wireframes, and web and mobile device prototyping.
- CO-223 Argumentation and Debate** Credits: 3  
 Prerequisite(s): HU-201 or permission of the instructor  
 Term Offered: Spring Term  
 Course Type(s): COACM, COCSD  
 The principles of argumentation and their application in the debate situation; the nature and structure of reasoning, the types of evidence, the construction of briefs, and the researching of debate propositions.
- CO-224 Introduction to Mass Communication** Credits: 3  
 Term Offered: All Terms  
 Course Type(s): None  
 The historical development and functions of mass media, such as radio, television, print, and film.
- CO-225 Business and Professional Communication** Credits: 3  
 Term Offered: All Terms  
 Course Type(s): RD  
 Principles and techniques for oral and written communication skills within the business and professional situations; emphasis on job interviewing with resumes and cover letters, professional emails and social media posts, informative and persuasive presentations, and listening skills.
- CO-226 Intercultural Communication** Credits: 3  
 Term Offered: All Terms  
 Course Type(s): BI.EL, CD, RE  
 The process of communication between people of different cultures; the influences of culture on communicative messages and meanings.
- CO-231 Multicultural Voices: From Page to Stage** Credits: 3  
 Term Offered: Spring Term  
 Course Type(s): COACM, COCSD  
 Explores contemporary multicultural voices through published short stories and poetry, including slam poetry/spoken word and new forms of digital literature. Using performance of literature as a method of analysis and presentation, students will also consider enactments of identity through diverse perspectives on race/ethnicity, gender, sexuality, class, ability, and nationality.
- CO-233 Rhetoric and Persuasion** Credits: 3  
 Term Offered: All Terms  
 Course Type(s): None  
 Concepts and principles of communicative messages that influence thoughts, attitudes, and behavior. Foundational theories of persuasion, including rhetorical, critical, and social scientific perspectives.
- CO-234 Climate Communication** Credits: 3  
 Course Type(s): RD  
 An examination of the role of communication in environmental science, activism, and policy. Topics include the challenges of communicating about science, risk communication, and environmental advocacy campaigns. These concepts will be put into practice through the study of argumentation practices and the performance of original, researched-based presentations.
- CO-235 Sports Broadcasting** Credits: 3  
 Prerequisite(s): CO-102 or CO-145  
 Term Offered: All Terms  
 Course Type(s): COSPT  
 Prepares students for an internship at a public or commercial radio station or an entry-level position. Students will learn how to gather, organize, write, report, and broadcast radio sports.
- CO-236 Sports Reporting** Credits: 3  
 Term Offered: Spring Term  
 Course Type(s): COSPT  
 Introduction to the field of sports journalism, which includes standardized news writing techniques as well as feature writing.
- CO-240 Smartphone Video Production** Credits: 3  
 Term Offered: Fall Term  
 Course Type(s): CORTP  
 Teaches students how to use their smartphones to produce high-quality videos which they can then share with a large and diverse online community. From the development of an idea and importance of pre-production planning to the final stages post-production and marketing, this class will guide students through the entire process of creating and sharing visual media.
- CO-241 Introduction to Screen Studies** Credits: 3  
 Term Offered: All Terms  
 Course Type(s): COSS, IM  
 Introduction to the disciplined study of the Screen Arts - motion picture film, television, video, and digital multimedia - with respect to the operation of the various elements of sound and image as they operate within the text of the visual work screened. Includes screening and discussion of various representative works.
- CO-242 Creating Good Radio** Credits: 3  
 Prerequisite(s): CO-102  
 Term Offered: Spring Term  
 Course Type(s): CORTP  
 Broadcasting as effective communication; practical experience in writing, producing, directing, and performing in radio programs; critical analysis of various professional broadcasts.
- CO-243 History of the Motion Picture** Credits: 3  
 Term Offered: Spring Term  
 Course Type(s): COSS  
 An introduction to the major phases of motion picture history from its origins to the present, including screenings and discussions of major film movements, technological innovations, and landmark directors.
- CO-246 Producing and Directing for Television (TV2)** Credits: 3  
 Prerequisite(s): CO-145  
 Term Offered: All Terms  
 Course Type(s): CORTP  
 The application of aesthetic theory and production principles via studio television production assignments. Emphasis is placed upon the roles of producer and director in live television production. Additional studio hours to be arranged.

- CO-247 ESPN Live Sports I** **Credits: 3**  
 Prerequisite(s): CO-145  
 Term Offered: Fall Term  
 Course Type(s): CORTP, COSPT  
 Hands-on introduction to the process of producing live television sports broadcasts. Students will examine each of the staff positions, and will serve in many of them as crew for the TV sports broadcasts on campus.
- CO-250 Global Communication** **Credits: 3**  
 Course Type(s): BI.EL, COJPR, COJPT, COPRT, GU, RE  
 Introduces students to the various aspects of global communication, primarily media communication, journalism, and public relations. Particular emphasis will be on the categories of difference such as gender, race, class, and ethnicity. Global communication is reshaping economic, social, cultural, and political aspects of our lives nationally and internationally. Hence, in this course students will explore essential components of global communication, emphasizing shifts in national, regional, and international media patterns and trends including production, distribution, and consumption.
- CO-262 Co-Curricular Practicum in Radio** **Credits: 1**  
 Prerequisite(s): CO-378 or permission of the instructor  
 Term Offered: All Terms  
 Course Type(s): None  
 Credit for specified assignments at the University radio station, WMCX, is awarded after a term-end evaluation by the instructor of the project agreed upon with the student. May not count toward major requirements. May be repeated for a total of six credits; limited to students active at the radio station for at least one semester.
- CO-263 Co-Curricular Practicum in Television** **Credits: 1**  
 Term Offered: All Terms  
 Course Type(s): None  
 Credit for specified assignments at the University television station is awarded after a term-end evaluation by the instructor of the project agreed upon with the student. May not count toward major requirements. May be repeated for a total of six credits; limited to students active at HAWK TV for at least one semester. Instructor permission is required to take this course.
- CO-264 Co-Curricular Practicum in Journalism** **Credits: 1**  
 Term Offered: All Terms  
 Course Type(s): None  
 Credit for specified assignments at the University newspaper is awarded after a term-end evaluation by the instructor of the project agreed upon with the student. May not count toward major requirements. May be repeated for a total of six credits; limited to students active at The Outlook for at least one semester. Instructor permission is required to take this course.
- CO-265 Co-Curricular Practicum in Public Relations** **Credits: 1**  
 Term Offered: All Terms  
 Course Type(s): None  
 Credit for specified public relations assignments for the Public Relations Student Society of America (PRSSA), University Clubs and Associations, and/or the University Communication Department is awarded after a term-end evaluation by the instructor of the project agreed upon with the student. May not count toward major requirements; may be repeated for a total of six credits. Instructor permission is required; limited to students active with PRSSA for at least one semester; students may also gain entry with previous experience on a public relations event/project and provide tangible evidence to advisor.
- CO-266 Co-Curricular Practicum in CommWorks** **Credits: 1**  
 Prerequisite(s): 3 credits from a course with a course type of COCSO or permission of the instructor  
 Term Offered: All Terms  
 Course Type(s): None  
 Credit for specified performance assignments with CommWorks (Students Committed to Performance) and, by extension, the University Communication Department is awarded after a term-end evaluation by the instructor of the project agreed upon with the student. May not count toward major requirements. May be repeated for a total of six credits; limited to students active in CommWorks for at least one semester. Students may also gain entry with previous substantial experience in performance, theatre, and/or forensics; student must provide tangible evidence to the advisor.
- CO-267 Co-Curricular Practicum in MOCC** **Credits: 1**  
 Term Offered: All Terms  
 Course Type(s): None  
 One credit for specified assignments with MOCC and by extension the University Communication Department is awarded after a term-end evaluation by the instructor of the project agreed-upon with the student. The course may not count toward other major requirements. May be repeated for a total of six credits. Permission of the instructor is required to take this course.
- CO-271 Ethics, Justice and American Prisons** **Credits: 3**  
 Prerequisite(s): SO-101 and instructor approval  
 Term Offered: Fall Term  
 Course Type(s): SJS  
 Explores the rise of mass incarceration in the United States, with a critical look at the ethical, socio-cultural, political and economic factors that shape the American prison system today. The course is also the gateway course to The Monmouth University Academic Exchange Program, also referred to as MU-AEP, a collaborative effort between Monmouth University and the New Jersey Department of Corrections. This program, of which this course is a requirement, is offered by Monmouth University to help to facilitate a transformative exchange of ideas and perspectives between incarcerated students and non-incarcerated students and non-incarcerated students inside the New Jersey state prison. Also listed as SO-271.
- CO-272 Real People Reel Stories** **Credits: 3**  
 Term Offered: Spring Term  
 Course Type(s): COACM, CORTP, EX5  
 Learning to tell a story through video testimonies/interviews. Socially conscious topics will be chosen from quality of life issues being explored by our new on-campus Polling Institute or those presented by community aid organizations. Instructor permission is required to take this course.
- CO-275 Performance for Radio** **Credits: 3**  
 Prerequisite(s): CO-102  
 Term Offered: All Terms  
 Course Type(s): CORTA  
 The fundamentals of radio announcing will be stressed along with station orientation. The student will develop strong vocal skills for a variety of radio personalities over the air.

- CO-289 Internship in Communication** **Credits: 3**  
 Prerequisite(s): CO-216 or CO-217 or CO-218, departmental approval, and Junior standing  
 Term Offered: Summer Term  
 Course Type(s): EX1  
 Supervised, practical experience in communication (radio, television, public relations, journalism, and human communication); emphasis on the application of discipline specific technologies and theories in a professional environment directly related to one's course of study.
- CO-290 Media Law** **Credits: 3**  
 Term Offered: All Terms  
 Course Type(s): COCST, COJPT, COPRT, CORTT  
 How the mass media is constrained and protected by the law and court interpretation. Overview will focus on libel, copyright, obscenity, free press, and other legal/illegal aspects of mass communication. Also listed as PS-290.
- CO-292 Communication Research Methods** **Credits: 3**  
 Prerequisite(s): CO-100, MA-105 and at least 6 credits in Communication  
 Term Offered: All Terms  
 Course Type(s): None  
 Introduction to the use of the scientific methods, various research approaches, and application of both qualitative and quantitative methods for application in the field of communication.
- CO-293 Social Media** **Credits: 3**  
 Term Offered: All Terms  
 Course Type(s): COJPR, COJPT, COPRT, IM  
 An interactive, intensive study of social media with regard to the field of public relations. Students will be introduced to new contexts and forms of social media, an ever-growing area of study.
- CO-295 Introduction to Public Relations** **Credits: 3**  
 Term Offered: All Terms  
 Course Type(s): COSPT  
 A comprehensive survey of the field of public relations. Emphasis on the evolution, role, functions, and scope of public relations in American society.
- CO-296 Digital Fundraising and Events** **Credits: 3**  
 Prerequisite(s): CO-295  
 Term Offered: Spring Term  
 Course Type(s): COPRT, COSPT, COJPR, COJPT  
 Designed to provide an introduction to the practice, programs, and publics of fund raising. Development of a fund raising campaign will be produced for a nonprofit client. Written and oral communication skills essential to the professional fund raiser will be practiced in class and through assignments. May be offered in a hybrid format (partially online).
- CO-298 Special Topics in Communication (200 Level)** **Credits: 1-3**  
 Term Offered: All Terms  
 Course Type(s): None  
 An intensive study of a particular subject or problem in communication to be announced prior to registration. May be conducted on either a lecture-discussion or a seminar basis. If a prerequisite is required it will be announced in the course schedule.
- CO-299 Independent Study in Communication** **Credits: 1-3**  
 Term Offered: All Terms  
 Course Type(s): None  
 Guided research on selected topics in Communication. Prior permission of the directing professor and department chair is required to take this course, along with demonstrated ability in the proposed area of concentration.
- CO-300 Co-Curricular Practicum in Service Learning** **Credits: 1**  
 Prerequisite(s): Two 200+ level courses in Communication, permission of the instructor, and a minimum G.P.A. of 2.50  
 Term Offered: Spring Term  
 Course Type(s): None  
 One credit is awarded for service learning work with a community partner and a faculty supervisor. Service projects are framed by academic material from the Communication Studies concentration proposed by the student. Student learning is facilitated through reflection writing. The course may not count toward other major requirements. Permission of the instructor, and a minimum G.P.A. of 2.50 are required to take this course.
- CO-301 Communication Theory** **Credits: 3**  
 Prerequisite(s): CO-292, EN-101, EN-102, and eighteen credits in Communication; or permission of the instructor  
 Term Offered: All Terms  
 Course Type(s): WT  
 Introduces students to the study of communication theory from interpersonal, small group, and organizational, to the mass media.
- CO-303 Creating a Culture of Peace** **Credits: 3**  
 Term Offered: Spring Term  
 Course Type(s): COCST, COJPT, COPRT  
 An introduction to theories of nonviolent communication, the use of practical communication skills for nonviolent conflict resolution, and applications of nonviolent communication in historical and contemporary peace movements.
- CO-304 Onstage and in the Streets: Performance and Culture** **Credits: 3**  
 Course Type(s): CD, COCSD, COCST  
 Introduction to understanding diverse popular performance practices as unique and contested expressions of culture and identity. Studying human performances within everyday life, in public spaces, and through cultural rituals, street theatre, and professional productions, a variety of contemporary theories, methods, and critical issues are considered within the fields of communication, theatre, performance, and cultural studies. Students must be enrolled in the Study Abroad program in Cadiz, Spain. Also listed as FS-304.
- CO-306 Mixed Reality Performance: AR, VR, and Motion Capture** **Credits: 3**  
 Prerequisite(s): CO-221  
 Term Offered: Fall Term  
 Course Type(s): CORTA, IM  
 This course will explore the use of Augmented Reality, Virtual Reality and Motion Capture technologies as a unified field for representing "other realities" in a Performance context. Traditional techniques for Theater and Musical Performance will be reframed with the use of these new technologies and merged into the form of "Mixed Reality Theater". The class will be set up as an experimental studio and students will be asked to collaborate as a theatrical troupe working on either individual or group projects that will culminate in a public event where projects will be presented live in front of an audience and documented. Notions of Narrative, Worldbuilding, and Embodiment in a performative context will be the primary focus of the course.
- CO-309 Family Communication** **Credits: 3**  
 Prerequisite(s): CO-100 or CO-120  
 Term Offered: All Terms  
 Course Type(s): COACP, COCSP, COCST  
 Explores couple and family communication processes. Focuses on how individuals use interaction to establish, maintain, and change personal, romantic and family relationships.

- CO-311 Communication Ethics** **Credits: 3**  
 Term Offered: All Terms  
 Course Type(s): None  
 An introduction to communication ethics and related contemporary issues intended to support students in making principled communication decisions.
- CO-313 Digital Media Writing** **Credits: 3**  
 Prerequisite(s): CO-295  
 Term Offered: All Terms  
 Course Type(s): None  
 A study into the fundamentals of effective public relations writing, including production of media releases, position papers, and media kits. The course focuses on writing style and technique, along with form and distribution methods.
- CO-315 Making the Short Film** **Credits: 3**  
 Prerequisite(s): CO-145  
 Term Offered: Fall Term  
 Course Type(s): CORTP  
 Students will be given the opportunity to study and apply both the technical and aesthetic principles of film and video production, in addition to examining the characteristics of successful short narrative films. Students will enhance their skills in visual storytelling by developing and producing three short films to screen on both the big and small screen.
- CO-317 Civic Journalism** **Credits: 3**  
 Prerequisite(s): CO-211  
 Term Offered: Spring Term  
 Course Type(s): COJPW, COPRM, EX5  
 News with a community service attitude. Gain hands-on experience through speakers, field trips, interviews, and involvement with local issues. Students write civic journalism news stories and host a community symposium to encourage dialogue among diverse community groups.
- CO-318 Topics in Film** **Credits: 3**  
 Term Offered: All Terms  
 Course Type(s): COCST, CORTT, COSS  
 Explores in-depth a specialized topic relevant to film and cultural studies. The topic changes each time the course is taught and may include a particular film director, genre or historical period. This course is repeatable for credit.
- CO-320 Small Group Communication** **Credits: 3**  
 Prerequisite(s): CO-100 and permission of the instructor  
 Course Type(s): COACM, COCST, EX3  
 Students explore academic perspectives on the process of group communication, leadership, conflict, decision-making, and problem solving, then reflect on and apply these perspectives outside the classroom in the context of a service learning project. Also listed as SO-320.
- CO-321 Nonverbal Communication** **Credits: 3**  
 Prerequisite(s): CO-100 or CO-120  
 Term Offered: All Terms  
 Course Type(s): COACM, COCST  
 A study of the process and effects of the kinesic, paralinguistic, tactile, olfactory, artifactual, and proxemic aspects of nonverbal communication.
- CO-323 Persuasion** **Credits: 3**  
 Prerequisite(s): CO-100 or CO-233, or permission of the instructor  
 Term Offered: Spring Term  
 Course Type(s): COACP, COCSP, COCST  
 Concepts and principles of communicative messages that influence thoughts, attitudes, and behavior; roles of source, message, channel, and receiver.
- CO-326 Advanced Sports Broadcasting** **Credits: 3**  
 Prerequisite(s): CO-235  
 Term Offered: Spring Term  
 Course Type(s): COSPT  
 Explores in-depth the role that a broadcaster takes on covering teams and events as a play by play announcer or sideline reporter.
- CO-327 Civic Participation** **Credits: 3**  
 Prerequisite(s): CO-100, CO-120 and CO-225  
 Term Offered: Spring Term  
 Course Type(s): COACP, COCSP, COCST  
 Explores how public communication shapes and reinvigorates civic participation, offering ways of understanding and resolving civic problems in democratic societies.
- CO-328 Sports and Public Relations** **Credits: 3**  
 Prerequisite(s): CO-295  
 Term Offered: All Terms  
 Course Type(s): COJPR, COSPT  
 Sports in Public Relations is designed to provide a comprehensive overview of public relations opportunities within the sports industry. This course will explore a detailed look at all elements of sports public relations including media relations, crisis management, ethics, events and promotions, and the internet and social media. Students will gain a thorough understanding of the work PR practitioners perform for colleges, second-tier sports, major professional teams and non-profit organizations.
- CO-329 Sports and Film** **Credits: 3**  
 Term Offered: All Terms  
 Course Type(s): COSPT  
 Explores in-depth the role that sports and film play in society using different themes and teaching different life lessons. This course is repeatable for credit once.
- CO-330 News Editing** **Credits: 3**  
 Prerequisite(s): CO-211 or CO-295  
 Term Offered: Spring Term  
 Course Type(s): COJPW, COPRM  
 Copy-editing techniques for reviewing and improving news writing.
- CO-333 Multimedia Journalism** **Credits: 3**  
 Prerequisite(s): CO-211  
 Course Type(s): COJPR, COJPW, COPRM, IM  
 Explore the world of electronic information from a journalist's perspective. Learn to use and evaluate electronic resources including search engines, e-mail, news groups, directories, and databases for reporting news. Covers reporting and composing news stories for online publication and the legal and ethical questions raised by online news.
- CO-335 Group Techniques in Performance** **Credits: 3**  
 Term Offered: Spring Term  
 Course Type(s): COACM, COCSD  
 Various theories and techniques used in group performances with a concentration on Readers Theatre and Chamber Theatre; selected literature is arranged, analyzed, and performed. Also listed as TH-335.

**CO-337 Performance Theory and Practice****Credits: 3**

Term Offered: Spring Term

Course Type(s): COACM, COCST

The study of performance offers students the opportunity to explore the power of performance in its diverse forms in both theory and practice. Students will experience a wide variety of performance contexts, including performances of self in everyday life, performances of culture, performances of literature, and socially engaged, original performance art.

**CO-338 Video Production and Editing****Credits: 3**

Prerequisite(s): CO-145

Course Type(s): CORTP, IM

A hands-on workshop allowing advanced students to work on individual projects with instructor guidance based on each student's level of experience. Students learn field production and editing.

**CO-339 Voiceover Workshop****Credits: 3**

Prerequisite(s): CO-102 and CO-221

Term Offered: Fall Term

Course Type(s): CORTP

This course presents the announcing, production, and marketing skills needed for the professional voiceover industry. You will learn a variety of presentational styles of voiceover applicable to all mediums (radio, TV, film, and digital media); expand on previous production knowledge related to hardware and software for effective and expedited audio editing; and develop skills to market oneself as a brand to stand-out in a competitive pool of voiceover artists and actors.

**CO-340 Writing the Review****Credits: 3**

Prerequisite(s): CO-211 or permission of the instructor and EN-101 and EN-102 or permission of the instructor

Term Offered: All Terms

Course Type(s): COJPR, COJPW, COPRM, COSS, WT

The process of writing newspaper opinion pieces on film and theatre presentations.

**CO-342 Editorial Writing****Credits: 3**

Prerequisite(s): CO-211 or permission of the instructor and EN-101 and EN-102 or permission of the instructor

Term Offered: Fall Term

Course Type(s): COJPR, COJPW, COPRM, WT

Editorial writing is the style of persuasive writing found on a newspaper's editorial pages, in online and print magazines, and in scripting some radio and television talk shows. Students will gain experience in doing research into current trends and events, persuasive writing, and exploring the multiple sides to an argument.

**CO-343 Performance and Social Activism****Credits: 3**

Term Offered: Spring Term

Course Type(s): COCSD

Students survey the recent history, theories, and methods of creative activist performance and produce original performances that function as embodied visions of social change and/or resistance to social norms. Emphasis is placed on representations of gender, race/ethnicity, sexuality, class, ability, etc. as well as structural inequalities and social injustice.

**CO-344 Games and Worldbuilding****Credits: 3**

Prerequisite(s): CO-221

Term Offered: Fall Term

Course Type(s): CORTT, IM

This course presents theories of interaction, narrative, and game play. Students will situate such theories in terms of the historical, business, and socio-cultural considerations of interaction and gaming as they learn theoretical tools for understanding interactive narrative structures. Students will learn to analyze and parse game content for storytelling devices, mise-en-scène, game mechanics, player motivations, interactivity, and playability facets. Students will also collaboratively conceptualize and describe characters, levels, and worlds and engage with design theories to analyze and prototype transmedia narratives, paratext, mechanics, and interactive exchanges.

**CO-345 Electronic Field Production and Editing (TV3)****Credits: 3**

Prerequisite(s): CO-246

Term Offered: Spring Term

Course Type(s): CORTP

Instruction and experience as independent producers of creative, feature, and documentary segments.

**CO-346 Documentary Film and Video****Credits: 3**

Term Offered: All Terms

Course Type(s): CORTW, COSS

An introduction to the history and development of documentary film and video, with screenings and discussions of examples of works from the major movements in documentary, and small group production of an original documentary.

**CO-347 ESPN3 Live Sports II****Credits: 3**

Prerequisite(s): CO-247

Course Type(s): CORTP, COSPT

Hands-on advanced study of the process of producing live and live-on-tape television sports broadcasts. Students will study each of the crew positions, and will serve in many of them as crew for the TV sports broadcasts on campus.

**CO-348 Advanced Digital Media****Credits: 3**

Prerequisite(s): CO-221

Course Type(s): CORTP

Building on introductory digital skills, students will advance and expand their knowledge of digital media techniques and workflows while conceptualizing and producing transmedia digital projects. Topics and techniques covered in the course include: motion tracking for video production, drone videography, sound design for visual media, compositing special/practical effects, batch encoding for transmedia, computer scripting for media post-production, interactive visualizations, brand activation, and game asset design.

**CO-350 Broadcast Newswriting and Reporting****Credits: 3**

Prerequisite(s): CO-145

Term Offered: Spring Term

Course Type(s): CORTW

Writing and reporting techniques for broadcast news; the process of news preparation from leads or sources through copy preparation, to on-air delivery.

**CO-351 Broadcast Copywriting****Credits: 3**

Prerequisite(s): CO-102 or CO-145

Term Offered: All Terms

Course Type(s): CORTW

Practical application of creative writing for radio and television.



<p><b>CO-352 Broadcast News Operation</b> <b>Credits: 3</b></p> <p>Term Offered: All Terms            Course Type(s): CORTP            Overview of TV studio and newsroom operations with an emphasis on news writing, field reporting and studio production. Students will produce news content, green screen commentaries and specialized packages. Class sessions will provide students with practical and critical tools that will help them gain a better understanding of how compelling, informative content is constructed for broadcast and online news. Open to all majors.</p>	<p><b>CO-373 Music Promotion</b> <b>Credits: 3</b></p> <p>Term Offered: Spring Term            Course Type(s): CORTT            A critical examination of the inner workings and business strategies that exist within the symbiotic relationship between the radio and music industry. Topics of discussion include: payola, marketing, promotion, indecency/obscenity, political economy theory, gate-keeping theory, subculture theory, and audience-making theories. Students must have Junior or higher standing to take this course.</p>
<p><b>CO-357 Acting for Television</b> <b>Credits: 3</b></p> <p>Prerequisite(s): TH-154            Term Offered: Spring Term            Course Type(s): CORTA            Techniques that the on-camera performer uses in various TV situations, commercials, daytime drama, situation comedy, and serious drama. Also listed as TH-357.</p>	<p><b>CO-374 Radio Programming and Promotion</b> <b>Credits: 3</b></p> <p>Prerequisite(s): CO-102            Course Type(s): CORTP            Overview of the principles of radio programming and promotions: formats, FCC rules, ratings, on-air experience, theories, and music selection choice will all be stressed. The class will produce programming and promotions to be aired on Monmouth's radio station, WMCX.</p>
<p><b>CO-360 Feature Writing</b> <b>Credits: 3</b></p> <p>Prerequisite(s): CO-211 or permission of the instructor; Junior standing, and EN-101 and EN-102 or permission of the instructor            Term Offered: Spring Term            Course Type(s): COJPR, COJPW, COPRM, WT            The process of developing ideas into feature stories.</p>	<p><b>CO-375 Television Criticism</b> <b>Credits: 3</b></p> <p>Prerequisite(s): CO-155; and EN-101 and EN-102 or permission of the instructor            Term Offered: Spring Term            Course Type(s): CORTT, WT            Analysis and critical examination of the content of television programs.</p>
<p><b>CO-365 Screenwriting</b> <b>Credits: 3</b></p> <p>Prerequisite(s): CO-155 or permission of the instructor            Term Offered: All Terms            Course Type(s): CORTW, COSS            Writing techniques for film and television, with an emphasis on the process of screenwriting, from concept to completion and revision, as well as marketing scripts written for the screen.</p>	<p><b>CO-376 Radio Station Management</b> <b>Credits: 3</b></p> <p>Prerequisite(s): CO-102            Term Offered: Spring Term            Course Type(s): CORTT            Principles of management for radio stations. Discussions and practicum include: programming, promotions, sales, public relations, production, community relations, sports, and news.</p>
<p><b>CO-367 Media Analysis</b> <b>Credits: 3</b></p> <p>Prerequisite(s): CO-155; and EN-101 and EN-102 or permission of the instructor            Term Offered: Spring Term            Course Type(s): CORTT, WT            Analysis and critical examination of the content of mass media.</p>	<p><b>CO-377 Radio Operation Practice</b> <b>Credits: 3</b></p> <p>Prerequisite(s): CO-102 and permission of the instructor            Course Type(s): None            Seminar offered in summer only.</p>
<p><b>CO-368 Applied Ethics in American Prisons</b> <b>Credits: 3</b></p> <p>Prerequisite(s): SO-271 or CO-271            Term Offered: Spring Term            Course Type(s): SJS            The second in the sequence of the Monmouth University Academic Exchange Program, a collaborative effort between Monmouth University and the New Jersey Department of Corrections. This program, of which this course is a requirement, is offered by Monmouth University to help to facilitate a transformative exchange of ideas and perspectives on the topics of ethics and social issues between incarcerated students and non-incarcerated students inside a New Jersey prison. Also listed as SO-368.</p>	<p><b>CO-378 Talk Radio</b> <b>Credits: 3</b></p> <p>Prerequisite(s): CO-102 or permission of the instructor            Term Offered: All Terms            Course Type(s): CORTA            Introduction to the preparation of documentaries, interviews, and phone-in talk shows. Students will produce a weekly show on WMCX.</p>
<p><b>CO-372 Podcasting</b> <b>Credits: 3</b></p> <p>Prerequisite(s): CO-102            Term Offered: Fall Term            Course Type(s): CORTP            A hands-on study of alternative broadcast mediums and their relation to social media and audience studies. Examples will include Podcasting specifically, with discussion on Internet radio, LPFM, Ham Radio and Pirate radio.</p>	<p><b>CO-379 Advanced Radio Production</b> <b>Credits: 3</b></p> <p>Prerequisite(s): CO-102 and CO-242, or CO-372 or CO-374            Term Offered: Spring Term            Course Type(s): CORTP            Advanced audio production techniques utilizing digital technology, with emphasis on the conception and realization of effective messages in radio broadcasting.</p>
	<p><b>CO-380 Organizational Communication</b> <b>Credits: 3</b></p> <p>Prerequisite(s): EN-101 and EN-102 or permission of the instructor            Term Offered: All Terms            Course Type(s): COACP, COCSP, COCST, WT            Students will learn various techniques of understanding how people use communication to organize and coordinate their work. Sample discussion topics are: using social media for hiring decisions, dealing with workplace romances and sexual harassment, and managing conflict and emotions at work. Written assignments are decision-making case studies of real problems in actual organizations.</p>

**CO-381 The Power of Story****Credits: 3**

Term Offered: Spring Term

Course Type(s): COACM, COACSD, EX5

Story is the most powerful and oldest means of communication. Examines its significance in constructing and preserving culture. We focus on the oral art of storytelling, its history, theory, and practice, using a multicultural approach. Students will write, select, prepare, and perform stories from a variety of cultures and literary sources. Students will use learned performance skills in class and at off-campus locations. Junior standing or permission of the instructor is required to take this course.

**CO-383 Gender, Race, and Media****Credits: 3**

Prerequisite(s): EN-101 and EN-102 or permission of the instructor

Term Offered: All Terms

Course Type(s): COCSP, COCST, COJPR, COJPT, COPRT, CORTT, GS, NU.EL, RE, WT

Examines multiple understandings of masculinity, femininity, and ethnicity in contemporary society, emphasizing the influential role of the mass media. Students consider the sources of their own attitudes about gender and race and reflect on the personal, social, political, and economic consequences of these expectations.

**CO-384 Seminar in Leadership Communication****Credits: 3**

Prerequisite(s): CO-220 or CO-225 or HU-201

Term Offered: All Terms

Course Type(s): None

An introduction to the study and practice of leadership from a communicating perspective. Particular focus on the relationship between communicating and leading. Examination of leadership concepts and theories in organizational, group, and public contexts. Students will analyze their personal leadership styles and develop leadership communication skills through team projects and classroom exercises.

**CO-389 Internship in Communication****Credits: 1-3**

Prerequisite(s): CO-216 or CO-217 or CO-218, departmental approval, and Junior standing

Term Offered: All Terms

Course Type(s): EX1

Supervised, practical experience in communication (radio, television, public relations, journalism, and human communication); emphasis on the application of discipline specific technologies and theories in a professional environment directly related to one's course of study.

**CO-390 Washington Center Internship****Credits: 7-12**

Course Type(s): EX5

This internship allows students in all majors to intern at government agencies, public service organizations and business associations located in Washington, DC. Under the supervision of Washington Center supervisors and faculty, students gain substantive entry-level professional experience along with academic credit over the course of one semester. In general, students are required to intern in a government agency or public organization four and a half days per week and attend educational seminars, workshops and participate in professional forums conducted by the Washington Center. In addition, students must complete learning objectives and assignments specified by Monmouth University faculty sponsors. Also listed as PS-390 and SO-390. Junior standing and a minimum G.P.A. of 2.50 is required to take this course.

**CO-393 Washington Center Course****Credits: 3**

Term Offered: Spring Term

Course Type(s): None

Students participating in a Washington Center Internship are required to enroll in a three credit seminar. A list of available courses is forwarded to all students prior to the beginning of the fall, spring, or summer term. Regular offerings include politics, professional communication, the fine and performing arts, and economics. Also listed as PS-393 and SO-393. Junior standing and a minimum G.P.A. of 2.50 is required to take this course.

**CO-398 Special Topics in Communication and Theatre (300 Level)****Credits: 1-3**

Term Offered: All Terms

Course Type(s): None

An intensive study of a particular subject or problem in communication to be announced prior to registration. May be conducted on either a lecture-discussion or a seminar basis. If a prerequisite is required it will be announced in the course schedule.

**CO-399 Independent Study in Communication****Credits: 1-3**

Term Offered: All Terms

Course Type(s): None

Guided research on selected topics in Communication. Prior permission of the directing professor and department chair is required along with demonstrated ability in the proposed area of concentration to take this course.

**CO-401 Producing Live Radio****Credits: 3**

Prerequisite(s): CO-102

Course Type(s): CORTA

This is a capstone course. Principles of radio interviewing, storytelling and live music production will be covered, with an emphasis on pre-production, planning and on-air techniques. A central focus of this class is to prepare students for creative work in radio. This class will require on-air performance on WMCX.

**CO-402 Audience Studies****Credits: 3**

Prerequisite(s): CO-155

Term Offered: Spring Term

Course Type(s): CORTW, WT

This course explores audience studies methods for analyzing audiences of popular music genres, television shows, films, and videogames. The class utilizes various theoretical traditions (ideological, semiotic, economic, sociological, psychoanalytic, cultural studies, etc.), with a focus on their utility for interpreting the meanings of the aforementioned media phenomena and its relationship to society and everyday life. These conceptual tools will provide the basis for analyzing media phenomena and its relationship with audiences and fans. Combining theory with practice, the course emphasizes critical thinking and writing about media texts in its varied dimensions and forms.

**CO-404 Responsive Media****Credits: 3**

Prerequisite(s): CO-145 or AR-181

Term Offered: Spring Term

Course Type(s): CORTP, IM

Students learn how to make interfaces for smart phones and tablets to create interactive audio and video. In addition, students will produce creative projects using data mapping, generative art and work collaboratively on a site-specific media project. Also listed as AR-404.

**CO-409 Professional Media Writing****Credits: 3**

Term Offered: Spring Term

Course Type(s): CORTW

Provides an introduction to the diverse field of professional writing and integrates a comprehensive overview of the various skills required of today's freelance media writer. Class sessions will offer students practical and critical tools designed to develop a range of writing styles and techniques, while introducing related applications and career opportunities. Lab assignments and writing projects will integrate the tools explored in class. Students must have at least a Junior standing to take this course.

**CO-412 Project Greenlight****Credits: 3**

Term Offered: All Terms

Course Type(s): COCSD, CORTT, COSS, IM

An orientation to career opportunities/advancement based on the successful pitch process necessary to achieve "greenlight" status for proposed media projects. Provides a comprehensive overview of new media formats, stages of media production, and related entertainment media technologies, products and services. Additionally, the course will examine the vital roles of producers and creative executives in these processes. Students will learn how to transform themselves from media consumers to media producers. No previous media-related training or experience is required. Students must have Junior standing to take this course.

**CO-413 Advanced Public Relations Writing Layout and Design****Credits: 3**

Prerequisite(s): CO-295 and CO-313

Term Offered: Spring Term

Course Type(s): COJPR, COJPW, COPRM

Simulates a field public relations agency or department by providing students "real world" or field-applicable skills. An emphasis on media tools and production enables students to work in a fast-paced, deadline-intensive environment. The principles of communicating with media and specialized public audiences are core along with the preparation, production, and presentation of messages for mass consumption.

**CO-414 Media Strategy****Credits: 3**

Prerequisite(s): CO-295 and CO-313, or permission of the instructor

Term Offered: All Terms

Course Type(s): COJPR, COJPW, COPRM

Application of public relations techniques to various communicative environments, communication problems, and crisis management.

**CO-415 Public Relations Shark Tank****Credits: 3**

Prerequisite(s): CO-295

Term Offered: Fall Term

Course Type(s): COJPR, COJPT, COPRT

Examines, reviews, and predicts how corporate leaders solve today's public relations challenges. Curriculum focuses on existing field trends and evaluates effective, as well as ineffective, corporate strategies. Students develop an integral understanding of the vital role of public relations in successful profit and non-profit organizations. Students develop an understanding of the issues management process, identify and plan crisis administration programs, and implement public affairs communication. Student assignments include research, composition of case statements, position papers, solutions and evaluative methods involving publicity demands, special events, promotions, image problems, and other challenges.

**CO-425 Political Communication****Credits: 3**

Prerequisite(s): CO-100 or CO-220 or permission of the instructor

Term Offered: All Terms

Course Type(s): COACP, COCST

The impact of communication on political action. Persuasive strategies and mediated reality that affect political choices. Focus on the interpretation of political rhetoric and the role media plays in campaigns.

**CO-427 Crisis and Issues Management****Credits: 3**

Prerequisite(s): CO-295

Course Type(s): COJPT, COPRT

Advanced public relations theory and practices dealing with management of organizational crisis and issues. Exploration of the process of research, analysis, planning, and implementation of crisis management. Examination of the role of the public relations professional in the development of crisis communication strategies and tactics. Emphasis on control of crisis, rumor, public perception, corporate image, and reputation. Use of case studies, simulations, group exercises, and projects to develop skills in crisis and issues management.

**CO-483 Communication Internship Seminar****Credits: 3**

Term Offered: All Terms

Course Type(s): EX1

Supervised, practical experience in communication (radio, television, public relations, journalism, and human communication); emphasis on the application of discipline-specific technologies and theories in a professional environment directly related to one's course of study. On-campus seminar attendance is required. May be repeated once for credit. Junior standing is required to take this course.

**CO-489 Internship in Communication****Credits: 3**

Term Offered: All Terms

Course Type(s): EX1

Supervised practical experience in communication (radio, television, public relations, and human relations) or journalism; emphasis on the programming, production, and transmission aspects of mass media. Repeatable for credit. Junior standing, departmental approval, and placement are required to take this course.

**CO-491 Seminar in Communication****Credits: 3**

Prerequisite(s): CO-301, Senior standing, at least thirty credits in communication, and EN-102 passed with a grade of C or higher

Term Offered: All Terms

Course Type(s): None

Communication as an organized body of knowledge and skills; advanced problems assigned according to the special interests of the student. For Communication majors only.

**CO-492 Interactive Storytelling with Data****Credits: 3**

Prerequisite(s): CO-211 and CO-221 or CO-222

Term Offered: Spring Term

Course Type(s): COJPW, CORTP, IM

Designed to introduce students to the world of data journalism and teach them to tell interactive stories using raw data. We will start from asking what is data journalism and how we find stories in the data. Students will learn how to acquire data from the web, normalize the data into databases and finally use software to tell engaging, interactive stories with collected data. Students will also learn how to collect data from traditional sources that aren't necessarily found online. Students are expected to complete a data-driven journalism project as part of the course. Also offered as a graduate course, CO-592.

**CO-499 Independent Study in Communication**

**Credits: 3**

Term Offered: All Terms

Course Type(s): None

Guided research on selected topics in Communication. Prior permission of the directing professor and department chair is required to take this course. Demonstrated ability in the proposed area of concentration is required to take this course.

**HU-201 Critical Discourse**

**Credits: 3**

Prerequisite(s): EN-102

Term Offered: All Terms

Course Type(s): RD

An introduction to basic principles of clear thinking and effective argument, combined with small group discourse and collaborative problem solving.