Nebraska Wesleyan University

Communication Studies

Catalog

2012-2013

About the Program

The Bachelor of Arts (B.A.) and Bachelor of Science (B.S.) are academically equivalent within the department. All students majoring in this department are encouraged to pursue co-curricular experience through departmental organizations and activities.

Majors, Minors & Degrees

Majors

1. Communication (B.A., B.S.)
2. Political Communication (B.A., B.S.)

Minors

1. Communication

Courses

COMM 001 Fundamentals of Communication

3 hours

This course is designed to help students develop the skills necessary to effectively communicate in a variety of settings. The course will focus on a broad base of communication concepts and skills and offer students the opportunity to apply those skills. Students will explore several models of communication, including: invitational, persuasive and dialogic. Once they have developed an understanding of the theoretical underpinnings of effective communication, students will develop the skills necessary to overcome the anxiety associated with public speaking, analyze audience needs, prepare effective speeches, deliver engaging speeches, better participate in small group discussions, and improve listening and response skills.

COMM 040 Interpersonal Communication

3 hours

An introductory study of theories, models, and key variables of communication within the context of interpersonal relationships. Using primarily an experiential approach, the course covers topics including verbal and nonverbal processes, listening and feedback, communication competence, and goals.

COMM 050 Intercultural Communication

3 hours

The study of cultural differences that influence the exchange of meaning between individuals and groups of different cultural and/or racial backgrounds. The course is designed to provide students with an understanding of the uniqueness of cultures and the resulting variations in communication styles and preferences, and to provide strategies and skills for successfully

communicating across cultural barriers. Students will spend at least 20 hours during the semester working with community agencies serving clients from different cultures.

COMM 130 Communication Theory

3 hours

This course is intended to serve as a general introduction for majors and interested students to the theories and research questions investigated by social scientists interested in the processes of human communication.

Prerequisite(s): Sophomore standing.

COMM 145 Family Communication

3 hours

Family Communication is designed as an introduction to communication phenomena in the context of the family. The overall goal of the course is to help students understand how, through communication, we develop, maintain, enhance, or disturb family relationships. Students will learn theories focusing on the communication patterns and practices that shape family life.

COMM 150 Research Methods

3 hours

This course is a general introduction to research methods most commonly used in the Communication discipline. Students will learn how to identify and use qualitative, quantitative, and rhetorical methods; read, understand, and evaluate research arguments for each type of inquiry, and use communication-related topics for a literature review.

Prerequisite(s): Sophomore standing and COMM 130 Communication Theory (may be taken concurrently) or permission of instructor.

COMM 155 Mass Media

3 hours

A study of the development of types of media including books, newspapers, magazines, radio, television, and film. The interaction of these media and their impact on society and the individual are included.

COMM 160 Group Communication

3 hours

This course will develop competent participation and facilitation of group communication processes. Students will study theories, models, and key variables of communication within groups, and will participate in a variety of group communication activities.

COMM 190 Selected Topics

1-5 hours

A topical course designed to investigate any relevant subject matter not included in any of the standard courses. The title, content and credit will be determined by current mutual interests of students and faculty.

Prerequisite(s): To be determined by the instructor.

COMM 197 Internship

1-8 hours

On-the-job training for communication majors and minors wishing to explore career options prior to their senior year or for students not majoring or minoring in communication who desire experience in communication-related organizations and positions. Students will arrange for their positions according to department guidelines, and each internship will be designed to the satisfaction of the sponsor, faculty coordinator, and student.

Pass/Fail only.

Prerequisite(s): Junior standing and permission of the department chair.

(Normally offered each semester and summer.)

COMM 210 Organizational Communication

3 hours

A study of theories, models, and key variables of communication within the context of organizations. Topics include messages, networks, communication roles, technologies, organizational communication diagnosis, and change.

Prerequisite(s): Junior standing and COMM 130 Communication Theory and COMM 150 Research Methods or permission of the instructor.

COMM 224 Methods for Teaching Communication and Theatre Arts in Middle and Secondary Schools

3 hours

See EDUC 224 Methods for Teaching Communication and Theatre Arts in Middle and Secondary Schools.

COMM 225 Persuasive Communication

3 hours

A study of theories and practices of persuasion within a variety of communication contexts. Students will be expected to apply these concepts to out-of-class persuasive situations.

Prerequisite(s): Junior standing and COMM 130 Communication Theory or permission of the instructor.

COMM 232 Public Relations

3 hours

A study of the nature of public relations, the persons involved, its relationship to public opinion, and the channels of communication that are used.

Prerequisite(s): Junior standing and COMM 155 Mass Media or permission of the instructor.

COMM 250 Communication and Gender

3 hours

This course offers an exploration of theories of the creation and perpetuation of gender and gender roles through communication. In turn, students will consider the question of the impact of gender on communication. Students will examine gender in a variety of contexts including families, schools, and media.

COMM 260 Principles of Advertising

3 hours

This broad-based course overviews the history and criticism of advertising, as well as the fundamental aspects of targeting, positioning, media selection, and creative strategy. The culminating project involves working with a client to develop a full advertising campaign.

COMM 270 Speaking in the Professions

3 hours

Students will design and make presentations for a variety of communication contexts and audiences. Both practical skills and theoretical insights will be enhanced. Students will complete major projects related to their professional interests.

COMM 280 Communication and Contemporary Society

3 hours

The capstone course in communication, this seminar will include a review of major communication theories and research methods and their application to a variety of contexts, settings, and contemporary issues as well as discussions of communication careers and graduate study.

Prerequisite(s): Senior standing and a major in communication or permission of the department chair.

COMM 290 Selected Topics

1-5 hours

An advanced topical course designed to investigate any relevant subject matter not included in any of the standard courses. The title, content, and credit will be determined by current mutual interests of students and faculty.

Prerequisite(s): To be determined by the instructor.

COMM 295 Independent Study

1-3 hours

A departmental research project. Either a proposition or a conclusion is to be defended orally by the student before persons in the department. Independent study may not duplicate courses described in the catalog.

Prerequisite(s): Approval of the department chair.

COMM 297 Internship

1-8 hours

On-the-job training for senior communication majors and minors in communication-related organizations. Students will arrange for their positions according to departmental guidelines, and each internship will be designed to the satisfaction of the sponsor, faculty coordinator, and student. Students may repeat the course and earn a maximum of 6 credit hours.

Pass/Fail only.

Prerequisite(s): Senior standing and permission of the department chair.

(Normally offered each semester and summer.)