

COURSE OBJECTIVES

Dixie State College of Utah

Department of Communication

Comm 1010 – Elements of Effective Communication

1. A general knowledge of the basic theories of human communication in rhetorical, group, and interpersonal settings.
2. A basic understanding of the principles and techniques of persuasion in interpersonal, group, and public speaking contexts.
3. An ability to successfully apply the above knowledge in actual small group, interviewing, business, public speaking, and interpersonal situations. The ability to write well-worded and persuasive resumes and other business communication. Also, the ability to write a valid and well-supported analysis of communication problems encountered in real-world situations.
4. An understanding of how the perception of both verbal and non-verbal messages influences culture, behavior, and action of life itself.

Comm 1020 – Public Speaking

1. Develop an understanding of the process of oral communication
2. Develop critical thinking and analytical skills
3. Improve listening, note taking and observational skills
4. Become more knowledgeable about audience centered speaking
5. Develop message generating and delivery skills
6. Become more knowledgeable about current speaking strategies and practices
7. Become more knowledgeable about new media research strategies
8. Gain insight into your own speaking style

Comm 1050 – Intro to Communication Theory

1. Obtain a basic understanding of how communication is related to “being human”
2. Obtain a general knowledge of the basic theories of human communication, their origin, and their most well-known proponents
3. Develop an understanding of how these theories are situated in the objective/subjective or scientific/descriptive paradigm continuum
4. Become more knowledgeable of constructive (as opposed to deconstructive) approaches to human communication (see additional comments below under “Other”)
5. Obtain a general knowledge of the various contexts of human communication and how they differ from each other, including at a minimum, interpersonal, small group, organizational, intercultural, and mass communication, plus other contexts (such as journalism, public relations, and the new media technologies) as time permits.
6. Develop critical thinking and analytical skills
7. Improve listening, observational skills, and problem solving capabilities
8. Gain insight into your own paradigm and the paradigms of others

9. Learn how to communicate effectively with others of varying beliefs and values and in a variety of contexts

COMM 1130 – Writing for Mass Audiences

1. Build a knowledge base in all areas of mass media writing
2. Understand how to communicate to mass audiences in writing
3. Become more effective and efficient writers
4. Gain a knowledge of written news style, including AP Style
5. Brush up on basic grammar and spelling skills
6. Develop interviewing skills
7. Gain insight into the industry
8. Understand media law and ethics

COMM 1210 – Newspaper Production I

1. An improved news writer and/or photographer and/or editor
2. With a knowledge of news style, particularly AP Style
3. Able to meet and manage deadlines
4. Refined in most aspects of newspaper production
5. With improved interviewing skills

COMM 1270 – Argumentation / Critical Thinking Course

1. What is argumentation and how does it relate to decision making, reflective thinking, and advocacy?
2. How do people use logic, reason, and evidence to make decisions in law, politics, scholarship, and business?
3. What problems lend themselves to argumentation and debate and which problems do not?
4. How does one engage in the reflective thinking process that must precede advocacy?
5. What are the characteristics of a good claim (proposition)?
6. How can one analyze an audience in relation to the claim?
7. Who bears the burden of proof (the development of a prima facie case)?
8. How does one find arguments and evidence?
9. What kinds of evidence are there? How do they function?
10. How can one analyze a proposition for the key issues?
11. How does one brief a case?
12. How does one counter the arguments of others?
13. How does one check for and counter fallacious arguments?
14. What are the applications of argumentation?
15. What are the forms of formal debate?
16. What are the ethical considerations that relate to argumentation and debate?
17. How do you win an argument?
18. How have the recent presidential candidates used debates to further their campaigns?
19. What is the burden of communication?
20. What is the role of language in powerful argumentation?

COMM 1380/85 – Intro to Television Production & Lab

1. Students will have learned the basic terminology and concepts of television production.
2. Students will understand the theory of television production as it applies to the interplay of visual and auditory elements within the television studio.
3. Students will understand and develop skills in the operation of the various instruments within the television studio including cameras, lights, scenery, microphones, switchers, and audio boards.
4. Students will understand and develop skills in the various production positions such as producer, director, assistant director, camera operator, floor manager, and audio engineer. .
5. Students will learn and become engaged in the processes of studio production including preproduction, production, and post production.

COMM 1500 – Mass Communication

1. Critically analyzing the history, issues, and trends surrounding different aspects of mass communication through readings, lectures, and writing assignments
2. Discussing the history, issues, and trends surrounding different aspects of mass communication through classroom sessions and through such discussions understand how mass communication impacts the students' lives.
3. Teaching those concepts involving mass communication to their fellow students through an oral presentation

COMM 1560 – Beginning Radio Production

1. Basic working skills and knowledge of the audio console and associated equipment to perform the duties of a radio announcer/disc jockey.
2. Working knowledge of radio programming terminology as well as accepted theories of effective radio programming for both commercial and non-commercial audiences and a variety of radio formats.
3. Knowledge of FCC rules as they impact the radio announcer and programmer.
4. Developing each student's announcing skills so they are best able to utilize their vocal qualities to produce programming that is entertaining and informative.
5. Knowledge of how to conduct effective radio interviews.
6. Basic writing skills to produce effective news and commercial copy.

COMM 1610 - Print News Writing & Reporting

1. Gain interviewing and reporting skills
2. Enhance their knowledge of AP Style and grammar
3. Gather their own information to write news stories
4. Meet deadlines as they write timed assignments
5. Write stories inside and outside class
6. Put together an end-of-semester portfolio

COMM 2110 – Interpersonal Communication

1. Develop an understanding of the process of interpersonal communication.
2. Develop critical thinking and analytical skills
3. Improve listening, observational skills, and problem solving capabilities
4. Become knowledgeable of the various theories and approaches to interpersonal relationships
5. Become more knowledgeable of constructive (as opposed to deconstructive) approaches (see additional comments below under “Other”)
6. Develop pragmatic strategies for relationship generation, maintenance, and termination
7. Gain insight into your own interpersonal communication and relationships

COMM 2120 – Small Group Communication

1. Students will learn the role of “group participant” and the requirements for being a significant part of a group designed to solve problems, develop programs, or influence behavior.
2. Students will define the attributes necessary for an effective group to exist. Such attributes include group size, structure and intended outcome of the group.
3. The concepts of group leadership, task orientation, and group maintenance will be observed as such behavior influences the objectives or purposes of the group.
4. Concepts of problem-solving, distribution and use of power, resolving conflicts, and enhancing group productivity will be learned as tools to achieve group goals.

COMM 2140 – Electronic Media News Writing and Reporting

1. Students will have learned to be competent in taking information in print or essay style and converting it to the broadcast style.
2. Students will refine their news judgment skills applying traditional news criteria to the broadcast style.
3. Students will understand the basic legal issues facing broadcast journalists.
4. Students will understand how to write effectively within the various radio news formats such as the wrap or voicer.
5. Students will become competent in producing radio newscasts developing a lineup of stories that maximizes audience interest and information within the limited time of the broadcast format.

COMM 2170 - Introduction to Organizational Communication

1. Exploration of the fundamental theories and concepts that compose an introductory perspective into course content.
2. Apply theory and concepts to current organizational settings.
3. Develop insight into the functionality of successful organizations.
4. Identify skills necessary to successfully analyze organizational processes.
5. Learn to differentiate between successful and unsuccessful organizations.
6. Develop skills necessary to become a successful organizational participant.

COMM 2210 – Newspaper Production I

1. An improved news writer and/or photographer and/or editor
2. With a knowledge of news style, particularly AP Style
3. Able to meet and manage deadlines
4. Refined in most aspects of newspaper production
5. With improved interviewing skills

COMM 2370 – Sports Broadcasting

1. Understanding the production requirements of producing a live broadcast from a remote location.
2. Each student will demonstrate proficiency at a primary and secondary production position to be chosen from assignments that include Director, Technical Director, Camera Operator, Air Talent, Editor, and Replay Operator as well as other production positions.
3. Students will understand all of the positions in the mobile studio and how they relate to each other to produce a live sports broadcast.

COMM 2380 – Radio Production Practicum I

1. Students will be able to list and explain principles of effective news gathering, writing rewriting, and reporting styles.
2. Students will be able to list and explain effective sports production principles.
3. Students will be able to list and explain effective promotional production principles.
4. Students will demonstrate an understanding of FCC rules and regulations with regard to radio production and broadcasting.
5. Students will demonstrate that they can effectively host an on air shift.
6. Students will demonstrate the ability to work with the public in both on air and off air situations.

COMM 2410 – Directing for the Camera

1. Understand the nuances of working with actors, crew, and public,
2. Understand the role and stewardship of the director in production,
3. Interpret a screenplay,
4. Cast student and/or community actors in a student-produced short film,
5. Understand various acting approaches and apply them to screen acting,
6. Breakdown a screenplay,
7. Rehearse actors and crew,
8. Collaborate with actors and other creative personnel,
9. Understand production protocol and etiquette,
10. Communicate effectively with all production personnel,
11. Direct student and/or community actors in a student-produced short film.

COMM 2500 – Elements, Trends, and Issues of Digital Tech

1. A general and very basic knowledge of the technology of modern digital telecommunication.
2. A general understanding of the trends in modern communication, as manifested in each of the domains of the marketplace: consumers, content, channels of distribution, and stakeholders.
3. A basic understanding of the societal issues that arise as a consequence of digitally integrated communication technology and practices, such as access, privacy, copyright, regulation, etc.

COMM 2560 – Advanced Radio Production

1. Advanced working skills and knowledge of the audio console and associated equipment to perform the duties of a radio announcer/disc jockey and the recording of promotional spots and client underwriting.
2. Students managers will enhance their supervisory skills in the areas that include budgeting, promotion, programming, sales, and commercial copywriting.
4. Continuing to developing each student's announcing skills so they are best able to utilize their vocal qualities to produce programming that is entertaining and informative.
5. 4. Increase student awareness of current standards in programming and changing FCC rules and requirements.

COMM 2600 – Screenwriting

1. Develop concept
2. Develop story
3. Integrate character
4. Execute structural elements
5. Define and write in genre
6. Write dialogue
7. Research for story development

COMM 2630 – Storyboarding and Illustration

1. Identify structural elements in storyboarding,
2. Distinguish camera and character movement through illustration,
3. Integrate 3-D software for virtual story boarding,
4. Execute story boards for student projects,
5. Evaluate story board art from industry designers,
6. Assess story boarding and illustration skills,
7. Research for story development.

COMM 2660 – Intro to Digital Film Production

1. Understand the digital production process and its future,
2. Critique feature, short and documentary media on production quality,
3. Understand acquisition mechanisms in both film and digital video,

4. Relate to the demands of the Pre-production domain,
5. Understand the protocols of the Production domain,
6. Discern between film, 30i and 24p.
7. Understand the purposes of production departments,
8. Identify roles within production departments,
9. Distinguish post-production protocols and procedures,
10. Identify career opportunities commercial, corporate, Internet, documentary and feature production,
11. Understand philosophies of light and sound acquisition,
12. Progress to upper-division courses in the Communications Baccalaureate.

COMM 3020 – Family Communication

1. A basic understanding of the bonding relationship between marital, partners.
2. The basic communication structure and requirements of the basic family unit, reflected in such issues as the basic family unit as well as the implications of single parents.
3. The basic communication included in not only the basic unit, but also to include the extended family.
4. The understanding of how power, conflict, goal orientation, and conformity to culture influences communication.
5. An understanding of how rapid changes in the family unit through such intervening variables such as abuse, adversity, death, divorce, and even finance can have a major impact upon the stability of the family unit.

COMM 3060 – Communication Theory

1. Understand the importance of attending and listening to the other person, and portray listening behaviors that demonstrate your understanding.
2. Transfer an understanding of theoretical communication fundamentals to the social contexts experienced in both your everyday and professional lives.
3. Recognize the important, meaningful roles that non-spoken behaviors fulfill during our communication interactions with others.
4. Understand the axioms of primary Human Communication theories as well as their principles and ethics.
5. Evaluate the various strategies by which these theories can be applied and function.
6. Explore a high-level survey of theories across the communication discipline.
7. Conceptually connect communication contexts and theoretical traditions.
8. Explain the connections, trajectories, and relationships among the many theories.
9. Distinguish and derive applications and implications across the range of Human Communication theories
10. Understand the importance of attending and listening to the other person, and portray listening behaviors that demonstrate your understanding.
11. Transfer an understanding of various theoretical communication fundamentals to the social contexts experienced in both your everyday and professional lives.

COMM 3190 – Intercultural Communication

1. Increased understanding of fundamental theories and concepts.
2. Increased confidence in personal cross-cultural interactions.
3. Recognition of types of cultural behaviors, values, and perspectives and appropriate methods of recognizing and dealing with them constructively.
4. Cross-cultural skills and recognition through experiential learning environment.
5. Building sensitivity towards respecting cultural diversity.

COMM 3210 – Newspaper Production II

1. An improved news writer and/or photographer and/or editor
2. With a knowledge of news style, particularly AP Style
3. Able to meet and manage deadlines
4. Refined in most aspects of newspaper production
5. With improved interviewing skills

COMM 3330 – Negotiations and Bargaining

1. Experiential application of theories and concepts under study.
1. Practice proven negotiation strategies to increase the likelihood of successful outcomes.
2. Develop understanding of the relationships between adversaries and how these relationships can be used to enhance successful outcomes.
3. Learn BATNA and how to identify and achieve it.
4. Develop an attitude supportive of principled and ethical bargaining strategies.

COMM 3350 – Interviewing

1. Successfully complete a plan for gathering information by interview strategies.
2. The student will successfully complete an information collecting interview instrument (a questionnaire, a news gathering interview questionnaire, etc.).
3. The student will successfully learn information gathering and writing data collection for an opinion survey, a news event, or a job application.
4. The student will prepare a proper resume for application either in a job related position, or for further educational experience.

COMM 3380 – Radio Production Practicum

1. Students will be able to direct the various different organizations within the radio station i.e. news, sports, diversity etc.
2. Students will be able to teach other students about the duties required as a music director, news director, sports director, diversity director, production director, and promotions director.
3. Students will demonstrate an understanding of FCC rules and regulations with regard to radio production and broadcasting.
4. Students will demonstrate that they can effectively host an on air shift.

5. Students will demonstrate the ability to work with automation software including scheduling software.
6. Students will demonstrate basic ability in all areas of radio operations.
7. Students will demonstrate their ability to produce quality air checks and work on developing their radio resume through work at the student station.

COMM 3460 – Communication Criticism

1. To provide students with an appreciation of the importance of communication criticism.
2. To learn about the multi-faceted nature of textual, contextual, and visual modes of conveying symbolic information.
3. To gain an advanced understanding of how various communicators and their audiences cope with a host of exigent and everyday circumstances.
4. To be able to define, describe, and explain how key types of communicative criticisms influence the way that we think about the possibilities and limitations of many modes of persuasion.

COMM 3550 – Theoretical Perspectives of Organizational Communication

1. Increased depth of understanding and involvement in theories and concepts by applying these to detailed case studies.
2. Increase skills pertaining to the identification of connections between modern research and current organizational dynamics.
3. Describes and informs the journey from the Introductory level in this course of study to upper division expectations.
4. Engage colleagues in critical dialogue regarding theory application and consequential analysis.
5. Develop an attitude supportive of small group dynamics in problem-solving situations.

COMM 3560 – Visual Communication

1. A basic understanding of physical and cognitive processes of visual communication
2. A basic understanding of elements of visual communication
3. A basic understanding of principles of visual organization that can affect perception, such as Gestalt, framing, vectors, motion, color, and typestyles.
4. A basic understanding of visual communication in the following contexts: photography, films, television, computers, and others as time permits
5. Basic skills in the planning and production of a television program
6. Basic skills in the planning and production of a web page

COMM 3580 – Intro to Public Relations Practices

1. Theory: understanding the fundamental principles of communication, public affairs, persuasion, journalism and public relations. Also, understand the major categories of PR: media, employers, investors, consumers, communities and governments.

2. Practice: to know how to use the basic tools of PR (news releases, feature stories, photos and captions, print and broadcast advertising, direct mail, printed media, newsletters, video productions, conflict resolution, personal appearances, crisis and program planning, and methods of evaluation). Also, to critically evaluate specific PR cases. For student desiring on-the-job experience, to be placed in one of several available PR internships.

COMM 3590 – Media Management and Sales

1. A basic understanding of contemporary sales principles and practices in a media context
2. A basic understanding of sales and program promotions in a media context
3. A basic understanding of facility management principles in a media context, including how convergence is changing the nature of those facilities
4. A basic understanding of accounting principles and fiscal management in a media context
5. A basic understanding of the history and present status of media regulation
6. A basic understanding of how ratings and circulation are measured and used in media
7. A basic understanding of how programs and other content are selected and used in media
8. A basic understanding of human resource management in contemporary media contexts

COMM 3610 – News and Copy Editing

1. Develop a more comprehensive understanding of and appreciation for the English language
2. Be able to shape news copy into a version that's accurate, complete and readable
3. Understand the responsibilities of being a copy editor
4. Gain newspaper experience
5. Become more critical readers and editors

COMM 3640 – Digital Film Pre-Production

1. Understand the production process and its future,
2. Integrate within a production team,
3. Conceptualize a production project,
4. Design and execute communication objectives,
5. Define a Real-world Audience analysis,
6. Develop a production budget,
7. Produce a production schedule,
8. Write a comprehensive treatment,
9. Consult and write in the screenwriting process,
10. Break down a script for production,
11. Pre-visualize coverage and design for production,
12. Scout locations, procure clearances, and understand the Filmmaker's Code of Conduct,
13. Cast principle talent, extras, and/or conduct pre-interviews for documentary production,
14. Understand the importance and responsibility of safety training,
15. Progress to COMM 3660 and subsequent offerings in the Digital Motion Picture Production program.

COMM 3650/55 – Television Field Production and Reporting

1. Students must demonstrate competency in video field production shooting and editing as well as writing in the television news style to produce ENG news products.
2. Students will also become proficient the terminology of television news reporting and gathering and the basic script formats.

COMM 3660/65 – Digital Film Production & Lab

1. Understand the production process and its future,
2. Conceptualize and develop blocking for the camera,
3. Construct scenes including dramatic emphasis,
4. Pre-visualize coverage and design for production,
5. Understand acquisition mechanisms in both film and digital video acquisition,
6. Break down, maintain and build camera packages,
7. Discern focal lengths, depth of field, prime versus zoom lenses, and filters and execute duties of the 1st and 2nd AC,
8. Identify film stocks and grasp transfer and color balancing technique,
9. Compose for single-camera production,
10. Execute and follow production protocols,
11. Build audio set-ups and acquire multi-channel location audio,
12. Create a multiple lighting set-ups and calculate exposure using a light meter,
13. Progress to COMM 4700 and subsequent offerings in the Communication and New media program.

COMM 3680/85 – Digital Film Post-Production & Lab

1. Understand the historical evolution of editing theory,
2. Develop a knowledge of various Non-Linear Editing Systems and the tools required to effectively perform post-production,
3. Understand the process of post-production,
4. Identify camera angles and movement in predicting the flow within each scene,
5. Recognize the editor's role as a storyteller,
6. Identify problems within plot and character,
7. Understand how to use transitions to establish pace and rhythm,
8. Understand the meaning of color and visual design,
9. Recognize the key elements of composition,
10. Develop a knowledge of sound as a character,
11. Recognize how to work with clients,
12. Progress to subsequent offerings in the Communications program.

COMM 3700/05 – Television News Process & Lab

1. Students will learn the collaborative skills necessary to produce news programming.
2. Students will increase their journalistic writing and reporting skills within the context of a TV news program.

3. Students will understand and practice the skills of the TV news producer as they coordinate all elements to create a completed news program.

COMM 3790 – Audio Production/Broadcasting

1. Theory: To identify and explore the basic principles, history, and status of audio acquisition, reproduction and editing in both analog and digital settings. This includes:
 - a. Developing critical and analytical listening skills related to audio production
 - b. Knowing the basic terms and theories of audio production
 - c. Understanding the concepts of hearing, sound, transmission, recording and processing
 - d. Having a working knowledge of the physics of sound as it applies to audio production
2. Practice: To develop proficiency in writing, production, and post-production editing of both on-air and off-air audio content, by producing and delivering audio content in both prerecorded and live settings. This includes:
 - a. Evaluating the different characteristics of microphones used in audio production
 - b. Understanding the principles of audio production consoles and sound mixers
 - c. Producing and editing audio products on various field and studio equipment and digital audio editing software

COMM 3830 – Editorial/Opinion Writing

1. Become more effective op-ed writers
2. Learn techniques and strategies for op-ed writing
3. Gain an appreciation for the op-ed section of a newspaper
4. Generate op-ed topics
5. Gather information for and evaluate op-ed pieces
6. Understand the purpose of op-ed
7. Understand the correlation of law and ethics in op-ed writing

COMM 3850 – Organizational Communication

1. Understand the importance of attending and listening to the other person, and portray listening behaviors that demonstrate your understanding.
2. Transfer an understanding of organizational communication fundamentals to the social contexts experienced in both your everyday and professional lives.
3. Recognize the important, meaningful roles that non-spoken behaviors fulfill during our communication interactions within the organizational setting.
4. Understand the axioms of organizational communication as well as its principles and ethics.
6. Evaluate the various strategies by which organizations function.
7. Identify the strengths and weaknesses of the perceptual process of communication within the rubric of organizational communication.
8. Apply active listening and its principles in your organizational communication.
9. Explain the nature of trust and be able to define and build that trust both within and across organizations.

10. Distinguish between different organizations by correctly analyzing their needs, values, general tendencies, goals, strategic design, and all ethical considerations applicable to a specific audience.

COMM 3880 – Online Writing

1. Gather skills to work effectively with online media
2. Understand the effect of technology on journalism
3. Learn writing styles that are most effective for this medium
4. Evaluate Web material
5. Conduct research online
6. Be aware of the latest trends and issues regarding online journalism

COMM 4010 – Persuasion

1. Understand the importance of attending and listening to the other person, and portray listening behaviors that demonstrate your understanding.
2. Transfer an understanding of communication fundamentals to the social contexts experienced in everyday life.
3. Recognize the important, meaningful roles that non-spoken behaviors fulfill during our communication interactions.
4. Understand the axioms of persuasive communication and its principles and ethics.
5. Evaluate the interplay between the persuasive source and the responsive audience.
6. Identify the strengths and weaknesses of the perceptual process of communication.
7. Apply active listening and its principles in your persuasive communication.
8. Explain the nature of trust and be able to define and build that trust.
9. Distinguish between different audiences by correctly analyzing their needs, values, general tendencies, and all ethical considerations applicable to a specific audience.

COMM 4020 – Integrated Oral Communication

1. Successfully refine the applied skill of audience analysis, both as an intellectual activity and as it influences a speech.
2. Identify and apply factors of attention both in planning and delivering a speech.
3. Competently and confidently plan, research, rehearse and deliver effective speeches.
4. Understand how to effectively evaluate a speech to refine its effectiveness with a given audience.
5. Identify an effective speech through frequent critique and revision, rehearsal, and delivery until a polished product is achieved.

COMM 4030 – Applied Organizational Communication Research

1. Increased depth of understanding and involvement in theories and concepts by applying these to detailed case studies and current organizations.
2. Increase skills pertaining to the identification of connections between modern research and current organizational dynamics.

1. 3. Encourages students to design, develop, implement, and analyze original research and its application in the professional arena.
3. Engage colleagues in critical dialogue regarding theory application and consequential research design, application, and analysis.
4. Develop an attitude supportive of small group dynamics in problem-solving situations.

COMM 4050 – Leadership and High Performance Teams

1. Increased depth of understanding and involvement in theories and concepts of leadership, small group dynamics, and high performance teams.
2. Increased skills pertaining to the identification of connections between leaders, followers, and their relational dynamics.
3. Encourages students to become highly interactive with colleagues and to value both that process and to seek positive and successful outcomes.
4. Engage colleagues in critical dialogue regarding theory application and consequential interactive exercises where both leader and follower skills are developed and increased.
5. Develop an attitude supportive of small group dynamics in problem-solving situations.

COMM 4100/05 – Documentary Production

1. Students will learn the stages of documentary production including preproduction, production, and post production.
2. Students will increase their journalistic writing skills as they write a documentary script.
3. Students will enhance their technical skills as they shoot and edit a documentary.
4. Having learned the broadcast news writing style and short-form storytelling, students will now become competent in the different needs and requirements in long-form storytelling.
5. Students will learn new journalistic concepts that apply to documentaries.
6. Students will learn the history of how documentaries developed as a unique genre of filmmaking.

COMM 4380/85 – Advanced Television Production

1. Students will increase their supervisory and management skills in charge of production crew.
2. Students will increase their competencies in the processes of television program production through the complete conceptualization, planning and execution of an advanced television production.
3. Students will enhance their abilities to engage and supervise all stages of television production including preproduction, production, and postproduction.
4. Students will refine their technical skills in the different positions required in television program production as they assist other student producers/directors.

COMM 4450 – Communication Research

1. Exploration of fundamental research methodologies.
2. Connect methods with current research within the field of Human Communication.

3. Develop understanding of the relationships between variables and how these relationships are illustrated and represented by statistical applications.
4. Learn at least three primary research modes: qualitative, quantitative, & historical-critical.
5. Become skillful in determining true randomness, reducing prevalent biases, and identifying misleading statistical manipulations.

COMM 4500 – Human Communication and Conflict

1. Increased depth of understanding and involvement in theories and concepts of interpersonal dynamics, conflict, and constructive resolution techniques.
2. Increased skills pertaining to the role of emotions during conflict episodes and how to ameliorate those emotional effects to achieve resolution.
3. Encourages students to become highly interactive with colleagues and to value both that process and to seek positive and successful outcomes of class discussions.
4. Increased awareness of personal conflict styles and their cross-effects with other styles.
5. Develop the skills of a collaborative relational partner, whether in one's personal relational life or in the professions.

COMM 4580 – Public Relations Case Studies

1. To identify ways in which public relations and approaches to its practice are defined
2. To present the history and evolution of public relations as an emerging profession
3. To introduce key theories that influence and shape public relations practice
4. To identify the key role research plays as a corner stone of contemporary practice
5. To evaluate the effectiveness of various techniques and tactics used by public relations practitioners through examination of case studies
6. To critically consider the ethical and legal dimensions of public relations practice
7. To identify issues and trends that shape and will continue to shape current and future public relations practice including the impact of new technology
8. To develop and nurture critical thinking skills within a context provided by public relations

COMM 4640 – Feature Writing

1. Write feature-style titles, leads and story endings
2. Structure longer articles
3. Develop select sources as characters
4. Extend quotation into dialogue
5. Work with narration and storytelling
6. Incorporate scenes and sensory details
7. Research effectively
8. Add depth and breadth to articles
9. Write from a point of view
10. Write a query letter or a story proposal
11. Find potential markets for article placements
12. Understand legal and ethical issues involved with free-lancing

COMM 4700/05 – Advanced Digital Film Production

1. Execute the production process,
2. Direct film sequences,
3. Manage a production unit,
4. Follow industry production protocol,
5. Develop script supervision skills,
6. Advance digital cinematography skills in digital set-ups,
7. Advance lighting skills in executing a 5-stop exposure for a sequence with coverage,
8. Critique peer digital film production,
9. Progress to COMM 4800 and subsequent offerings in the Communication and New Media program.

COMM 4800/05 – Advanced Digital Film Post-Production

1. Develop a knowledge of Final Cut Pro and associated tools required to effectively perform postproduction,
2. Develop a knowledge of Adobe Premier and associated tools required to effectively perform post- production,
3. Identify camera angles and movement in predicting the flow within each scene,
4. Identify problems within plot and character,
5. Apply transitions to establish pace and rhythm,
6. Color correct,
7. Build audio environments in conjunction with 4790,
8. Edit a short film,
9. Distribute a short film to film festivals,
10. Create a production reel.

COMM 4810 – Shooting for Compositing

1. Understand compositing concepts,
2. Calculate exposure for subtractive lighting in green/blue screen compositing,
3. Integrate time and space aspects of the film plane into synthetic environments,
4. Execute compositional influences on compositing for plates beyond the film plane,
5. Research compositing influences, software and history.

COMM 4820 – Compositing

1. Understand compositing concepts as applied in virtual environments,
2. Execute compositing design and technique using Maya, and/or After Effects,
3. Layer designed plates both virtual and real-time in a composite,
4. Integrate time and space aspects of the film plane into synthetic environments,
5. Execute compositional influences on compositing for plates beyond the film plane,
6. Research compositing influences, software and history.

COMM 4850 – Organizational Communication

1. Increased depth of understanding and involvement in theories and concepts of Organizational Communication.
2. Increased skills pertaining to the application of appropriate theories and concepts to modern, on-going organizations at all levels.
3. Encourages students to become highly interactive with colleagues and to value both that critical thinking process and to seek positive and successful outcomes of class discussions where the results of those discussions are applied to students' work.
4. Increased skills in technological applications and their effects.
5. Develop the skill to identify weaknesses within organizations and to suggest original research that would address a reduction of those weaknesses.

COMM 4950 – Communication Internship – Course Objectives

1. Objectives and assessment criteria should be designed and approved by you, your internship coordinator and the your supervisor no later than the third week of the semester.

COMM 4980 – Senior Seminary (Capstone)

1. Successfully complete a service learning experience spending time in an environment similar to the student's employment objective. This could be fulfilled by volunteering at a potential jobsite.
2. The student will successfully complete a research project where he will develop a program application for potential use when the student begins working in his career.
3. The student will successfully determine potential job opportunities, or locations of further educational opportunities.
4. The student will prepare a proper resume for application either in a job related position, or for further educational experience.