faculty. Students must also make an oral presentation of the results of their work. Graded on a pass/fail basis. (*fall and spring semesters, based on availability of faculty)

**453 Chemistry Internship (1-4)**
Prerequisites: CHE 310, 234, 235L and 320 (all with a grade of “C” or better), and 56 semester hours of credit with a minimum GPA of 2.5 in the major, or approval of department chairperson. Provides practical experience in chemistry-related programs in a firm or agency, under the supervision of faculty and firm representatives. May be accomplished on a part-time basis, and may be repeated for a total of four hours of credit. Graded on pass/fail basis. (*fall and spring semesters)

**460 Introduction to Forensic Research (2)**
Prerequisites: CHE 440 (Quality Assurance) and CRM 312. This course will consist of an internship in a forensic laboratory or equivalent where the student will conduct analyses in a specialization area of interest. The products of this experience will be a presentation at a professional conference and/or campus seminar, plus a written paper. Students must apply for this internship a semester in advance. Graded on a pass/fail basis. (*fall and spring semesters)

**470 Techniques in Tissue Culture (4)**
Prerequisite: Lower level chemistry core. Prerequisite or corequisite: CHE 320. This course is an introduction to techniques in animal tissue culture, the science of growing individual cells *in vitro* (outside the original animal). These techniques provide the basis for carrying out diverse research projects in the medical research, clinical and biotechnology fields. This laboratory-intensive course provides hands-on experience in cell growth and propagation, subculture, cloning, cryopreservation and proper aseptic technique. Lecture and laboratory. (*fall semester)

**480 Forensic Toxicology (3)**
Prerequisites: CHE 310 and 320 (both with a grade of “C” or better), CRM 307 and BIO 320. This course provides a comprehensive overview of the basic principles of toxicology and the practical aspects of forensic toxicology. The toxic agents most commonly resulting in legal problems in our society and the process by which our judicial system is aided by scientific investigation will be discussed. Other topics include the biotransformation of toxicants, chemical carcinogenesis, mutagenesis, teratogenesis, systemic toxicology, the biochemistry of poisons, and the control of poisonous material. Laboratory investigations involve toxicological analysis by microscopy, thin layer chromatography, spot testing, gas-liquid chromatography, mass spectrometry, and infrared analysis. Can be used to satisfy the CHE 499 requirement in chemistry. Lecture and laboratory (*fall semester)

**499 Special Topics in Chemistry (1-4)**
Prerequisite: consent of instructor. A lecture and/or laboratory course offered at the discretion of the chemistry faculty. Subject may be chosen from theoretical and/or practical applications in biochemistry or analytical, inorganic, physical or organic chemistry. (*fall and spring semesters, based on availability of faculty)

**Communication (COM)**

**204 Beginning Design (4) (A)**
Cross-listed with ART 204. A studio/performance-oriented course covering the fundamental principles of visual organization. Emphasizes two-dimensional design and the use and theory of color. (*fall and spring semesters)

**208 Beginning Photography (4) (A)**
Cross-listed with ART 208. A studio/performance-oriented course; an introduction to materials and techniques of photography. (*fall and spring semesters)
210 Beginning Digital Arts (4) (A)
Cross-listed with ART 210. A studio/performance-oriented course. This course introduces various electronic and digital tools for use in creating artistic projects. It covers the history, evolution and theory of relevant technology in order to provide context for the hardware and software used. Laboratory fee required.

211 Art and Technology (4) (A)
Cross-listed with ART 211. Art and Technology is a lecture course conceived to provide a context for the development of art and its interrelations with technology. Students study the definition of multimedia and its evolution toward hypermedia. Special emphasis is placed on the creation and transformation of technology used in the 20th century, such as radio, television, computers, the Internet and networked environments. Developments are related to historic art movements.

217 3-D Animation (4) (A)
Cross-listed with ART 217. A studio/performance-oriented course that is an introduction to three-dimensional computer animation exploring the basic techniques of modeling and animation. The course also includes necessary aspects of texture mapping, deformation, motion control, lighting, cameras and rendering. Laboratory fee required. (*fall and spring semesters)

224 Mass Media and Society (4)
Studies the fundamentals of communication theory to provide a foundation for understanding how the mass media work, how they influence us, how we can analyze them, and how we can effectively use them. Students can apply these critical skills to their roles as responsible consumers and communication professionals. May be used to fulfill the general distribution requirements for the social sciences if not used for the major. (*fall and spring semesters)

225 Writing for Electronic Communication (4) (W)
Cross-listed with WRI 225. Studies the creative elements that marry in the electronic media (i.e., sound effects, visuals, actuality and narration). Covers script formats, techniques, terminology and editing skills. Students apply these skills to documentary, narrative and instructional projects. May not be used to satisfy general curriculum distribution requirements. (*fall and spring semesters)

232 Visual Literacy (4) (A)
It is one of the great ironies of contemporary existence that we are beset, informed, controlled and constructed by images, yet we receive almost no formal training in understanding and creating visual communication. Visual Literacy addresses this issue through interdisciplinary study of the terminology and theory of visual communication, with special emphasis on the relationship of visuality and cultural practice. Considering ideas from art history, photography, film, mass media and cultural studies, students are asked to analyze visual rhetoric, begin to see critically, articulate meaning, and author visual rhetoric of their own. (*fall and spring semesters)

234, 236, 237 Topics in Communication (1-4)

238 Animation I (4) (A)
Cross-listed with ART 238. Prerequisites: COM 225 and ART/COM 241. Teaches the technique of animation as a visual medium, and enables students (regardless of major) to design, script, write, direct and communicate concepts through animation. Emphasizes art, history, movement, audio design and writing. May be used to fulfill the general distribution requirements for the humanities if not used for the communication or film and media arts majors. Laboratory fee required. (*occasionally)
240 Writing Drama (4) (W) (A)
Cross-listed with WRI 240. An introduction to the techniques of writing stage and television scripts. May be used to satisfy general curriculum distribution requirements if not used for the writing major or minor. (*every other spring semester)

241 Introduction to Sound, Image and Motion (4)
Cross-listed with ART 241. Introduces students to the basic principles involved in recording, processing and distributing image and sound for film, television and the Internet. The student learns the basics of cameras, lenses, exposure, lighting, film, microphones, scanning, basic digital effects, editing and other post-production techniques. Basic history, theory and aesthetics of related media are presented. May not be used to satisfy general curriculum distribution requirements. Laboratory fee required.
(*spring and fall semesters)

247 Writing for Radio and Alternative Performance (4) (W)
Cross-listed with WRI 247. A writing workshop devoted to nontraditional dramatic works such as radio drama and spoken-word performance. Students listen to, read and critique monologues and dialogues, as well as writing and performing.

249 Transformation from Fiction to Screen (4) (W) (A)
Cross-listed with ENG 249. A study of the transformation of short stories and novels to the screen aimed at an enhanced appreciation of both the written page and the visual medium.

250 Practicum in Broadcast Management (1-4)
Students are responsible for the programming and management of WUTV and WUTZ, the University’s closed-circuit television and radio stations. Students are encouraged to register for 1 to 2 credit hours initially, and to save 4 credit hours for officer positions. Students also may participate as volunteers for either station. (Limited to 6 credit hours total.)

260 American Cinema (4) (A)
A basic introduction to film studies. Surveys the history of American narrative film with an emphasis on the cultural impact of film in society. May be used to fulfill the general distribution requirements for the humanities if not used for the major. (*fall semester)

261 World Cinema (4) (NW) (IG) (A) (W)
An examination of world cinema movements. May be used to fulfill Third World requirements. May be used to fulfill the general distribution requirements for the humanities if not used for the major. (*spring semester)

263 Web Design (4)
Cross-listed with ART 263. Prerequisite: ART/COM 241 or 210, or consent of instructor. This studio course introduces students to Web design techniques, technologies and theories, including (X)HTML, CSS and Web design software. Almost all work is performed at a computer terminal. Laboratory fee required.

271 Journalism I (4) (W)
Cross-listed with WRI 271. Prerequisite: ENG 101. Covers the elements of news, the style and structure of news and feature stories, methods of gathering news, and copy editing. May not be used to satisfy general curriculum distribution requirements. (*every semester)

277 Modern Art (4) (W) (A)
Cross-listed with ART 277. A critical and analytical study of 20th-century painting, sculpture, photography and architecture with an emphasis on the conditions and circumstances that caused them to evolve to their present states. (*spring semester)

280 Digital Imaging for Interactive Media (4)
Cross-listed with ART 280. Prerequisite: ART/COM 241. This class explores issues of aesthetics and representation in developing imagery for communicating with various audiences in still, time-based and interactive media. While students learn technologies for digital imaging
and illustration, the course emphasizes conceptual development of visual composition in both commercial and experimental contexts for mainstream and alternative venues. Laboratory fee required. (*fall and spring semesters)

282 Survey of Advertising and Public Relations (4)
This course will explore the history, theory and practice of advertising and public relations. History and critical studies encourage research and discussion about how advertising and public relations have come to shape economies and consumer cultures. Principles in marketing, media and visual communication are discussed.

285 Information Design (4) (W)
Cross-listed with WRI 285. Draws from a variety of design theories to create and analyze workplace documents such as training, marketing and documentation materials. Emphasis will be placed on thinking creatively about how to make information as usable as possible, and choosing appropriate media and genre for communicative purpose. Students will put theory into practice by writing and designing portfolio pieces. May not be used to satisfy general curriculum distribution requirements. (*every other year)

300 The Documentary Tradition (4)
Prerequisite: COM 232 or consent of instructor. Survey course on the visual documentary tradition. May be used to satisfy general curriculum distribution requirements in the humanities if not used for the major. (*every other spring semester)

303 Studio Television I (4) (A)
Prerequisite: COM 225 and ART/COM 241, or consent of instructor. Emphasizes formal aspects of studio video-production operations, including camera switching, lighting, sound and accessory equipment, and remote-location production for integration into a studio program. This course provides production support for WUTV programming. May be used to satisfy general curriculum distribution requirements in the humanities if not used for the communication major. Laboratory fee required. (*fall and spring semesters)

305 Intro Graphic Design (4) (A)
Cross-listed with ART 305. Prerequisite: ART/COM 210. A studio/performance-oriented course that is an introductory study of the creative processes associated with the graphic design field. Emphasis on creative problem-solving, basic design principles and the integration of type and imagery as applied to realistic graphic design problems. Laboratory fee required. (*fall and spring semesters)

306 Graphic Design II (4) (A)
Cross-listed with ART 306. Prerequisite: ART/COM 305. A studio/performance-oriented course with emphasis on the development of the creative process as applied to design problem solving. Focus is on the development of ideas and the tools used to execute design solutions. Subjects covered include print advertising, brochures, logotypes, signage, packaging and illustration, and how each ties in with marketing strategy. Laboratory fee required. (*fall and spring semesters)

307 Advanced Photography (4) (A)
Cross-listed with ART 308. A studio/performance-oriented course designed to increase a student’s technical knowledge and ability for individual expression. Problems involve multiple imagery, serial photography and other exercises to increase a student’s creative potential. Encourages experimentation with larger format, as well as other aspects of the photographic medium. (*spring semester)

308 Film Aesthetics (4) (A)
Cross-listed with PHL 308. A study of film as an aesthetic medium. Explores the social, technological, historical and artistic influences on the development of cinema. Also examines how theories of film (i.e., realism, formalism, expressionism and semiology) affect the aesthetic construction and critical reception of films. (*every other spring semester)
310 Advanced Digital Arts (4) (A)
Cross-listed with ART 310. A studio/performance-oriented course. Prerequisite: ART/COM 210. A continued exploration of graphics programs with emphasis on the creative use of available tools. Three-dimensional modeling, animation and interactive media are used. Laboratory fee required. (*fall and spring semesters)

311 Online Production (4) (A)
Cross-listed with ART 311. Prerequisite: ART/COM 210. A studio/performance-oriented course that is an advanced Web design and production class addressing the history and culture of the Internet and exploring the World Wide Web as a domain for publication and expression for online producers. Special emphasis is placed on defining the differences between client-side and server-side creations, and how these affect the content and presentation of the information on the Web. It emphasizes the evolution of multimedia into hypermedia through the use of client/server tools, Web services, programming languages and databases. Laboratory fee required.

312 Narrative Production (4) (A)
Cross-listed with ART 312. Prerequisite: COM/ART 241. This course offers students a hands-on opportunity to explore narrative filmmaking using digital technologies in a combined theory and practice approach. Each student will complete a series of short digital films that relate to the history, theory and aesthetics of narrative film. Technical instruction includes digital cinematography, lighting, sound and editing. Class will include screenings and discussions on the history and theory of the narrative film. May be used to fulfill the general distribution requirements for the humanities if not used for communication or the film and media arts majors. Laboratory fee required. (*fall and spring semesters)

313 Documentary Production (4) (A)
Cross-listed with ART 313. Prerequisite: COM/ART 241. This course offers students a hands-on opportunity to explore documentary filmmaking using digital technologies in a combined theory and practice approach. Class will include screenings and discussions on the history and theory of documentary film and video. Technical instruction includes digital cinematography, lighting, sound and editing. Each student will complete one or more short digital films that relate to the history, theory and aesthetics of the documentary film. Laboratory fee required. (*fall and spring semesters)

314 Experimental Filmmaking (4) (A)
Cross-listed with ART 314. Prerequisite: COM/ART 241. This course offers students a hands-on opportunity to explore 16mm experimental filmmaking in a combined theory and practice approach. Each student will complete one or more short films in 16mm that relate to the history, theory, and aesthetics of the experimental film. Technical instruction includes 16mm cinematography, camera operation, film stocks, lighting, editing and sound. Class will include screenings and discussions on the history and theory of experimental cinema. May be used to fulfill the general distribution requirements for the humanities, if not used for communication or the film and media arts majors. Laboratory fee required. (*fall and spring semesters)

317 Advanced 3-D Animation (4) (A)
Cross-listed with ART 317. Prerequisite: ART/COM 217. A studio/performance-oriented course: An investigation into three-dimensional computer animation that includes advanced techniques of modeling and animation. The course also includes necessary aspects of texture mapping, character rigging, motion control, animation principles, digital lighting, virtual camera principles, particle effects, dynamics and rendering. Laboratory fee required.

323 Frontiers of Communication (4)
Prerequisite: COM 224. This is a course in the politics, economics and technologies of the information age. Areas covered include the basic designs of the new technologies, the marketing
strategies utilized to bring them to the public, and the social changes that may ensue. Emphasis is on the merger of telephone, television and computer technologies at the consumer level, and state-of-the-art developments within institutions. May be used to fulfill general distribution requirements for the social sciences if not used for the major. (*fall semester)

325 Writing for Broadcast News (4) (W)
Cross-listed with WRI 325. Prerequisite: COM 225. This course covers the elements of broadcast news writing and production, including the structure of radio and television news and feature stories, research and interviewing techniques, “package” production and ethical considerations. May not be used to satisfy general curriculum distribution requirements. (*fall and spring semesters)

326 Political Campaigns and Electoral Politics (4)
Cross-listed with GWA 326. Prerequisite: COM 224 or consent of instructor. An exploration of the electoral process, particularly in the United States, with emphasis on the role of communication in political campaigns. (*every other fall semester)

331 The Creative Triangle (4) (A)
Cross-listed with ART 332. Prerequisites: any of the following: COM 312, 313, 314. The Creative Triangle explores the roles in the creative decision-making processes of the director, cinematographer and production designer. It emphasizes the technical, administrative and communication skills that provide the means for successful realization of drama, television, documentary and new media projects. The aim is to develop a wide range of skills necessary for effective performance in these roles in the context of complex creative collaboration. Laboratory fee required.

333 Studio Television II (4)
Prerequisites: COM 303 or consent of instructor. The purpose of the course is to apply studio television training to the production of a weekly telecast. Students are required to expand previous training in studio television to include planning, budgeting, booking guests in advance and program planning. Each facet of producing a weekly telecast is explored, including pre-recorded elements and the roles of associate producer, assistant director, graphics wraparound and set design. Laboratory fee required. (*spring semester)

334 Information and the New World Order (4) (NW) (IG)
Prerequisite: COM 224, junior or senior standing, or consent of instructor. Examines the cultural, political, economic and ethical issues surrounding a complex, international communication movement known as the New World Information Order. Explores all aspects of the topic, with an emphasis on threats to the national sovereignty of developing countries, the bias of international news agencies, and cultural imperialism. May be used to fulfill Third World requirements. May be used to fulfill general distribution requirements for the social sciences if not used for the major. (*fall semester)

335 Survey of Independent Video and Film (4) (A)
Prerequisites: COM 232 or permission of the instructor. Students study and view tapes and films produced as part of the non-commercial independent movement. May be used to satisfy general curriculum distribution requirements in the humanities if not used for the major. (*every other spring semester)

337 Corporate Uses of Media (4) (W)
Prerequisite: COM 225. Students learn how to evaluate and script creative communication projects within the corporate environment. The scripts are for a variety of different applications, client needs and audience levels. May not be used to satisfy general curriculum distribution requirements. (*occasionally)

338 Animation II (4)
Cross-listed with ART 338. Prerequisite: COM 225, ART/COM 241 or 238, or consent of instructor. The course objective is to professionalize the implementation and production
of animation techniques, including the use of computers. Advanced projects deal with specific problems and exercises in drawing, storyboard and script/visual analysis. May not be used to satisfy general curriculum distribution requirements. Laboratory fee required. (*occasionally)

**340 Screenwriting I (4) (W) (A)**
Cross-listed with WRI 340. Prerequisite: COM 225 or 240. Covers the elements of writing feature film scripts including character development, dialogue and dramatic structure. May not be used to satisfy general curriculum distribution requirements. (*fall and spring semesters)

**342 Producing for Motion Picture and Digital Media (4)**
Prerequisites: junior or senior standing and one or more of COM 263, 303, 312, 313, 314, or 363, or instructor’s permission. A study of producing for cinema, television, interactive, and commercial and business applications. Students acquire skills in production budgets, package development, script breakdown, cost projections, shooting schedules, and marketing and sales presentations. (*once a year)

**343 Advanced Post-Production Techniques (4)**
Cross-listed with ART 343. Prerequisites: COM 225 and one of the following: COM 241, 312, 313, 314 or consent of the instructor. Students explore advanced creative and technical possibilities of motion picture editing using the University’s advanced digital editing facilities. May not be used to satisfy general curriculum distribution requirements. Laboratory fee required. (*fall semester)

**344, 377 Special Topics (1-4)**

**346 Writing for Interactive Media (4) (W)**
Cross-listed with WRI 346. Prerequisite: COM 225. This course explores practice and theory in three fields of writing for interactive media: copywriting, e-journalism, and experimental “net narrative” writing. May not be used to satisfy general curriculum distribution requirements.

**348 Writing the Situation Comedy (4) (W)**
Prerequisite: COM 225 or consent of instructor. This course is an introduction to the mechanics of writing for television. From idea through final draft, students learn the process of developing scripts for television. The structural demands of commercial television and cable are explored. The student obtains a grounding in the historical development of marketable TV genres. The selling and buying of a script are analyzed, as well as strategies for creating a teleplay by oneself or with a staff of writers. May not be used to satisfy general curriculum distribution requirements. (*fall semester)

**354 Internship in Communication (1-4)**
Prerequisites: junior or senior standing, minimum GPA of 3.0 in major, and consent of instructor. Internships are with local, state and national sponsors throughout the communication field. Students may take a maximum of 8 credit hours. COM 354 cannot be used to meet the 300-or-above-level requirement in the major. May not be used to satisfy general curriculum distribution requirements. (*fall and spring semesters)

**360 Film Directors (4) (A)**
Prerequisite: COM 232 or consent of instructor. A search for the defining characteristics of a director’s works, including issues of thematic motifs and visual style. May be used to satisfy general curriculum distribution requirements in the humanities if not used for the major. (*spring semester)

**363 CD/DVD Design and Production (4)**
Cross-listed with ART 363. Prerequisites: COM 225, ART/COM 241, or consent of instructor. To introduce students to the principal software and programming languages used in designing interactive products for CD-ROM. May not be used to satisfy general curriculum distribution requirements. (*fall semester) Laboratory fee required.
365 Critical Analysis of Media Events (4)
The course is designed to introduce intermediate research methodologies to a student’s critical analysis of large scale media events. It involves the practical analysis of a media event, including circumstances, details, historical perspective and reactions by journalists, officials and the public to the topic. Archival coverage, documentaries, feature films, print articles and Internet sites relating to a singular or series of events will encompass a majority of the analysis. Particular attention will be given to events with international implications. Students will review the previous exposure of related topics in an effort to compare the attention given to a subject in a comparison of “before and after.”

370 Women, Film and Popular Culture (4) (A)
Cross-listed with WST 370. Prerequisite: COM 232, or consent of the instructor. Focuses on the politics of representing women, particularly in film, television, advertising, popular literature and the popular press. The critical background includes texts on political economy, semiotics, feminist theory and cultural studies. The student completes a major research project during the course. May be used to satisfy general curriculum distribution requirements in the humanities if not used for the major. (*fall semester)

371 Journalism II (4) (W)
Cross-listed with WRI 371. Prerequisites: ENG 101 and 102, and COM/WRI 271, or consent of instructor. Involves advanced training in reporting and research skills. Involves extensive writing assignments with emphasis on news and features. May not be used to satisfy general curriculum distribution requirements. (*every other fall semester)

380 Culture, Society and Computing Technology (4)
Prerequisite: COM 224. This course explores history, philosophy and myth surrounding computing technology and the Internet. The course examines the specifics of computing technology beginning with Plato and concluding within the discussion of the post-human. Domestic and global political/economic considerations also are discussed. Language, discourse and legal implications relating to the Internet are introduced. (*spring semester)

383 Writing for Advertising (4) (W)
Cross-listed with WRI 383. Prerequisites: ENG 101 and COM 225, or consent of instructor. This course involves strategic concept-development and writing for advertising projects, as well as a look at ethical considerations related to the practice. May not be used to satisfy general curriculum distribution requirements. (*fall and spring semesters) (This course replaces COM 382, Writing for Advertising and Public Relations. This course may not be taken if the student has already taken and received a passing grade in COM 382.)

384 Writing for Public Relations (4) (W)
Cross-listed with WRI 384. Prerequisites: ENG 101 and COM 225, or consent of instructor. This course involves training in theory, form and style of writing public relations materials for all stages and types of public relations campaigns. This course is designed to provide students with a broad range of public relations writing skills utilized in the industry. (*fall and spring semesters) (This course replaces COM 382, Writing for Advertising and Public Relations. This course may not be taken if the student has already taken and received a passing grade in COM 382.)

399 Independent Study in Communication (1-4)
Prerequisites: junior or senior standing, COM 224, 225 and 232, minimum GPA of 3.0, or consent of instructor. Research or creative project under the auspices of a communication instructor. May be repeated for a maximum of 8 credit hours. May be used to satisfy general curriculum distribution requirements in the humanities if not used for the major. (*fall and spring semesters)
401 Intercultural Communication (4)
The purpose of this course is to provide students with an understanding of the socio-cultural dynamics that affect the communication process. Students focus on their own cultural world view as they are exposed to the cultural dynamics and characteristics of other societies. Emphasis is placed upon the nonverbal and oral/visual aspects of communication content, structure and context. May be used to fulfill general distribution requirements for the social sciences if not used for the major. (*fall and spring semesters)

425 Information Technology and Human Values (4)
Prerequisite: COM 224, junior or senior standing, or consent of instructor. Raises fundamental questions about the relationship between science and the humanities. Analyzes the role of technology in modern life with special emphasis on the impact of new information technologies. May be used to fulfill general distribution requirements for the humanities if not used for the major. (*spring semester)

426 Public Opinion, the Media and Power (4)
Cross-listed with GWA 426. Prerequisite: junior or senior standing, or consent of instructor. Examines public opinion from a variety of perspectives, providing students with the ability to be intelligent consumers of public opinion research and effective users of public opinion research tools. Explores the interaction between the media and public opinion, as well as public opinion’s effects on contemporary society and politics. (*every other fall semester)

436 Critical Studies in Public Communication (4)
Prerequisite: COM 224. This course studies critical contexts of public communications to bring students an understanding of forces that shape media and representation, and relationships between mass communication and the public.

440 Screenwriting II (4)
Prerequisites: COM 225 and 340, and consent of instructor. Advanced explorations of feature film scriptwriting and analysis. May not be used to satisfy general distribution requirements. (*occasionally)

443 Communication and Cultural Studies (4) (W)
Prerequisite: COM 224, junior or senior standing, or consent of instructor. Students explore the role of communication in the social construction of culture. Emphasis is on acquiring knowledge of culture as an evolving process of codifications and examining dominant and marginal cultural meaning systems in science, history and the arts. May be used to fulfill general distribution requirements for the social sciences if not used for the major. (*every other spring semester)

444 Wordimagebookscreen (4) (W) (A)
Cross-listed with ENG 444. Prerequisites: ENG 101 and 102. Drawing on various disciplines, this course focuses on methods for “reading” culture and contemporary consciousness, concentrating on word and image in the formation of attitudes, ideologies and myths. Introduces cultural analysis and a metalanguage through which students can understand the competing sign systems and discourses of culture.

445 The Image and the Reality (4) (A)
Prerequisites: junior or senior standing, and any of the following: COM 260, 261, 300, 308, 335, 360, 370 or 465, or consent of instructor. Explores the relationship between myth and cinema. Also looks at the politics of representation as it relates to race, gender and ethnicity. May be used to satisfy general curriculum distribution requirements in the humanities if not used for the major. (*every other spring semester)
446 Advanced Topics in Communication (4)

460 Senior Seminar in Film and Digital Production (4)
Prerequisites: Senior standing and any of the following: COM/ART 312, 313, or 314, or consent of the instructor. Seminar for seniors completing a film or digital production project as their senior thesis requirement for graduation in Film and Media Arts. Pre-production and production of the senior thesis production project will be completed by the end of this semester. Each student will pursue a production project of sufficient breadth and depth as to crystallize their experiences at the University. (*fall semester) Laboratory fee required.

465 Senior Seminar in Cinema Studies (4)
Prerequisites: Senior standing, and any of the following: COM 260, 261, 300, 308, 335, 360, 370 or 445, or consent of instructor. Seminar for seniors completing a thesis paper in cinema studies as their Film and Media Arts senior thesis requirement for graduation. Each student will pursue a cinema studies thesis project, in written form, of sufficient breadth and depth as to crystallize their experiences at the University. Topic varies from semester to semester. (*fall semester)

470 Communication Research Methods (4)
Prerequisites: COM 224, and junior or senior standing or permission of instructor. This course introduces students of communication to the core concepts and common practices of both quantitative and qualitative communication research. Students will be exposed to a variety of theoretical perspectives on the nature, practice, use and meaning of research in the field of communication. Particular emphasis will be placed on research concepts and methods appropriate to the practice of advertising and public relations.

499 Senior Project (4)
Prerequisite: senior standing. Students must apply for acceptance the semester before their anticipated enrollment. Each year, a select number of students may be able to choose a Senior Project Option in order to fulfill the 400-level requirement of the communication major. In this independent course, a student or group of students pursue a research or production objective of sufficient breadth and depth as to crystallize their experiences as communication majors at the University. (*as needed)

583 Advertising Campaigns (4)
Prerequisites: COM 282, ART/COM 305 and COM/WRI 383 and senior standing or permission of instructor. This course teaches strategic development of advertising campaigns and involves research, branding, copywriting, design and digital production. May not be used to satisfy general curriculum distribution requirements. (*fall and spring semesters) (This course replaces COM 482, Advertising and Public Relations: Strategic Design, Innovation and Communication. This course may not be taken if the student has already taken and received a passing grade in COM 482.)

584 Public Relations Campaigns (4)
Prerequisites: COM 282, ART/COM 305 and COM/WRI 384 and senior standing or permission of instructor. This course focuses on a systematic process of public relations, including research, strategic planning, communication tactics and evaluation. Through an extensive public relations campaign project, students will understand and practice the multifaceted and strategic nature of public relations. The course involves case studies, group problem-solving, writing, production and client relations work. (This course replaces COM 482, Advertising and Public Relations: Strategic Design, Innovation and Communication. This course may not be taken if the student has already taken and received a passing grade in COM 482.)