

DEPARTMENT OF COMMUNICATION AND MEDIA

W. Benjamin Myers, Chair
Lisa Bollman, Advisor

The Department of Communication has offices, studio facilities, classrooms, and computer labs in Rocket Hall. Communication offers courses of study leading to two undergraduate degrees: the Bachelor of Arts in Communication Studies and the Bachelor of Arts in Media Communication. Students opting for a degree in Communication Studies will choose a focus of study within one of three concentrations: Digital Communication, Interpersonal Communication or Organizational and Strategic Communication. Students selecting study in Media Communication will focus on Multimedia Journalism and Production. The department has state-of-the-art equipment and facilities in Rocket Hall, as well as Savage Arena, and produces event coverage for the university.

It should be noted that courses for the major in Communication and Media cannot be taken as P/NC.

Degrees Offered

- B.A. in Communication (<https://catalog.utoledo.edu/undergraduate/arts-letters/communication/ba-communication/>)
- General Communication Minor (<https://catalog.utoledo.edu/undergraduate/arts-letters/communication/general-communication-minor/>)
- Media Production Communication Certificate (<https://catalog.utoledo.edu/undergraduate/arts-letters/communication/media-production-communication-certificate/>)
- Organizational Communication Certificate (<https://catalog.utoledo.edu/undergraduate/arts-letters/communication/organizational-communication-certificate/>)
- Public Relations Communication Certificate (<https://catalog.utoledo.edu/undergraduate/arts-letters/communication/public-relations-communication-certificate/>)
- Social Media Communication Certificate (<https://catalog.utoledo.edu/undergraduate/arts-letters/communication/social-media-communication-certificate/>)

COMM 1010 Comm Principles And Practices

[3 credit hours]

An introductory course that provides instruction and practice in human communication including interpersonal communication, group discussion, public speaking and mass communication.

Term Offered: Spring, Summer, Fall

Core Arts & Humanities

COMM 2000 Media Communication And Society

[3 credit hours]

Overview of the media of mass communication, which considers social, economic and intellectual impact on American culture and democracy. Exploration of various mass media and their methods of shaping public perceptions.

Term Offered: Spring, Summer, Fall

Core Arts & Humanities

COMM 2120 Reporting

[3 credit hours]

Introduction to writing for publication in the student newspaper, developing skills in interviewing, listening, using primary sources, thinking critically, and mastering electronic data-collection methods.

Prerequisites: COMM 2130 with a minimum grade of D-

Term Offered: Spring, Fall

COMM 2130 Media Writing 1

[3 credit hours]

Through various assigned readings, discussions, reporting and writing, students will become fully immersed in the media writing process. Students will develop story ideas, interview sources and write publication-ready news articles. Emphasis will be placed on journalistic ethics, credibility, accuracy and news judgment.

Term Offered: Spring, Summer, Fall

COMM 2150 Digital Design for Media Communication

[3 credit hours]

This introductory course covers how the basics of image capturing/manipulation and design principles are commonly used in communication-related industries. Students will be introduced to industry-standard software and open-source applications used in strategic communication to create effective media messages. This course focuses specifically on how students can legally and ethically apply digital design in journalistic, persuasive, organizational and similar communication avenues (this course is not suitable for students primarily interested in learning graphic design).

Term Offered: Spring, Fall

COMM 2160 Single Camera Production

[3 credit hours]

This is a laboratory/lecture course designed to introduce the student to the terminology and single camera production procedures used in field television production and serve as a foundation for story-telling through this medium.

Term Offered: Spring, Summer, Fall

COMM 2210 Audio Production I

[3 credit hours]

The class is designed to introduce students to studio recording and editing sound. Students will produce commercials, public service announcements, and demos for announcing jobs. Audio Production I is also designed to be a pre-requisite class for Audio Production II.

Term Offered: Spring, Fall

COMM 2220 Television Studio Production

[3 credit hours]

Students will work together to produce various types of live studio productions and will be introduced to the process of remote video acquisition and editing for use in living productions.

Prerequisites: COMM 2160 with a minimum grade of D-

Term Offered: Spring, Fall

COMM 2300 Photojournalism

[3 credit hours]

An applied study of the conceptual, ethical, philosophical, historical and commercial aspects of photojournalism.

Term Offered: Spring, Fall

COMM 2500 Social Media I: Introduction to Social Media

[3 credit hours]

This introductory course focuses on the development and use of social media in cultural, professional, and personal contexts. Students will explore niche and mainstream platforms across the world to become familiar with the landscape and global influence of social media. The practical, legal, and ethical role of social media in professions such as marketing, advertising, and public relations will also be covered. Students will use their acquired knowledge to reflect upon and enhance their professional digital presence.

Term Offered: Spring, Summer, Fall**COMM 2600 Public Presentations**

[3 credit hours]

Applies the principles of informative and persuasive communication in the construction, delivery, and critique of public presentations.

Term Offered: Spring, Summer, Fall**COMM 2810 Nonverbal Communication**

[3 credit hours]

Survey, analysis and application of research in nonverbal communication variables and phenomena.

Term Offered: Spring, Summer, Fall**COMM 2820 Group Communication**

[3 credit hours]

Theory and practice of group communication variables and processes with an emphasis on problem-solving approaches.

Term Offered: Spring, Summer, Fall**COMM 2830 Organizational Communication**

[3 credit hours]

This course examines the principles and theories of organizational communication. Particular attention will be devoted to how communication skills, culture, systems, ethics, new technology and power all affect, create and define organizations.

Term Offered: Spring, Summer, Fall**COMM 2840 Interpersonal Communication**

[3 credit hours]

Review and application of interpersonal communication theory and research in a variety of one-to-one social contexts.

Term Offered: Spring, Summer, Fall

Core Arts & Humanities

COMM 2870 Communication Theory

[3 credit hours]

An introduction to human communication theory and research directed toward understanding and applying theory and research in various communication contexts and for various communication outcomes.

Term Offered: Spring, Summer, Fall**COMM 2890 Crisis & Conflict in Organizations**

[3 credit hours]

An examination of communication variables that may reduce the potential for workplace conflict. Students survey theoretical models, conduct interviews with professionals and write analyses of case studies of successful conflict management.

Term Offered: Spring, Summer, Fall**COMM 2990 Independent Study**

[1-4 credit hours]

A freshman/sophomore seminar in which the student pursues a problem of special interest in communication. A prospectus must be submitted to the faculty member with whom the student will work.

Term Offered: Spring, Summer, Fall**COMM 3120 Media Writing II**

[3 credit hours]

This course will focus on identifying, developing and writing online articles about community and business issues. Students also will become versed in major state, local and national news.

Prerequisites: COMM 2130 with a minimum grade of D-**Term Offered:** Spring, Fall**COMM 3150 Feature Writing**

[3 credit hours]

Theory and practice in writing in various kinds of discourse for newspapers, magazines and electronic publications and writing for specialized audiences. Developing context, analysis, background and appropriate standards of evidence for publication.

Prerequisites: COMM 2130 with a minimum grade of D-**Term Offered:** Spring, Fall**COMM 3180 Media Communication Law**

[3 credit hours]

Case studies and readings in libel, privacy, access and other legal issues arising from constitutional, judicial and administrative laws that affect mass communication.

Term Offered: Spring, Fall**COMM 3210 Audio Production 2**

[3 credit hours]

This advanced course is designed to further enhance students' proficiency of audio and program production skills through project based learning.

Prerequisites: COMM 2210 with a minimum grade of D-**Term Offered:** Spring, Fall**COMM 3260 Live Sports Production**

[3 credit hours]

This is a laboratory/cooperative course held in collaboration with other university departments and clients with the result of producing live video content for broadcast on the ESPN online platform, via the WatchESPN app & ESPN+ subscription service, and for live display in various venues such as the Glass Bowl, Savage Arena, Doermann Theatre, and online live streaming.

Term Offered: Spring, Fall**COMM 3270 Multimedia Newsriting**

[3 credit hours]

Training in the skills required in the preparation, writing and editing of both radio and television news.

Prerequisites: COMM 2130 with a minimum grade of D-**Term Offered:** Summer, Fall

COMM 3330 Consumer Culture & the Media

[3 credit hours]

The examination of practices, techniques, tools and strategies used in advertising and public relations campaigns and the subsequent impact these campaigns have on the growth of a contemporary consumer culture. In addition, this class will research the theory and techniques, historical underpinnings, and the overarching power structure of a capitalist media system.

Prerequisites: COMM 2000 with a minimum grade of D-

Term Offered: Spring, Summer, Fall

COMM 3340 Visual Communication

[3 credit hours]

This is a practice-based intermediate course with a hands-on approach to visual communication and focusses on the use of visual and textual elements in communication, and how they serve to inform, to persuade, and to entertain. Students will be trained in advanced features of industry standard software as they create a variety of multimedia artifacts in digital photo galleries, promotional material such as posters/brochures, newsletters for print/digital platforms, as well as memes and infographics.

Prerequisites: COMM 2150 with a minimum grade of C

Term Offered: Spring, Summer, Fall

COMM 3380 Media Producing and Performance

[3 credit hours]

The class is designed to give students experience being in front of the camera through a variety of performance assignments that will give them practice at interview skills and reading off a teleprompter. In addition to performance, students will produce content by writing and creating material for different media platforms. Students will gain experience in both producing and performing for the media.

Term Offered: Spring, Fall

COMM 3500 Social Media II: Social Media Communication Strategies

[3 credit hours]

This intermediate course will focus on the presence of social media in various contexts of communication (e.g., interpersonal, organizational, public, media, etc.). With an emphasis on diversity and inclusion, students will learn strategies for using social media in these contexts to effectively communicate with others. The strategies covered will focus on influential tools for social media engagement, content creation and maintenance techniques, the principles of social media analytics, building relationships with customers and clients, as well as planning, executing, and evaluating social media campaigns. Students will earn an external social media certificate and will use their acquired knowledge to analyze the effectiveness of social media communication strategies as well as create a digital portfolio. Social Media I is a prerequisite for this course.

Prerequisites: COMM 2500 with a minimum grade of C-

Term Offered: Spring, Summer, Fall

COMM 3610 Speech Writing

[3 credit hours]

Applies principles of effective public relations communication to the practice of developing speeches for others and composing publicity materials.

Term Offered: Spring, Fall

COMM 3710 Podcasting

[3 credit hours]

In this course, students will focus on necessary and skills for podcast production, identifying a target audience, marketing and distribution, analytics, ethics, and monetization. Further, students will build their collaboration skills by working in teams to produce podcasts.

Prerequisites: COMM 2210 with a minimum grade of D-

Term Offered: Spring, Fall

COMM 3720 Introduction to Public Relations

[3 credit hours]

Public relations principles, planning and methods in business, government, educational institutions and other organizations. Examination of law, ethics, professionalism, history, theory, strategies and practices of the profession.

Term Offered: Spring, Summer, Fall

COMM 3750 Cultural Diversity in Communication

[3 credit hours]

Cultural Diversity in Communication examines the basic elements of interpersonal communication and culture as the two relate to one another in a public relations environment. Emphasis is given to the influence of culture on the interpretation of the communication act and to the communication skills that enhance cultural diversity in communication while practicing public relations.

Term Offered: Spring, Summer, Fall

COMM 3760 Health Communication

[3 credit hours]

Review and application of health communication theory, research, and practice in a variety of contexts.

COMM 3800 Social Media III: Social Media Campaigns

[3 credit hours]

In this advanced course, students will apply the knowledge they have garnered in previous social media courses to develop, implement, and evaluate a social media campaign for an actual client. The course will focus on key elements such as determining campaign objectives, identifying target markets, developing strategies to engage those markets through relevant social media channels, content creation and management, and metrics to measure progress and success. Social Media I and II are prerequisites for this course.

Prerequisites: COMM 2500 with a minimum grade of C- and COMM 3500 with a minimum grade of C-

Term Offered: Spring, Summer, Fall

COMM 3820 Persuasion Theory

[3 credit hours]

Examination of the theory and practices used in persuasive communication in public presentations, advertising, sales and political campaigns.

Term Offered: Spring, Summer, Fall

COMM 3830 Basic Principles Of Debate And Forensics

[3 credit hours]

Theory and practice in reasoned discourse; analysis, evidence, logical forms and fallacies. Problems and procedures in administering a forensic program, teaching and directing debate and individual speaking events.

Term Offered: Spring

COMM 3850 Research Methods in Everyday Life

[3 credit hours]

Introduction to basic research methods and application of these methods in everyday life.

Term Offered: Spring, Fall

COMM 3880 Professional Business Communication

[3 credit hours]

Developing oral and written business communication skills through practice in public speaking, interviewing, resume writing, and communication in various formats.

Term Offered: Spring, Summer, Fall

COMM 4040 Storytelling in Public and Private Spaces

[3 credit hours]

Students will apply traditional storytelling techniques to empower sources to tell anecdotes during interviews, to tell their own true stories, to help readers understand the meaning of news as well as life's challenges. Via human-interest articles, writers will show rather than tell things.

Term Offered: Spring, Fall

COMM 4090 Media Communication Ethics

[3 credit hours]

Investigation of problems and practical application of classical theories as well as current strategies to confront ethical crises in mass-media settings.

Term Offered: Spring, Fall

COMM 4100 Multimedia Journalism

[4 credit hours]

Developing a thorough understanding of researching, writing, and presenting television/online news. Includes studio and remote productions.

Prerequisites: COMM 2220 with a minimum grade of D- or COMM 2160 with a minimum grade of D- and COMM 2130 with a minimum grade of C-

Term Offered: Spring, Fall

COMM 4110 High School Publications

[3 credit hours]

Problems involved in the production of high school newspapers and yearbooks including approaches to design, advertising, content, news, editorials, administration and business management.

Term Offered: Fall

COMM 4220 Advanced Television Production

[4 credit hours]

Advanced principles and aesthetic considerations in the production of various television programs. Includes working with remote equipment and digital editing.

Prerequisites: COMM 2160 with a minimum grade of D-

Term Offered: Spring, Fall

COMM 4250 Media Communication History

[3 credit hours]

Historical consideration of the media from colonial era to the present, with special emphasis on learning through problem-solving and critical thinking about the role of mass communication as a force in shaping national identity.

Term Offered: Spring, Fall

COMM 4260 Communication in Non-Profit Organizations

[3 credit hours]

COMM 4260 COMMUNICATING IN NON-PROFIT ORGANIZATIONS.

[3 hours] This course examines the communication strategies Non-Profit Organizations use to publicize their charitable goals to potential donors and how they describe their progress to governmental watchdog committees.

COMM 4270 Special Event Planning

[3 credit hours]

Examines the practices, and procedures associated with identification, analysis, planning, evaluation and control of the operational, fiscal, and legal risks of event planning.

Term Offered: Spring, Summer, Fall

COMM 4330 Integrated Media

[3 credit hours]

The goal of this course is media design literacy. Students will develop the ability to create successful mediate messages through various mediums and new technologies.

Prerequisites: COMM 2630 with a minimum grade of D- or COMM 3340 with a minimum grade of D- or COMM 2130 with a minimum grade of D-

Term Offered: Spring, Summer, Fall

COMM 4340 Advanced Visual Communication

[3 credit hours]

This is an advanced capstone course in which students will apply knowledge gained from introductory and intermediate design courses to create a cohesive visual media and web presence for a real-world business, organization or other topics of interest. The course will focus on exploring industry standard software to develop and publish a culminating multimedia website. Students will also be introduced to the basics of HTML coding, CSS, and common WYSIWYG applications for website development.

Prerequisites: COMM 3340 with a minimum grade of C-

Term Offered: Spring, Fall

COMM 4630 Public Relations Campaigns

[3 credit hours]

A thorough examination of the practices, techniques, tools and strategies used in contemporary public relations campaigns. Students will research the techniques and components of a PR strategic plan and then compile two original plans during the course of the semester.

Prerequisites: COMM 3720 with a minimum grade of D-

Term Offered: Spring, Fall

COMM 4640 Public Relations Case Studies

[3 credit hours]

Analysis of successful and unsuccessful public relations efforts and programs. Emphasis on the theoretical and ethical foundations of successful public relations programming.

Prerequisites: COMM 3720 with a minimum grade of D-

Term Offered: Spring, Summer, Fall

COMM 4820 Family Communication

[3 credit hours]

Explores variables and processes of family communication emphasizing theory, definitions of family, roles & rules, conflict, intimacy, societal influences, and effects on the individual and the family as a whole.

Term Offered: Spring, Summer

COMM 4830 Gender, Culture & Communication

[3 credit hours]

Cross-listed as WGST-4350. Explores how gender and culture simultaneously shape and are shaped by communication through relationships, institutions, and society. WAC class.

Term Offered: Summer, Fall

COMM 4900 Communication Seminar

[3-4 credit hours]

An in-depth examination of a communication topic, problem or media event. May be writing intensive.

Term Offered: Spring, Summer, Fall

COMM 4910 Communication Studies Capstone

[3 credit hours]

Application of knowledge and skills through a project or research investigation related to an area of communication.

Prerequisites: COMM 2000 with a minimum grade of D- and COMM 2130 with a minimum grade of D- and COMM 2600 with a minimum grade of D- and COMM 2820 with a minimum grade of D- and COMM 2840 with a minimum grade of D- and COMM 2870 with a minimum grade of D-

Term Offered: Spring, Summer, Fall

COMM 4940 Communication Internship

[1-6 credit hours]

Professional training in communication relating to newspaper work, public relations, broadcasting etc. Arrangements with the appropriate communication organization must be made in consultation with the internship director prior to enrollment. Course offered P/NC.

Term Offered: Spring, Summer, Fall

COMM 4990 Independent Study

[1-4 credit hours]

A seminar in which the student pursues a problem of special interest in communication. A prospectus must be submitted prior to registration to the participating faculty member.

Term Offered: Spring, Summer, Fall

Honors in Communication

Communication majors may graduate with departmental honors by meeting the following qualifications:

- Admission**

- 3.25 minimum GPA in Communication
- 3.0 minimum cumulative GPA

- Requirements**

- Completion of 9 hours in courses (3000/4000 level) designated as Communication Honors (one course of which must be COMM 3850 Research Methods or equivalent approved by Faculty Advisor), and 2-4 credits of COMM 4990:091 Honors Thesis/Creative Project.

Any Communication course may be designated as "Honors" with the Instructor's permission and his/her assignment of suitable reading and a research/project in addition to normal course work.