The primary aim of this department is to assist students in developing the ability to communicate effectively and to understand the principles of the communication process. The variety of degree programs provides broad liberal arts education as well as specific career training. Undergraduate and graduate majors may prepare for careers in several fields: industrial relations; sales; personnel; public relations; radio, television, film; journalism; teaching; law; and, the ministry.

The department sponsors several student activities that are available to all University students. These include intercollegiate debate and speech teams. Wayne State University has undergraduate chapters of Lambda Pi Eta, Forensic Union, Delta Sigma Rho-Tau Kappa Alpha, the Film Association, the Society of Professional Journalists and the Public Relations Student Society of America. Talent scholarships are also available to students interested in forensics or debate.

**COM 1010** is designed for those who wish to improve their general communicative ability. This course can be taken to fulfill the University’s General Education Competency Requirement in Oral Communication. Courses in persuasive speaking, discussion, debate, interpersonal communication and small group offer additional opportunities to study and practice general communication skills.

ANDERSON, JUANITA B.: M.A., B.A., University of Michigan; Lecturer

CHERNEY, JAMES L.: Ph.D., M.A., Indiana University; B.A., Butler University; Assistant Professor

DONNELLAN, KELLY: M.F.A., American University; B.F.A., University of North Carolina School of the Arts; B.S., Russell Sage College; Assistant Professor

ECKERT, KRISTIN (STINE) D.: Ph.D., University of Maryland; M.S., Ohio University; B.A., University of Leipzig; Assistant Professor

FITZGIBBON, JANE E.: Ph.D., M.A., Wayne State University; B.S., Central Michigan University; Lecturer

FUHLHAGE, MICHAEL J.: Ph.D., University of North Carolina at Chapel Hill; M.A., University of Missouri-Columbia; B.S., University of Kansas; Assistant Professor

JAHNG, MI ROSIE: Ph.D., University of Missouri; M.A., University of Texas; B.A., Sookmyung Women’s University; Assistant Professor

JAKES, KELLY A.: Ph.D., M.A., University of Wisconsin-Madison; B.A., Furman University; Assistant Professor

KEASHLY, LORALEIGH: Ph.D., University of Saskatchewan; M.A., University of New Brunswick; B.A., University of Calgary; Associate Professor

LESSENBERRY, JACK W.: M.A., University of Michigan; B.A., Michigan State University/Oakland University; Lecturer

MAGUIRE, KATHERYN C.: Ph.D., B.S., University of Texas at Austin; M.A., University of North Texas; Associate Professor

MCCORMICK, PATRICIA K.: Ph.D., Michigan State University; M.A., Howard University/Michigan State University; B.A., University of Michigan; Associate Professor

MCDEVITT, KAREN: Ph.D., M.I.S., B.I.S., Wayne State University; Lecturer

MITRA, RAHUL: Ph.D., Purdue University; M.A., Bowling Green State University; B.S., University of Calcutta; Assistant Professor

NAILS, ALICIA M.: J.D., B.A., Wayne State University; Lecturer

NAJOR, MICHELE (SHELLY) A.: Ph.D., M.A., B.A., Wayne State University; Lecturer

NOVAK, JULIE M.: Ph.D., North Dakota State University; M.S., Cornell University; B.S., University of Minnesota; Associate Professor

OSHAGAN, HAYG H.: Ph.D., M.A., University of Wisconsin-Madison; B.A., University of Pennsylvania; Associate Professor

PADGETT, DONYALE R.: Ph.D., Howard University; M.A., B.A., Wayne State University; Associate Professor

PAPPAS, EDWARD J.: Ph.D., M.A., B.A., Wayne State University; Professor Emeritus

PIPER-AIKEN, KINMERLY (KIM) S.: Ph.D., Indiana University; M.A., B.A., Colorado State University; Assistant Professor

RUIZ, MARC A.: M.F.A., University of Miami; M.A., Grand Valley State; B.A., Calvin College; Assistant Professor

SEEGER, MATTHEW: Ph.D., Indiana University; M.A., Northern Illinois University; B.A., University of Evansville; Professor

SOPORY, PRADEEP: Ph.D., University of Wisconsin-Madison; M.A., University of Southern California; B.E., University of Kashmir; Associate Professor

SPALDING, JOHN W.: Ph.D., M.A., B.A., University of Michigan; B.S., Northwestern University; Associate Professor Emeritus

STEVenson, RONALD J.: Ph.D., B.A., Wayne State University; M.A., B.S., Michigan State University; Senior Lecturer

STOYCHEFF, ELIZABETH: Ph.D., M.A., Ohio State University; B.A., University of Iowa; Assistant Professor

TONG, STEPHANIE T.: Ph.D., M.A., Michigan State University; B.A., University of California-Davis; Assistant Professor

VULTEE, DENISE M.: Ph.D., M.A., University of North Carolina; B.A., Regents College at University of the State of New York; Lecturer

VULTEE, FREDERICK (FRED): Ph.D., M.A., University of California; B.A., University of North Carolina at Chapel Hill; Associate Professor

WARTERS, WILLIAM C.: Ph.D., M.A., Syracuse University; B.A., University of California, Santa Cruz; Senior Lecturer

WILKINS, LILLIAN (LEE) C. BLACK: Ph.D., M.A., B.A., University of Missouri; Professor and Chair
The following minors are available in the department and should be pursued in consultation with an advisor in each of the specialized areas of concentration. Please note that some minors are not available to students who also major in the department. While a minor designation does not appear on the diploma, it will be noted on the student’s transcript.

- Film Minor (http://bulletins.wayne.edu/undergraduate/college-fine-performing-communication-arts/film-minor)
- Communication Studies Minor (http://bulletins.wayne.edu/undergraduate/college-fine-performing-communication-arts/communication-studies-minor)
- Journalism Minor (http://bulletins.wayne.edu/undergraduate/college-fine-performing-communication-arts/journalism-minor)
- Media Arts and Studies Minor (http://bulletins.wayne.edu/undergraduate/college-fine-performing-communication-arts/media-arts-studies-minor)
- Media (New) Minor (http://bulletins.wayne.edu/undergraduate/college-fine-performing-communication-arts/media-minor)
- Public Relations Minor (http://bulletins.wayne.edu/undergraduate/college-fine-performing-communication-arts/public-relations-minor)

COM 1010 (OC) Oral Communication: Basic Speech Cr. 3
Beginning course emphasizing fundamentals of speech preparation. Development of poise and confidence in speaking. Offered Every Term.

COM 1500 Survey of Mass Communication Cr. 3
Introductory course in understanding communication theory and effects and the communication industry in the United States. Offered Every Term.

COM 1600 Introduction to Audio-Television-Film Production Cr. 3
Introduction to production techniques and processes; hands-on use of image and sound recording and editing equipment; creation of dramatic and non-fiction studio and location-based projects. Offered Every Term. Course Material Fees: $90

COM 1610 Fundamentals of New Media Production Cr. 3
Critical introduction to the emerging landscape of producing original digital content for information and communication technology. Students will develop a critical perspective and the skills needed to engage in new media culture. Offered Winter.
Prerequisites: [(COM 1600 with a minimum grade of D-)]
Restriction(s): Enrollment is limited to Undergraduate level students.
Course Material Fees: $70

COM 2000 Introduction to Communication Studies Cr. 3
Introduction to the discipline of communication studies. Survey of theory, research, and practice. Offered Yearly.

COM 2010 (VP) Introduction to Film Cr. 4
Examination of film techniques and basic methods of film analysis. Offered Every Term.
Course Material Fees: $15
Equivalent: ENG 2450

COM 2020 (VP) History of Film Cr. 3
Critical study of the motion picture as a modern visual art; screening and analysis of representative fiction films to illustrate historical periods and genres. Offered Every Term.
Course Material Fees: $15

COM 2030 Journalistic Grammar and Style Cr. 3
Grammar use in journalism; Associated Press Style Book. Offered Every Term.

COM 2040 Voice and Articulation Cr. 3
Laboratory for individual improvement in voice and articulation. Analysis of voice and articulation of each student followed by intensive exercise. Offered Biannually.

COM 2100 News Reporting Cr. 3
Basic news reporting: gathering the facts and writing them well. Journalism skills course. Offered Every Term.
Prerequisites: [(COM 1500 with a minimum grade of C)] AND [(COM 2030 with a minimum grade of C)]
Course Material Fees: $30

COM 2110 (CT) Argumentation and Debate Cr. 3
Logical and legal foundation of the argumentation process; practical experience in analysis, reasoning, case-building, evaluation of evidence, refutation and cross-examination. Offered Every Term.
Prerequisites: [(COM 1010 with a minimum grade of D-) OR [Oral Communication P=100/F=000 with a test score minimum of 100]]

COM 2160 (PL) Campaigns and Social Movements Cr. 3
Critical discussion of the social foundations and values underlying human persuasion. Analysis of persuasive strategies and techniques used in contemporary society: political campaigns, social movements, advertising and consumerism in the U.S. Offered Every Term.

COM 2170 Persuasive Speaking Cr. 3
Advanced public speaking; emphasis on persuasive speeches. Application of social psychology to audience analysis, to speech construction and presentation, and to critical analysis of persuasive public discourse. Offered Every Term.
Prerequisites: [(COM 1010 with a minimum grade of D-) OR [Oral Communication P=100/F=000 with a test score minimum of 100]]
COM 2200 Interpersonal Communication Cr. 3
Introduction to theory and research on interpersonal communication; analysis of everyday communication situations. Offered Yearly.

COM 2210 Media Writing and Storytelling Cr. 3
Application of writing principles to various forms of copy; continuity, commercials, public service announcements, features, documentary, drama. Offered Every Term.
Prerequisites: ([ENG 1020 with a minimum grade of D-] OR [ENG 1050 with a minimum grade of D-] OR [ISP 1510 with a minimum grade of D-] OR [College Level Exam Program with a test score minimum of 200]) OR [(AA) Exempt from Gen Ed MACRAO with a test score minimum of 100] OR [(BA) Competencies Waiver with a test score minimum of 100]

Restriction(s): Enrollment is limited to Undergraduate level students.

COM 2220 (WI) Broadcast News Writing and Digital Editing Cr. 3
Theory and practice in broadcast news-writing, reporting, performing and editing. Writing intensive course for broadcasting sequence in Journalism major. Offered Every Term.
Prerequisites: ([COM 1500 with a minimum grade of D-])
Course Material Fees: $50

COM 2240 Forensics Practicum Cr. 1-2
Training and participation in debate and contest speaking. Offered Every Term.
Prerequisites: ([COM 2110 with a minimum grade of D-]) Repeatable for 6 Credits

COM 2250 South End Workshop Cr. 3
Students work in various editing, reporting, and photographic positions at student newspaper. Offered Every Term.
Prerequisites: ([COM 2100 with a minimum grade of D-])

Restriction(s): Enrollment is limited to Undergraduate level students.

COM 2260 Digital Writing and Research Methods Cr. 3
This course prepares students to participate intelligently and critically in the production and consumption of digital media. The course emphasizes fundamental writing and research skills. Offered Fall.
Restriction(s): Enrollment is limited to Undergraduate level students.

COM 2280 Digital Photojournalism Cr. 3
Theory and practical application of photojournalism. Emphasis on journalistic visual storytelling, use of digital camera equipment, theory of photography, and presentation through social media. Students must provide a 35mm DSLR or mirrorless camera with manual capabilities. Offered Yearly.
Course Material Fees: $50

COM 2290 Fundamentals of New Media Communication Cr. 3
Interdisciplinary introduction to the study of new media by way of an investigation of both theories and applications of emerging forms of communication. Offered Fall.
Restriction(s): Enrollment is limited to Undergraduate level students.

COM 2310 Introduction to Web Design Cr. 3
Introduces students to the current methods and procedures utilized to effectively design and maintain web pages and websites using various CMS (content management system) platforms.
Prerequisites: ([COM 1610 with a minimum grade of D-])
Course Material Fees: $35

COM 2500 Oral Interpretation of Literature Cr. 3
Oral performance approach to literature, fusing voice, body and meaning in the reading aloud of poetry, prose, drama; interaction of reader, listener, and literature. Offered Biannually.

COM 3010 (WI) Media Analysis and Criticism Cr. 3
Formal properties and aesthetic considerations in media, especially film, television and interactive media. Offered Every Term.
Prerequisites: ([COM 1500 with a minimum grade of C])
Course Material Fees: $10

COM 3100 Public Affairs Reporting Cr. 3
Advanced news reporting, focusing on governmental stories. Offered Every Term.
Prerequisites: ([COM 2100 with a minimum grade of C])
Course Material Fees: $30

COM 3170 Fundamentals of Public Relations Cr. 3
Historical background of the profession of public relations; communication variables in public relations; emphasis on presentation techniques, publicity preparation and development of special events. Offered Fall, Spring/Summer.
Prerequisites: ([COM 1010 with a minimum grade of D-] OR [COM 2170 with a minimum grade of D-] OR [Oral Communication P=100/F=000 with a test score minimum of 100])

COM 3210 News Editing Cr. 3
Copy editing, headline writing, AP style, online and print news presentation, preparation for different news platforms. Journalism skills course. Offered Every Term.
Prerequisites: ([COM 2100 with a minimum grade of C])
Course Material Fees: $15

COM 3230 The African-American Film Experience Cr. 4
Historical and contemporary portrayals of African American people in narrative and documentary film. Emphasis on filmic approaches to race relations, cinematic elaboration of racial stereotypes, and legitimation functions of film. Offered Yearly.
Restriction(s): Enrollment is limited to Undergraduate level students.
Equivalent: AFS 3200

COM 3250 Introduction to Organizational Communication Cr. 3
Introduction to major theories and principles used to guide the effective practice of communication within organizations. Offered Fall, Winter.

COM 3280 Advanced Digital Photojournalism Cr. 3
News photo field trips with instructor; Photoshop editing for newspapers and magazines. Development of a portfolio. Offered Biannually.
Prerequisites: ([COM 2280 with a minimum grade of D-])

Restriction(s): Enrollment is limited to Undergraduate level students.

COM 3300 (WI) Business and Professional Presentations Cr. 3
Review and practice of various oral communication forms used in modern organizations. Topics include persuasive speaking, informative speaking, speech writing, multimedia presentations and business and report writing. Offered Every Term.
Prerequisites: ([COM 1010 with a minimum grade of D-] AND [ENG 3010 with a minimum grade of C] OR [SPB 1010 with a minimum grade of D-])
Course Material Fees: $10

COM 3380 Editing and Field Production Cr. 3
Theoretical, technical and creative storytelling processes of editing; development of technical competency in skills required for location production (camera, lighting, and sound). Offered Every Term.
Prerequisites: ([COM 1600 with a minimum grade of D-])
Restriction(s): Enrollment is limited to students with a major, minor, or concentration in Film, Film Honors, Film Studies, Journalism, Journalism Honors, Media Arts and Studies or Media Arts and Studies Honors.
Course Material Fees: $130
COM 3390 Producing and Directing Webisodes Cr. 3
The emerging genre of the websodic series. Students work collaboratively as a production company throughout all aspects of pre-production, production, and post production of an online production. Offered Winter.
Prerequisites: ([COM 1600 with a minimum grade of D-])
Restriction(s): Enrollment is limited to Undergraduate level students; enrollment limited to students in the Fine, Performing & Comm. Arts.

COM 3400 (WI) Theories of Communication Cr. 3
Exploration of the role of theory in describing, explaining and predicting human communication behavior in face-to-face and mediated contexts. Offered Every Term.

COM 3990 Directed Study Cr. 1-4
Offered Every Term.
Repeatable for 4 Credits

COM 4010 Special Topics in Journalism Cr. 3
Special areas of interest, such as sports writing, business writing, columns and editorials. Offered Yearly.
Repeatable for 9 Credits

COM 4040 Diversity in Interpersonal Communication Cr. 3
Issues related to the study of interpersonal communication behaviors and patterns in different cultures. Offered Biannually.
Prerequisites: ([COM 2000 with a minimum grade of D-] OR [COM 3400 with a minimum grade of D-])
Equivalent: AFS 4040

COM 4041 Rhetoric and the Body Cr. 3
Humanistic analysis, research, and theory in how rhetoric of/about the human body intersects with broader social concerns (e.g., consumerism, gender, disease and health, and race). Offered Biannually.

COM 4100 (WI) Feature Writing Cr. 3
Advanced news reporting, focusing on feature writing. Offered Every Term.
Prerequisites: ([COM 3100 with a minimum grade of C])

Course Material Fees: $30

COM 4110 Studies of Legal Argument Cr. 3
Uses of legal argument in a variety of fields and contexts. Different methods of studying argument will be examined. Offered Yearly.
Prerequisites: ([COM 2110 with a minimum grade of D-])

COM 4130 Communication Ethics Cr. 3
Issues of responsible communication in a variety of contexts including mass, organizational, and interpersonal communication. Offered Biannually.
Prerequisites: ([COM 2000 with a minimum grade of D-] OR [COM 3400 with a minimum grade of D-])

COM 4140 Popular and Celebrity Culture Cr. 3
Increasing significance of pop and celebrity culture in shaping cultural and political affairs. Modes of production and consumption of pop culture; understanding pop culture and its effects. Offered Yearly.
Prerequisites: ([COM 2000 with a minimum grade of D-] OR [COM 3400 with a minimum grade of D-])

COM 4150 Communication and Conflict Cr. 3
Examination of the dynamics and processes of conflict across contexts with a focus on communicative theories and practices. Focus on developing and applying assessment and management knowledge and skills to real-world situations. Offered Fall, Spring/Summer.
Restriction(s): Enrollment limited to students with a class of Junior or Senior.

COM 4170 (WI) Public Relations Writing Cr. 3
Writing for public relations purposes: backgrounders, fact sheets, press releases; brochures and newsletters. Offered Fall, Winter.
Prerequisites: ([COM 2030 with a minimum grade of D-] AND ([COM 3170 with a minimum grade of D-])

COM 4190 Rhetorical Criticism Cr. 3
An introduction to various methods of rhetorical criticism through analysis of texts and artifacts in terms of persuasion and adaptation to audiences. Offered Fall.
Prerequisites: ([COM 2000 with a minimum grade of D-] OR [COM 3400 with a minimum grade of D-])
Restriction(s): Enrollment is limited to Undergraduate level students.

COM 4200 Nonverbal Communication Cr. 3
Channels and functions of nonverbal communication; contexts include: gender, culture, adult-infant interaction, therapy. Methods of study. Offered Biannually.
Prerequisites: ([COM 2000 with a minimum grade of D-] OR [COM 3400 with a minimum grade of D-])

COM 4210 Research Methods in Communication Cr. 3
Quantitative and qualitative research methods designed to advance knowledge about human communication across applied settings and diverse contexts. Offered Every Term.
Prerequisites: (May be taken concurrently: [COM 1500 with a minimum grade of D-] OR [COM 2000 with a minimum grade of D-])
Repeatable for 9 Credits

COM 4240 African Americans in Television Cr. 4
Historical overview of African Americans in radio and television with emphasis on three areas of study: news and documentary; entertainment and advertising; and ownership, employment and access. Offered Yearly.
Equivalent: AFS 4240

COM 4250 Reporting Race, Gender, and Culture Cr. 3
Issues of gender, culture and race in media coverage, with some content analysis. Preparation for students to handle this content with sensitivity and accuracy. Offered Every Term.
Prerequisites: ([COM 2100 with a minimum grade of D-])

COM 4270 Group Communication Cr. 3
Theory, research, and practice in group processes and problem-solving in small groups within professional contexts. Offered Biannually.

COM 4300 Intercultural Communication Cr. 3
Culture-general instruction in intercultural communication skills and theory. Offered Biannually.
Prerequisites: ([COM 2000 with a minimum grade of D-] OR [COM 3400 with a minimum grade of D-])

COM 4310 Audio Production Cr. 3
Theory and practice in sound production techniques and experimentation with creative audio production. Offered Every Term.
Prerequisites: (May be taken concurrently: [COM 1600 with a minimum grade of D-] AND (May be taken concurrently: [COM 2210 with a minimum grade of D-] OR [COM 2230 with a minimum grade of D-])
Course Material Fees: $90
COM 4410 Television Production Cr. 4  
Theory and practical application of techniques used in television production; use of graphic materials, design and staging concepts, lighting techniques and studio operation; the role of the television producer-director. Offered Every Term.  
Prerequisites: (May be taken concurrently: [COM 1600 with a minimum grade of D-]) AND (May be taken concurrently: [COM 2210 with a minimum grade of D-] OR [COM 2230 with a minimum grade of D-])  
Course Material Fees: $90  

COM 4500 Leadership Communication Cr. 3  
Theory and application of leadership processes in for-profit and nonprofit organizations. Offered Biannually.  
Prerequisites: ([COM 2000 with a minimum grade of D-] OR [COM 3400 with a minimum grade of D-])  
Restrictions: Enrollment is limited to Undergraduate level students.  

COM 4560 (WI) Telecommunications Policy: A Political Economy Approach Cr. 3  
Introduction to both the process of developing telecommunications policies and the impact of these policies with particular reference to the United States. Offered Winter.  
Prerequisites: ([COM 1500 with a minimum grade of D-])  
Restrictions: Enrollment is limited to Undergraduate level students.  

COM 4680 WAYN Radio Cr. 2  
Participation in WAYN on-line radio. Offered Every Term.  
Restrictions: Enrollment is limited to Undergraduate level students.  

COM 4990 Directed Study Cr. 1-3  
Supervised individual research. Offered Every Term.  
Prerequisite: COM 2100 with a minimum grade of D-  
Repeatable for 4 Credits  

COM 4996 Senior Honors Thesis Cr. 3  
Overview of theory and research in communication; closely supervised research project that results in a paper of approximately twenty pages. Offered Yearly.  
Restrictions: Enrollment limited to students with a class of Senior.  

COM 4997 Senior Assessment Essay in Film Studies Cr. 1  
Preparation of formal paper demonstrating knowledge of methods of film analysis, film history, and film theory. Offered Every Term.  
Restrictions: Enrollment limited to students with a class of Senior; enrollment is limited to students with a major in Interdisciplinary Film Studies.  

COM 5010 History of Communication Technologies Cr. 3  
Traces the historical development of communication technologies, industry players and government policies, and assesses impact of the technologies in their historical context. Offered Yearly.  
Prerequisites: ([COM 1500 with a minimum grade of D-])  
Restrictions: Enrollment is limited to students with a major in Communication Studies, Communication, Film, Film Honors, Journalism, Journalism Honors, Media Arts and Studies, Media Arts and Studies Honors, Public Relations, Public Relations Honors or Radio and Television.  

COM 5020 Studies in Film History Cr. 3  
Analysis of the development of a specific film genre, a director, or other historical aspect of the motion picture. Topics to be announced in Schedule of Classes. Offered Yearly.  
Prerequisite: COM 2010 with a minimum grade of D- or ENG 2450 with a minimum grade of D-  
Restrictions: Enrollment is limited to students with a major in Communication Studies, Communication, Film, Film Honors, Journalism, Journalism Honors, Media Arts and Studies, Media Arts and Studies Honors, Public Relations, Public Relations Honors or Radio and Television; enrollment is limited to Graduate or Undergraduate level students.  
Course Material Fees: $20  
Repeatable for 12 Credits  

COM 5040 Cultures and Rhetorics Cr. 3  
Analysis of philosophical, social and cultural foundations of rhetorical theory and practice in different cultures. Cultures may include: African, Asian, Native American, Latin American, Arab, or Jewish. Offered for undergraduate credit only. Offered Biannually.  
Prerequisites: ([COM 2000 with a minimum grade of D- and COM 2000 with a minimum grade of C] OR [COM 3400 with a minimum grade of D-])  
Restrictions: Enrollment is limited to Undergraduate level students.  

COM 5050 Special Topics Cr. 3  
Selected topics in communication to be announced in the Schedule of Classes. No more than six credits may be elected in this special topics course in any graduate degree program Offered Irregularly.  
Repeatable for 9 Credits  

COM 5060 Documentary and Non-Fiction Film and Television Cr. 4  
Study of the non-fiction film made for a social, cultural, or political purpose; screening and analysis of selected films. Offered Yearly.  
Prerequisites: ([COM 2010 with a minimum grade of D-] OR [COM 2450 with a minimum grade of D-]) OR [SPB 2010 with a minimum grade of D-])  
Course Material Fees: $20  

COM 5080 History and Law of American Journalism Cr. 3  
History of journalism and the structure of the industry in America, including all media; emphasis on development of law relating to communication and changing understanding of the First Amendment. Offered Every Term.  

COM 5120 Public Address Cr. 3  
Landmark moments of public address. What constitutes public address; relevance of public address studies. Offered Biannually.  
Restrictions: Enrollment is limited to Undergraduate level students.  

COM 5130 Communication and Social Marketing Cr. 3  
Principles of social marketing; student-driven group project. Offered Fall, Spring/Summer.  
Prerequisites: ([COM 4210 with a minimum grade of D-])  

COM 5140 Public Relations and Social Media Cr. 3  
Examines social media strategies and how they can be constructed, implemented and evaluated in the context of public relations planning. Offered for undergraduate credit only. Offered Winter.  
Prerequisites: (May be taken concurrently: [COM 3170 with a minimum grade of D-])
COM 5160 Public Relations Campaigns and Issues Management Cr. 3
Capstone course for public relations majors. Management functions of public campaigns: developing objectives, strategic planning, issues management, budgeting. Blends theoretical concepts with their professional and practical applications; emphasis on public relations planning and evaluation. Offered for undergraduate credit only. Offered Winter.
Prerequisites: ([COM 3170 with a minimum grade of C]) AND ([COM 4170 with a minimum grade of C])
Restriction(s): Enrollment is limited to Undergraduate level students.

COM 5180 Family Communication Cr. 3
Message patterns and social signals in organized, systemic human units that are interdependent, usually due to blood connections, legal bonds, and/or explicit verbal commitments. Offered Yearly.
Prerequisites: ([COM 2000 with a minimum grade of D-] OR [COM 3400 with a minimum grade of D-])

COM 5190 Senior Seminar in Communication Cr. 3
Advanced study of theory and research in communication studies. Topics to be announced in schedule of classes. Offered Winter.
Restriction(s): Enrollment limited to students with a class of Senior.
Repeatable for 6 Credits

COM 5250 Professional Issues in News Media Management Cr. 3
Capstone course for journalism majors; must elect in last 21 credits before graduation. Ethics and management structure and practices of media organizations. Individual research projects. Offered Yearly.
Prerequisite: COM 2230 with a minimum grade of D- or COM 4100 with a minimum grade of D-

COM 5270 (WI) Screenwriting Cr. 4
Principles and techniques of writing for motion pictures. Analysis and study of professionally written scripts. Exercises in writing dramatic and non-fiction screenplays. This course fulfills the Writing Intensive Requirement for the Film major. Offered Yearly.
Prerequisite: COM 2210 with a minimum grade of D-
Course Material Fees: $10
Repeatable for 8 Credits

COM 5280 New Media Practices Cr. 3
Principles and practices of new media and interactive communication. Integrative applications include social networking, wikis, blogs, podcasting, websites and file sharing. Research projects. Offered Fall.

COM 5300 Layout and Design Cr. 3
Practical skills course in publishing newsletters, magazines, newspapers and books; emphasis on new computer technology, desktop publishing; business aspects of publishing, including printing, promotion and marketing; skills in use of personal computer for publishing. Offered Irregularly.
Prerequisite: COM 2100 with a minimum grade of D-
Course Material Fees: $30

COM 5310 Investigative Reporting Cr. 3
Advanced reporting techniques involving use of Freedom of Information Act and computer-assisted data base searches; accessing public records. Offered Irregularly.
Prerequisite: COM 4410 with a minimum grade of D- or COM 5381 with a minimum grade of D-

COM 5320 Health Communication Cr. 3
Communication demands of health care and health promotion; current communication issues and problems in modern health care systems; identification of communication strategies for health care consumers and providers. Offered for undergraduate credit only. Offered Biannually.
Prerequisites: ([COM 2000 with a minimum grade of D-] OR [COM 3400 with a minimum grade of D-])

COM 5330 Rhetoric of Visual Culture Cr. 3
Influence that vision and visual texts have in our culture. Critical examination of such texts, including photography, museums, monuments, the fashion industry, tattoos and body marking. Offered for undergraduate credit only. Offered Biannually.
Prerequisites: ([COM 2000 with a minimum grade of D-] OR [COM 3400 with a minimum grade of D-])

COM 5350 Media Arts Production Cr. 3
Key components of production for electronic media (field, audio, and television production). Production techniques, aesthetic understanding, directing skills. No credit after COM 5380 or COM 5400. Offered for graduate credit only. Offered Fall.
Restriction(s): Enrollment is limited to Graduate level students.
Course Material Fees: $100

COM 5360 Gender and Communication Cr. 3
Analysis of gender communication issues within interpersonal, group, organizational, intercultural, public, and mass mediated contexts. Offered for undergraduate credit only. Offered Biannually.
Prerequisites: ([COM 2000 with a minimum grade of D-])
Equivalent: GSW 5360

COM 5370 Social Science Theories of Persuasion Cr. 3
Theories of persuasion in communication; how theories can be applied to help solve communication-based social problems. Offered for undergraduate credit only. Offered Irregularly.
Prerequisites: ([COM 2000 with a minimum grade of D-] OR [COM 3400 with a minimum grade of D-])
Restriction(s): Enrollment is limited to Undergraduate level students.

COM 5380 Video Field Production and Editing Cr. 3
Theory and practical application of video location production and post-production techniques. Digital non-linear editing and post-production software as used in creative development of original content. Offered Winter.
Prerequisites: (May be taken concurrently: [COM 1600 with a minimum grade of D] OR [COM 5350 with a minimum grade of D-]) AND (May be taken concurrently: [COM 2210 with a minimum grade of D-])
Course Material Fees: $100

COM 5381 TV News Reporting and Digital Editing Cr. 3
Theory and practical application of aesthetics and journalistic values of TV news and feature storytelling. Emphasis on planning, location video and sound protection, editing, interviewing, writing skills, on-camera presentation. Offered Yearly.
Prerequisite: COM 2230 with a minimum grade of D-
Restriction(s): Enrollment is limited to students with a major in Journalism, Journalism Honors, Media Arts and Studies or Media Arts and Studies Honors.
Course Material Fees: $125
COM 5384 Topics in Production Design and Theory Cr. 3
Theory and practical application in the aesthetic and technical considerations of production design. Topics may include: cinematography/lighting, sound design/mixing, experimental film/video, performance production, documentary preproduction, film/video graphic design. Offered Spring/Summer.
Prerequisite: COM 5380 with a minimum grade of D- or COM 4310 with a minimum grade of D- or COM 5350 with a minimum grade of D-
Course Material Fees: $125

COM 5390 Digital Animation Cr. 3
Introduction to animation techniques, 2D to 2-1/2D to 3D; includes use of Adobe products such as After Effects. Discussion of alpha channels, masks, rotoscoping, layering, keyframe and behavioral-based animation. Offered Winter.
Prerequisites: [COM 1600 with a minimum grade of D-] OR [COM 5350 with a minimum grade of D-]

COM 5400 Techniques of Film and Video Production Cr. 4
Capstone course option for majors in Media Arts and Studies; should be taken in last 21 credits of program. Experience with the preparation, shooting and editing of video projects in film-style production. Offered Every Term.
Prerequisite: COM 3380 with a minimum grade of D- or COM 5380 with a minimum grade of C
Course Material Fees: $125

COM 5410 Producer's Workshop Cr. 3
Examination of the business, managerial, and creative considerations and process of producing media programming from conception through distribution. Offered Yearly.
Prerequisites: [COM 3380 with a minimum grade of D-] OR [COM 3390 with a minimum grade of D-] OR [COM 5380 with a minimum grade of D-] OR [COM 5381 with a minimum grade of D-] OR [AIN 3220 with a minimum grade of D-]
Restriction(s): Enrollment is limited to students with a major in Communication Studies, Communication, Film, Film Honors, Journalism, Journalism Honors, Media Arts and Studies, Media Arts and Studies Honors, Public Relations, Public Relations Honors or Radio and Television.
Course Material Fees: $35

COM 5420 Director's Workshop Cr. 3
Organization and execution of the film and video director’s tasks through production of a major creative project. Offered Yearly.
Prerequisite: COM 5400 with a minimum grade of D-
Course Material Fees: $125
Repeatable for 6 Credits

COM 5440 Film, Cinematography and Lighting Cr. 4
An immersion into the cinematic practices and applied theory of film and digital cinema including the art and technology of cinematography, lighting design, and non-linear post-production. Students will apply an understanding of exposure and color temperature control, workflow management, NLE systems and color grading to the creation of short cinematic works designed for their portfolios and for exhibition. Offered Biannually.
Prerequisite: COM 5400 with a minimum grade of D-
Restriction(s): Enrollment is limited to students with a major in Communication Studies, Communication, Film, Film Honors, Journalism, Journalism Honors, Media Arts and Studies, Media Arts and Studies Honors, Public Relations, Public Relations Honors or Radio and Television.
Course Material Fees: $125

COM 5460 Magazine Writing Cr. 3
Advanced feature writing: preparation of magazine features. Students focus on limited number of in-depth articles. Research, structure and writing techniques to produce publishable magazine-length articles. Offered Yearly.
Prerequisite: COM 4100 with a minimum grade of D-

COM 5480 Special Topics in Media Studies Cr. 3
Topics may include: studies and practices in media management, legal issues in media, media and globalization, new digital platforms. Offered Yearly.
Restriction(s): Enrollment is limited to students with a major in Film, Film Honors, Journalism, Journalism Honors, Media Arts and Studies, Media Arts and Studies Honors or Radio and Television.
Course Material Fees: $20
Repeatable for 12 Credits

COM 5500 Journalism and New Media Cr. 3
Theory and practical application of publishing journalistic works via new media. Emphasis on best practices and techniques of using social media for news coverage. Offered Yearly.
Prerequisite: COM 2100 with a minimum grade of D-

COM 5510 Societal Effects of New Technologies Cr. 3
Capstone course; must elect in last 21 credits prior to graduation. Discusses the societal impact of traditional mass media and the evolving interactive technologies of computers and mobile networks as well as emerging technologies such as robotics. Offered Yearly.
Prerequisite: COM 1500 with a minimum grade of D-
Restriction(s): Enrollment is limited to students with a major in Communication, Journalism, Journalism Honors, Media Arts and Studies, Media Arts and Studies Honors or Radio and Television.

COM 5540 Film Criticism and Theory Cr. 3
Introduction to the major classical and contemporary theoretical and critical approaches to the study of film and screen arts, inclusive of Third Cinema theory, in a globalized, multi-screen media environment. Offered Fall.
Prerequisites: (2 of COM 2020, COM 3010, COM 3230, AFS 3200, COM 3400)

COM 5560 Strategic Communication in Nonprofit and the Arts Organizations Cr. 3
An introduction to strategic communication theory and practice as it applies to non-profit organizations. Includes working with arts organizations to determine their public relations needs and developing a strategic communication campaign that addresses those objectives. Offered Winter.
Restriction(s): Enrollment is limited to Graduate level students.

COM 5610 Advanced TV Production Cr. 3
Students work on producing live, recorded TV programs and work on a professional-style TV production crew. Positions include technical director, teleprompter operator, producers, audio, lighting, staging/set construction personnel, camera operators, editors. Offered Fall, Winter.
Prerequisite: COM 4410 with a minimum grade of C- or COM 5381 with a minimum grade of D-

COM 5700 Political and Governmental Reporting Cr. 3
Covering politics, governmental and public affairs in the media. Offered Yearly.
COM 5900 Senior Project in Communication Studies Cr. 3
Combination of lectures and workshops to assist students in carrying out a service learning or individual research project. Offered for undergraduate credit only. Offered Winter.
Restriction(s): Enrollment is limited to students with a major in Communication Studies or Communication Studies Honors; enrollment is limited to Undergraduate level students; enrollment limited to students in a Bachelor of Arts degree.

COM 5993 (WI) Writing Intensive Course Cr. 0
Disciplinary writing assignments under the direction of a faculty member. Must be selected in conjunction with a designated corequisite; see section listing in Schedule of Classes for corequisites available each term. Satisfies the University General Education Writing Intensive Course in the Major requirement. No degree credit. Required for all Film Studies majors. Offered Every Term.
Restriction(s): Enrollment is limited to Undergraduate level students.

COM 6060 Teaching Communication at the Secondary Level Cr. 3
Philosophy, pedagogical issues, and methods for teaching speech in secondary schools. Offered Biannually.

COM 6070 Directing Forensics Cr. 3
Philosophy and methods of directing high school and college forensics programs; techniques of coaching for debate, oratory, extempore speaking and other reading and speaking contests. Offered Biannually.

COM 6100 Speech Writing Cr. 3
Preparation and presentation of speech manuscripts. Emphasis on style of writing, use of supporting materials and factors of interest. Special problems of ghost-writing considered. Offered Biannually.

COM 6140 Public Relations Theory Cr. 3
This course provides a foundational grounding in public relations theories and examines them in different communication contexts, including mediated, crisis, and international. Offered Fall.
Restriction(s): Enrollment is limited to Graduate level students.

COM 6180 Principles of Health Communication Cr. 3
Graduate survey of theory, research and practice in communication; emphasis on collaborative patient-provider interactions and health campaigns. Offered for graduate credit only. Offered Fall.
Restriction(s): Enrollment is limited to Graduate level students.

COM 6190 Internship Cr. 1-3
On-the-job observations and work experience in business, service, social, governmental, and industrial organizations. Emphasis on journalism, public relations, and organizational communication. Offered Every Term. Repeatable for 6 Credits

COM 6200 Theories of Small Group Processes Cr. 3
Theory and research on communication in the small, task-oriented group. Offered Fall.

COM 6220 Dispute Resolution and Communication Technology Cr. 3
Conflict in online environments; development of Online Dispute Resolution (ODR). Hands-on work with state-of-the-art ODR technologies via several simulations. Offered Biannually.

COM 6250 Organizational Communication Cr. 3
Theoretical review of the structure process and function of communication within and between organizations. Analysis of current and emerging issues in the theory and research of organizational communication. Offered Fall.

COM 6270 New Media Theory Cr. 3

COM 6280 Reporting on Diversity Cr. 3
Recognition and acceptance of differences in culture, ethnicity, gender, and alternative lifestyles; sensitivities in writing and publishing; for students intending careers in the media. Offered for graduate credit only. Offered Yearly.

COM 6310 Allesee Lectures in Media Cr. 1
Through public lectures, screenings and discussion sessions, this course provides critical and analytical approaches to the study of work by leading artists, professionals and/or scholars in the fields of film, media arts, or broadcast journalism. Offered Yearly.
Restriction(s): Enrollment limited to students with a class of Unranked Grad, Junior or Senior; enrollment limited to students in the Fine, Performing & Comm. Arts.
Repeatable for 3 Credits

COM 6350 Communication, Culture, and Conflict Cr. 3
Overview of communication theory and practice as it relates to issues of culture, conflict and dispute resolution. Offered Fall.

COM 6410 Allesee Master Class Cr. 1-3
The Allesee Master Class provides students the opportunity to work with leading artists, professionals, and/or scholars in the fields of film, media arts, or broadcast journalism develop and refine professional and creative skills in a production environment. Offered Yearly.
Repeatable for 6 Credits

COM 6510 Michigan Creative Film Alliance Cr. 3
Production company. Students develop expertise and gain experience in professional film practices while collaborating in the off-campus planning, production, promotion and distribution of significant film/media projects. Offered in conjunction with Michigan State University and University of Michigan. Offered Irregularly.
Repeatable for 6 Credits

COM 6530 Audience Measurement and Survey Techniques Cr. 3
Theory and application of quantitative and qualitative research techniques in surveying audiences for electronic media. Offered for graduate credit only. Offered Yearly.
Restriction(s): Enrollment is limited to Graduate level students.

COM 6680 Directed Projects in Film and Media Cr. 1-3
Advanced individual projects. Offered Every Term.
Prerequisite: COM 5400 with a minimum grade of D-