

COMMUNICATION STUDIES

The primary objective of the Communication Studies Program is to provide a curriculum for the student interested in developing communication skills. Students may select a variety of majors and/or minors which include communication studies, communication studies: theatre arts, communication studies: broadcasting and digital media, and communication studies: public relations emphasis. A Communication Arts and Literature major when coupled with professional education requirements leads to teacher licensure by the State of Minnesota.

The philosophy of the Communication Studies Program emphasizes student initiative, creativity, and responsible involvement. Classes are structured to provide a solid philosophical, historical, theoretical, and practical basis for the discipline selected. All students who complete a major/minor are required to maintain a portfolio of their speech coursework throughout their years of study.

These programs offer many extracurricular and co-curricular activities which are open to all students regardless of their major. Southwest Minnesota State University Communication Studies graduates can be found in teaching, broadcasting, digital media, theatre, public relations, business, law, and all walks of life where the ability to communicate is essential.

Note: A grade of "C-" or better is required for major/minor coursework applied toward a degree from the Communication Studies Program.

Note: Students must complete a minimum of 120 credits in order to graduate with a Bachelor's degree.

Programs Bachelors

- Communication Arts and Literature Education, Communication Studies, BS (<http://catalog.smsu.edu/academic-programs-degrees/communication-studies/communication-arts-literature-education-studies-bs/>)
- Communication Studies, BA (<http://catalog.smsu.edu/academic-programs-degrees/communication-studies/communication-studies-ba/>)
- Communication Studies: Broadcasting and Digital Media, BS (<http://catalog.smsu.edu/academic-programs-degrees/communication-studies/communication-studies-broadcasting-digital-media-bs/>)
- Communication Studies: Public Relations, BA (<http://catalog.smsu.edu/academic-programs-degrees/communication-studies/communication-studies-public-relations-ba/>)

Minors

- Communication Studies, Minor (<http://catalog.smsu.edu/academic-programs-degrees/communication-studies/communication-studies-minor/>)
- Digital Media Design, Minor (<http://catalog.smsu.edu/academic-programs-degrees/communication-studies/digital-media-design-minor/>)
- Filmmaking, Minor (<http://catalog.smsu.edu/academic-programs-degrees/communication-studies/filmmaking-minor/>)

- Health Communication, Minor (<http://catalog.smsu.edu/academic-programs-degrees/communication-studies/health-communication-minor/>)
- Interdisciplinary Fine Arts, Minor (<http://catalog.smsu.edu/academic-programs-degrees/theatre-arts/interdisciplinary-fine-arts-minor/>)
- Public Relations, Minor (<http://catalog.smsu.edu/academic-programs-degrees/communication-studies/public-relations-minor/>)

Undergraduate Certificate

- Health Communication, Certificate (<http://catalog.smsu.edu/academic-programs-degrees/communication-studies/health-communication-certificate/>)

Faculty

Mark Fokken (<https://www.smsu.edu/directory/?d=employee&name=00000826#individualTables>)
 Richard Herder (<https://www.smsu.edu/directory/?d=employee&name=10654174#individualTables>)
 Joseph Ullian (<https://www.smsu.edu/directory/?d=employee&name=12824122#individualTables>)
 Benjamin Walker (<https://www.smsu.edu/directory/?d=employee&name=12084154#individualTables>)
 Julie Walker (<https://www.smsu.edu/directory/?d=employee&name=12587555#individualTables>)

Undergraduate Courses

COMM 110 Essentials of Speaking and Listening Credits: 3

This course teaches the use of verbal and nonverbal communication along with an emphasis on research skills in order to organize and deliver four effective oral presentations: impromptu, informative, persuasive, and a group presentation. Additional emphasis is placed on identifying and overcoming listening barriers.

Goal: Goal: 01- Communication

Fall: All Years **Spring:** All Years **Summer:** All Years

Course Outline (<https://eservices.minnstate.edu/registration/rest/rcld/0075/curricld/00165555/>)

COMM 111 Professional Proficiency in Public Speaking Credits: 1

This course is designed to provide teacher licensure candidates a means of certifying professional proficiency in public speaking as required for admission into the teacher education program. It is not intended as a substitute for the required oral communication course in Goal 1 of the LEP/MNTC but rather a means of meeting teacher licensure standards. May NOT be repeated for credit. Prerequisites: Consent of instructor. Only students with an existing bachelors degree who are pursuing teaching licensure that requires evidence of professional proficiency in public speaking will be allowed to take this course.

Fall: All Years **Spring:** All Years

Course Outline (<https://eservices.minnstate.edu/registration/rest/rcld/0075/curricld/00209720/>)

COMM 112 Multicamera Television Production Credits: 3

An introduction to basic television studio techniques. Students will develop skills in operating control room and studio equipment, producing, and directing.

Fall: All Years

Course Outline (<https://eservices.minnstate.edu/registration/rest/rcld/0075/curricld/00180136/>)

COMM 114 Essentials of Single Camera Field Production Credits: 3

The application of portable camera usage and editing techniques used in single camera field production. Students will develop skills in preproduction planning, scripting, remote shooting, directing, and editing.

Spring: All Years

Course Outline (<https://eservices.minnstate.edu/registration/rest/rcld/0075/curricld/00180137/>)

COMM 161 Communication Studies Activities: Forensics Credits: 0-2

Participation in intramural and intercollegiate speech and debate activities. May be repeated.

Fall: All Years **Spring:** All Years

Course Outline (<https://eservices.minnstate.edu/registration/rest/rcld/0075/curricld/00176119/>)

COMM 162 Broadcasting & Digital Media Activities Credits: 1

Practical experience in media program production and performance through functional involvement in the operation of the campus media production facilities. May be repeated.

Pre-Requisite : COMM 114

Fall: All Years **Spring:** All Years

Course Outline (<https://eservices.minnstate.edu/registration/rest/rcld/0075/curricld/00180140/>)

COMM 200 Small Group Communication Credits: 3

The theory and application of problem-solving questions of fact, value and policy utilizing group dynamics and effective leadership styles.

Active and critical listening are integral components of the course.

Fall: All Years

Course Outline (<https://eservices.minnstate.edu/registration/rest/rcld/0075/curricld/00165560/>)

COMM 205 Podcasting and Audio Production Credits: 3

Provides students with the experience and knowledge of both the technical and aesthetic aspects of audio production for media with an emphasis on podcasting.

Spring: All Years

Course Outline (<https://eservices.minnstate.edu/registration/rest/rcld/0075/curricld/00215492/>)

COMM 210 Introduction to Public Relations Credits: 3

A course designed to acquaint students with the principles and practices of public relations.

Fall: All Years

Course Outline (<https://eservices.minnstate.edu/registration/rest/rcld/0075/curricld/00165561/>)

COMM 220 Storytelling in Modern Communication Credits: 3

This course will examine and explore classic and emerging forms of storytelling in the modern world. Students will learn the basic theory of storytelling in the areas of public address, interpersonal relationships, digital media, and public relations.

Fall: All Years

Course Outline (<https://eservices.minnstate.edu/registration/rest/rcld/0075/curricld/00176120/>)

COMM 228 Exploring Diversity Through Family Storytelling Credits: 3

Explores the role of family stories as an art form, as a means of handing down values, knowledge, and self-understanding. Stories will be captured using a variety of media and analyzed as to their significance.

Goal: Goal: 07- Human Diversity 08- Global Perspective

Summer Department Discretion

Course Outline (<https://eservices.minnstate.edu/registration/rest/rcld/0075/curricld/00185099/>)

COMM 230 Interpersonal and Cross-Cultural Communication Credits: 3

A course that studies the nature of building effective relationships through development of interpersonal and cross-cultural communication. An exploration of why misunderstandings occur and how to build more productive communication.

Goal: Goal: 07- Human Diversity

Spring: All Years

Course Outline (<https://eservices.minnstate.edu/registration/rest/rcld/0075/curricld/00185103/>)

COMM 232 The Art of Making Films Credits: 3

Examines how the elements of film and video production are used to communicate a message from the creators viewpoint. Uses illustrative scenes from significant films and episodic television shows to demonstrate how production elements can be used to achieve a desired effect.

Fall: Department Discretion **Spring:** Department Discretion

Course Outline (<https://eservices.minnstate.edu/registration/rest/rcld/0075/curricld/00176472/>)

COMM 251 Broadcast Newsriting & Reporting Credits: 3

The study of techniques, procedures, and practices used in news gathering, writing, reporting, and editing broadcast news.

Fall: Department Discretion **Spring:** Department Discretion

Course Outline (<https://eservices.minnstate.edu/registration/rest/rcld/0075/curricld/00165595/>)

COMM 260 Media Writing Credits: 3

A course designed to emphasize how public relations and other media professionals gather, produce, and distribute material in a modern society. This course acquaints students with both why and how to write for a variety of contexts such as new media, social media and public relations.

Spring: All Years

Course Outline (<https://eservices.minnstate.edu/registration/rest/rcld/0075/curricld/00180141/>)

COMM 261 Speech Activities: Oral Interpretation Credits: 0-1

Participation in intercollegiate speech competition where students will select, analyze, and perform pieces of literature.

Fall: All Years **Spring:** All Years

Course Outline (<https://eservices.minnstate.edu/registration/rest/rcld/0075/curricld/00218210/>)

COMM 286 Special Topics in Communications Credits: 1-4

A course designed to meet any special needs of students and faculty. Emphasis on in-depth study of an area not commonly covered in a general course.

Fall: Department Discretion **Spring:** Department Discretion

Course Outline (<https://eservices.minnstate.edu/registration/rest/rcld/0075/curricld/00165597/>)

COMM 288 Communication Studies Seminar Credits: 3

A seminar course required for all communication studies majors, in which communication theory, career exploration and effective group work are considered through reading, research, and discussion.

Fall: Odd Years

Course Outline (<https://eservices.minnstate.edu/registration/rest/rcld/0075/curricld/00199785/>)

COMM 301 Risk and Crisis Communication Credits: 3

This course is designed to teach students about the burgeoning field of risk and crisis communication which deals with the task of communicating various publics about health and environmental risks associated with personal and societal choices, as well as communication during and following crisis situations such as bomb threats, natural disasters, and chemical spills.

Spring: Odd Years

Course Outline (<https://eservices.minnstate.edu/registration/rest/rcld/0075/curricld/00165599/>)

COMM 305 Principles of Health Communication Credits: 3

This course is designed to familiarize students with prominent theories, issues, and topics in the field of health communication. This course will expose students to diverse health communication perspectives as they relate to a range of health communication topics, including illness and health, historical and contemporary issues, patient and provider experiences, cultural differences in health, public awareness/prevention/intervention campaigns, and the role of media and relationships in health communication.

Fall: Even Years

Course Outline (<https://eservices.minnstate.edu/registration/rest/rcld/0075/curricld/00181390/>)

COMM 310 Persuasion Credits: 3

The logical and psychological theories of persuasion present in everyday communication. The course emphasizes the analysis and application of persuasive strategies. Active and critical listening are integral components of the course.

Spring: All Years

Course Outline (<https://eservices.minnstate.edu/registration/rest/rcld/0075/curricld/00165567/>)

COMM 320 Graphics for Television, Film and New Media Credits: 3

Introduces students to software and conventions applicable to television, film, and new media. Students will explore designs for titles, lower-third supers, backgrounds, info graphics, motion graphics and animation.

Spring: All Years

Course Outline (<https://eservices.minnstate.edu/registration/rest/rcld/0075/curricld/00174189/>)

COMM 330 Mass Media and Society Credits: 3

An historical and theoretical survey of the nature, functions and responsibilities of the mass media in all its forms. Emphasis on the evolution of the electronic media in the United States and its impact on the media literacy of society.

Fall: All Years

Course Outline (<https://eservices.minnstate.edu/registration/rest/rcld/0075/curricld/00165569/>)

COMM 340 Documentary Production Credits: 3

This course introduces students to nonfiction video production. Students will be exposed to a combination of theory, history, and production techniques to prepare them to produce a short documentary.

Pre-Requisite : COMM 114

Fall: All Years

Course Outline (<https://eservices.minnstate.edu/registration/rest/rcld/0075/curricld/00180138/>)

COMM 345 Sports Broadcasting & Media Production Credits: 3

Students will examine how sports are produced and reported in broadcast and in multimedia environments. Course will engage students in live sports coverage.

Pre-Requisite : COMM 112 AND COMM 114

Fall: All Years

Course Outline (<https://eservices.minnstate.edu/registration/rest/rcld/0075/curricld/00180145/>)

COMM 350 Narrative Filmmaking Credits: 3

Explores the technical skills and the aesthetic techniques necessary for producing narrative, fiction-based films. Projects will be filmed with high definition cameras and edited on nonlinear computer systems.

Pre-Requisite : COMM 114

Spring: All Years

Course Outline (<https://eservices.minnstate.edu/registration/rest/rcld/0075/curricld/00176474/>)

COMM 356 Argumentation and Debate Credits: 3

The principles and practices of debate including the preparation and presentation of debate cases as formal argument. Active and critical listening are integral components of the course.

Fall: Even Years

Course Outline (<https://eservices.minnstate.edu/registration/rest/rcld/0075/curricld/00165610/>)

COMM 360 Organizational Communication Credits: 3

A study of the process of communication and behavior within the organizational culture. Students will learn the theoretical and practical means of maintaining productive organizational environments. Active and critical listening are integral components of the course.

Spring: Even Years

Course Outline (<https://eservices.minnstate.edu/registration/rest/rcld/0075/curricld/00165600/>)

COMM 361 Speech Activities: Limited Preparation Credits: 0-1

Participation in intercollegiate speech competition where students will prepare and deliver speeches with minimal preparation time.

Pre-Requisite : COMM 161

Fall: All Years **Spring:** All Years

Course Outline (<https://eservices.minnstate.edu/registration/rest/rcld/0075/curricld/00218235/>)

COMM 362 Broadcasting & Digital Media Activities 2 Credits: 1

Practical advanced experience in media program production and performance through functional involvement in the operation of the campus radio, television and media production facility.

Pre-Requisite : COMM 162

Fall: All Years **Spring:** All Years

Course Outline (<https://eservices.minnstate.edu/registration/rest/rcld/0075/curricld/00180146/>)

COMM 403 Professional Presentations Credits: 3

This course prepares students to develop, deliver, and analyze presentations in a variety of community and professional contexts.

Pre-Requisite : COMM 110

Spring: Odd Years

Course Outline (<https://eservices.minnstate.edu/registration/rest/rcld/0075/curricld/00199784/>)

COMM 410 Communication Analysis Credits: 3

The rhetorical and critical analysis of a communication event through the use of classical and modern rhetorical principles.

Fall: Odd Years

Course Outline (<https://eservices.minnstate.edu/registration/rest/rcld/0075/curricld/00165602/>)

COMM 435 Media Production for Training and Learning Credits: 3

Provides the basics of media production for learning and training. Students will learn how to utilize technologies such as video, still images, animation, and graphics in business and educational contexts. This course is designed for professionals in the fields of education, corporate training, and management.

Summer Department Discretion

Course Outline (<https://eservices.minnstate.edu/registration/rest/rcld/0075/curricld/00192476/>)

COMM 450 Secondary Teaching Methods: Speech Communication Credits: 3

Secondary education teaching methods for a modern speech communication program including materials for classroom instruction as well as coaching activities. This course is designed as the required capstone course for 5-12 Communication Arts/Literature Education, Speech Track.

Spring: Odd Years

Course Outline (<https://eservices.minnstate.edu/registration/rest/rcld/0075/curricld/00165604/>)

COMM 455 PR Cases & Campaigns Credits: 3

Analytic study of guiding public relations principles illustrated by current and historical public relations cases and campaigns. Emphasis on strategic management, ethics, and two-way organizational communication. Oral and written analysis of illustrative cases and campaigns. Application of principles in planning, implementation, and evaluation of actual PR campaign.

Pre-Requisite : COMM 210 OR SPCH 210

Spring: Even Years

Course Outline (<https://eservices.minnstate.edu/registration/rest/rcld/0075/curricld/00165605/>)

COMM 460 Transmedia Storytelling Credits: 3

Examines the Transmedia Storytelling strategies for telling stories across many media platforms in a way that engages audiences. Students will explore this approach used in marketing, public relations, and social media campaigns. Students will critique iconic transmedia storytelling campaigns and will create a collaborative transmedia project.

Pre-Requisite : COMM 114

Fall: Department Discretion **Spring:** Department Discretion

Course Outline (<https://eservices.minnstate.edu/registration/rest/rcld/0075/curricld/00180147/>)

COMM 461 Speech Activities: Performance of Advocacy Credits: 0-1

Course where students take a performance from COMM 161 or COMM 262 and translate it into a public advocacy project.

Pre-Requisite : COMM 161 OR COMM 261

Fall: All Years **Spring:** All Years

Course Outline (<https://eservices.minnstate.edu/registration/rest/rcld/0075/curricld/00218211/>)

COMM 480 Creative Project Workshop in Media Production Credits: 3

Provides students with a semester long, supervised experience in producing a major media production project.

Pre-Requisite : COMM 340 OR COMM 350

Spring: All Years

Course Outline (<https://eservices.minnstate.edu/registration/rest/rcld/0075/curricld/00180094/>)

COMM 484 Collaborative Technology in the Learning & Industry Environments Credits: 3

This course will aim to teach participants how to build a collaborative environment to facilitate synchronous and asynchronous text, voice, and video communication; support co-creation of projects; facilitate consensus building through group discussions and polling; develop strategies for resource management; and use online presentation tools. Participants will also learn how to assess tools including LMS and project management software to determine how well the tool serves the intended purpose and meets the users needs.

Summer Department Discretion

Course Outline (<https://eservices.minnstate.edu/registration/rest/rcld/0075/curricld/00192477/>)

COMM 486 Advanced Special Topics Communication Credits: 1-4

A course designed to meet any special needs of students and faculty. Emphasis on in-depth study of an area not commonly covered in a general course.

Fall: Department Discretion **Spring:** Department Discretion

Course Outline (<https://eservices.minnstate.edu/registration/rest/rcld/0075/curricld/00165606/>)

COMM 488 Senior Seminar Credits: 2

A capstone course required for all speech majors, in which selected topics, projects, and presentations are considered through reading, research, and discussion.

Pre-Requisite : COMM 288 OR SPCH 288 and senior status.

Fall: Department Discretion **Spring:** Department Discretion

Course Outline (<https://eservices.minnstate.edu/registration/rest/rcld/0075/curricld/00165607/>)

COMM 494 Independent Study in Communication Theory Credits: 1-3

In depth, independent exploration of a communication event for better understanding of the communication process.

Fall: All Years **Spring:** All Years

Course Outline (<https://eservices.minnstate.edu/registration/rest/rcld/0075/curricld/00165608/>)

COMM 499 Internship in Communication Studies Credits: 1-12

An off-campus training program when accepted by a business or organization to work with an employer in some area of communication studies.

Fall: All Years **Spring:** All Years **Summer** All Years

Course Outline (<https://eservices.minnstate.edu/registration/rest/rcld/0075/curricld/00165609/>)

Graduate Courses

COMM 503 Professional Presentations Credits: 3

This course prepares students to develop, deliver, and analyze presentation in a variety of community and professional contexts.

Spring: Odd Years

Course Outline (<https://eservices.minnstate.edu/registration/rest/rcld/0075/curricld/00192556/>)

COMM 511 Professional Proficiency in Public Speaking Credits: 1

This course is designed to provide teacher licensure candidates a means of certifying professional proficiency in public speaking as required for admission into the teacher education program. It is not intended as a substitute for the required oral communication course in Goal 1 of the LEP/MNTC but rather a means of meeting teacher licensure standards. May NOT be repeated for credit. Prerequisites: Consent of instructor. Only students with an existing bachelors degree who are pursuing teaching licensure that requires evidence of professional proficiency in public speaking will be allowed to take this course.

Fall: All Years **Spring:** All Years

Course Outline (<https://eservices.minnstate.edu/registration/rest/rcld/0075/curricld/00210596/>)

COMM 535 Media Production for Training and Learning Credits: 3

Provides the basics of media production for learning and training. Students will learn how to utilize technologies such as video, still images, animation, and graphics in business and educational contexts. This course is designed for professionals in the fields of education, corporate training, and management.

Summer Department Discretion

Course Outline (<https://eservices.minnstate.edu/registration/rest/rcld/0075/curricld/00192536/>)

COMM 580 Creative Project Workshop in Media Production Credits: 3

Provides students with a semester long, supervised experience in producing a major media production or mediated collaborative project.

Pre-Requisite : COMM 114 OR COMM 340 OR COMM 435 OR COMM 484 OR COMM 535 OR COMM 584

Spring: All Years

Course Outline (<https://eservices.minnstate.edu/registration/rest/rcld/0075/curricld/00192557/>)

COMM 584 Collaborative Technology in the Learning & Industry Environments Credits: 3

This course will aim to teach participants how to build a collaborative environment to facilitate synchronous and asynchronous text, voice, and video communication; support co-creation of projects; facilitate consensus building through group discussions and polling; develop strategies for resource management; and use online presentation tools. Participants will also learn how to assess tools including LMS and project management software to determine how well the tool serves the intended purpose and meets the users needs.

Summer Department Discretion

Course Outline (<https://eservices.minnstate.edu/registration/rest/rcld/0075/curricld/00192537/>)

COMM 589 Special Topics in Communication Studies Credits: 1-6

This course provides graduate students the opportunity to complete work with a specific theme that is timely and relevant to the field. Students will identify specific learning outcomes for the course in consultation with graduate faculty. Can be used for credit for prior learning or other projects. May be repeated for credit.

Fall: Department Discretion **Spring:** Department Discretion **Summer** Department Discretion

Course Outline (<https://eservices.minnstate.edu/registration/rest/rcld/0075/curricld/00194897/>)

COMM 594 Independent Study in Communication Theory Credits: 1-3

An in depth, independent exploration of some aspect of communication in order to more effectively understand the communication process. May be repeated. Course requires special permission from professor to register.

Fall: All Years **Spring:** All Years

Course Outline (<https://eservices.minnstate.edu/registration/rest/rcld/0075/curricld/00199765/>)