

## Communication Studies

### Communication Studies (COMM)

College of Arts and Sciences

Department of Communication Studies

Armada (chair), Bruess, Cragan, Friedline, Petersen, Riordan, K. Sauter, Scully

The Department of Communication Studies fosters in students an understanding of the nature of human communication by examining the processes by which people create, send, receive and are affected by symbolic messages.

This is done by exploring and analyzing verbal and nonverbal communication in a number of settings including political campaigns, small groups, work and volunteer organizations, personal and family relationships and intercultural situations. Students analyze communication through the study of rhetorical theory and social science methodology, both developing their skills as communicators, and understanding ways to investigate how the communication process works.

The department also emphasizes the production of electronically mediated communication, looking at how to communicate effectively using mediated communication, as well as the ways in which mediated communication expands our communication options and influences our lives. Students have the opportunity to study the art of audio and video production, and acquaint themselves with new electronic media technologies. They also study the television, radio, and corporate industries that have developed to support and distribute those messages.

In keeping with the UST emphasis on diversity, the department seeks to integrate the issues of gender, race, and class into all communication studies.

The study of communication is at the forefront of a liberal education, preparing students to analyze carefully, to think creatively, critically, and ethically, and to develop skills that can be applied to a variety of careers.

Majors must complete a minimum of eighteen credits in communication studies at St. Thomas.

#### Communication Studies Honor Society

*Lambda Pi Eta*, the National Communication Honor Society, chartered the St. Thomas *Beta Chi* chapter in 1994. The society recognizes communication studies majors who have demonstrated a commitment to the discipline. To be eligible, students must have completed 60 semester hours, 16 of those in communication studies; have an overall 3.00 GPA, with a 3.25 GPA within the major; and be a full-time student in good standing.

#### Major in Communication Studies

COMM 100 Public Speaking (4 credits)

COMM 120 Communication Theories and Methods (4 credits)

COMM 140 Rhetorical Criticism (4 credits)

COMM 160 Electronic Media Production (4 credits)

*Note:* Two of the above four courses must be completed before taking additional courses within the major.

COMM 480 Capstone Course in Communication (4 credits)

*Note:* Thirty-two credits in the major must be completed prior to enrolling in COMM 480. With 28 credits completed, one concurrent registration is allowed.

*Plus eight credits from the following:*

*Note:* at least 8 of the 16 elective credits listed below must be at the 300- or 400-level

COMM 220 Small Group Communication (4 credits)

COMM 222 Interpersonal Communication (4 credits)

COMM 240 Persuasion (4 credits)

COMM 250 Argumentation and Advocacy (4 credits)

COMM 260 Audio Production (4 credits)

COMM 264 Electronic Media and Society (4 credits)

COMM 270 Videography: Television Production in the Field (4 credits)

COMM 320 Organizational Communication (4 credits)

COMM 322 Intercultural Communication (4 credits)

COMM 330 Investigating Communication (4 credits)

COMM 340 Rhetoric of Race, Class, and Gender (4 credits)

COMM 350 Modern American Rhetoric (4 credits)

COMM 360 Television Criticism (4 credits)

COMM 370 Advanced Video Production (4 credits)

COMM 440 Classical Rhetoric (4 credits)

*Plus:*

COMM - Eight additional COMM credits (COMM 105 is not an option for majors.)

#### Teacher Licensure

Elementary Education with a Specialty in Communication Arts and Literature (5-8)

Co-major in Communication Arts and Literature (5-12) and a Co-major in Secondary Education

*See Education*

**Minor in Communication Studies**

*Twelve credits from the following:*

- COMM 100 Public Speaking (4 credits)
- COMM 120 Communication Theories and Methods (4 credits)
- COMM 140 Rhetorical Criticism (4 credits)
- COMM 160 Electronic Media Production (4 credits)

*Plus:*

Eight additional credits in courses at the 200-level or higher, but not including COMM 480.

**COMM 100 Public Speaking (4 credits)**

Preparation, presentation, and evaluation of original speeches by each student throughout the semester; special emphasis given to selecting and researching topics, organizing evidence, analyzing audiences, sharpening style and tone, communicating ethically and listening critically.

**COMM 105 Communication in the Workplace (4 credits)**

Introduction to basic communication theories and skills as they pertain to the business setting. Text, lecture, class discussion and exercises, and individual and group presentations will better prepare students to become more effective communicators at work. The course will focus on presentational skills, dyadic communication and interviewing, and group communication. This class is not open to Communication majors or minors.

**COMM 120 Communication Theories and Methods (4 credits)**

This course will focus on the differing methods used by communication scholars to ask and answer questions about the nature of human interaction. Emphasis will be on the process of symbolic message exchange as it intersects all communication contexts. Various approaches to conceptualizing and measuring communication acts will be addressed in topic areas such as: perceptions and attributions; creating shared meaning; linguistic and nonverbal message systems; persuasive and ethical dimensions of communication; and the nature of inquiry. While lecture oriented, the class also may participate in discussions, experiential exercises, and group projects.

**COMM 140 Rhetorical Criticism (4 credits)**

This course teaches students to become more critical consumers and producers of public messages. Students will examine a mix of historical and contemporary examples of persuasive communication in order to develop and awareness of the rhetorical power of messages in everyday life. Critical tools will be covered to help the student learn how to approach a communicative act systematically, identifying crucial interactions and suggesting ways of understanding how those interactions function. The emphasis on critical consumption also enables students to become more effective creators of public messages.

**COMM 160 Electronic Media Production (4 credits)**

Students will learn the process of producing electronically mediated messages in the studio and in the field. Students produce projects designed to develop their skills in the planning and execution of a variety of media genres. Students will operate studio and field equipment, act as talent, and do final editing of individual and team-produced work. Analysis and criticism of student produced programs is integral to the course.

**COMM 215 Oral Interpretation (4 credits) (equivalent to THTR 204)**

Sense and sound of literature; analysis of selected works and projection of their meaning to an audience. Includes public performance and attention to Reader's Theater.

Prerequisite: COMM 100 or sophomore standing

**COMM 217 Survey of Communication Disorders (4 credits)**

A survey of diagnosis and current treatment of communication disorders such as delayed language development, stuttering, hearing loss, *etc.* Appropriate course for future teachers, especially those in elementary education, and majors in occupational therapy, nursing and psychology.

Prerequisite: COMM 100 or sophomore standing

**COMM 220 Small Group Communication (4 credits)**

This course covers the theory and principles of communication in task-oriented small groups, including role emergence and functions, leadership development, stages of decision-making, and development and effects of group culture. Students apply theory through participation in small group class projects.

Prerequisite: COMM 120 or sophomore standing

**COMM 222 Interpersonal Communication (4 credits)**

Theory and practice of interpersonal communication, including how self-concept, language, nonverbal communication, and relationships effect and are affected by communication. Common problems in interpersonal communication, options for managing these problems, and ethical issues in interpersonal communication are examined. Students apply theory and concepts through class exercises, simulations and individual projects.

Prerequisite: COMM 120 or sophomore standing

## Communication Studies

### COMM 240 Persuasion (4 credits)

Study of the various strategies used to influence choice in modern society, including sources, content (such as evidence and argumentation) and audience factors (such as beliefs, attitudes, and values) which influence the persuasive process. Current research about attitude change is examined. Students apply theory through analysis of contemporary discourse and preparation of original projects.

Prerequisite: COMM 140 or sophomore standing

### COMM 250 Argumentation and Advocacy (4 credits)

This course provides an introduction to practical reasoning in public controversy. Students will apply argumentation theories and methods to the analysis of public controversy and the development of their own oral advocacy skills. Topics include: Tests of evidence, invention, reasoning, oral presentation or arguments. Activities may include: Lecture, discussion, examinations, analysis papers, speaking assignments, small group discussion and presentation.

Prerequisite: COMM 140 or sophomore standing

### COMM 260 Audio Production (4 credits)

An introduction to radio production. Students will produce projects digitally that are designed to acquaint them with genres, styles and production techniques, with emphasis on the radio industry. Production planning, scripting, the use of sound effects, field production, multi-track recording, mixing and editing are covered. In addition, the students in this course will operate RadioCOMM, UST's cablecast radio station that is distributed on campus. Each student will learn how to operate live production techniques, as with radio DJs, announcers and interviewers. This course fulfills the second-level Computer Competency requirement.

Prerequisite: COMM 160 or sophomore standing

### COMM 264 Electronic Media and Society (4 credits)

A survey of the electronic media industry, providing a fundamental grounding in the history, regulation, programming strategies, advertising and rating systems of television, radio, and new forms of electronic media. The course will develop an increased awareness of the social, economic, and political roles that the electronic media play in our society.

Prerequisite: COMM 160 or sophomore standing

### COMM 270 Videography: Television Production in the Field (4 credits)

This course will examine the aesthetic and technical components associated with producing video projects outside of the television studio. Students will examine current theory and practice of field production and will engage in the conceptualization, execution and analysis of field-produced video. This course fulfills the second-level Computer Competency requirement in the core curriculum.

Prerequisite: COMM 160 or permission of instructor

### COMM 295, 296 Topics (2 credits)

### COMM 297, 298 Topics (4 credits)

The subject matter of these courses will vary from year to year, but will not duplicate existing courses. Descriptions of these courses are available at [www.stthomas.edu/registrar/onlineschedule/](http://www.stthomas.edu/registrar/onlineschedule/).

### COMM 315 Media Communication Skills (4 credits)

The components and requirements of effective media performance are addressed. Development of critical assessment skills is emphasized via the evaluation of news, commercial and informational broadcasts in both the audio and video media. Particular attention is given to students' development of performance techniques, emphasizing the use of voice, interviewing, ad-libbing and TelePrompTer use. Application and evaluation of performance choices are achieved through the production of video and audio projects.

Prerequisite: COMM 100 or junior standing

### COMM 320 Organizational Communication (4 credits)

This course will examine organizational structures and the dynamics of the communication process. Major components of this class include the analysis of organizational communication including culture, socialization, roles, leadership, formal and informal communication structures, and issues of cultural diversity. Students will be involved in activities such as applying theories, examining case studies, and analyzing communication in real-life organizations.

Prerequisite: COMM 120 or junior standing

### COMM 322 Intercultural Communication (4 credits)

Study of the influence of cultural values on social behavior; examination of theories of intercultural communication; emphasis on effective intercultural interaction. This course fulfills the Human Diversity requirement in the core curriculum.

Prerequisite: COMM 120 or sophomore standing

### COMM 325 Nonverbal Communication (4 credits)

Exploration of the types, purposes and significance of nonverbal behavior in human communication. Topics include use of voice, face, eyes, gestures, posture, physical appearance, use of space, architecture, decor, and time. Emphasis on the application of nonverbal concepts to relational, workplace, and cultural contexts.

Prerequisite: COMM 120 or junior standing

**COMM 330 Investigating Communication (4 credits)**

This course is designed to familiarize students with various methods of research utilized in the communication field. This includes: Developing an understanding of the purpose of research, research designs, and various forms of data collection. Students examine quantitative and qualitative methods and the process of determining appropriate strategies for specific research problems. Methods introduced will include survey research and experimental research, with emphasis on the skills required to design and successfully conduct ethical research projects, how to develop and test hypotheses, and how to interpret and evaluate communication research.

Prerequisite: COMM 120 or junior standing

**COMM 340 Rhetoric of Race, Class, and Gender (4 credits)**

Study of research and theories about the correlation between gender, race, class, and rhetorical practice, including the influence of historical and contemporary gender stereotypes and roles on rhetorical practice. Topics include the influence of gender stereotypes and roles on: credibility, legitimization, authority, “voice” in U.S. culture, and verbal and nonverbal behavior. Students are encouraged to analyze and evaluate their own rhetorical style in light of issues of race, class, and gender. This course fulfills a requirement in American Cultural Studies, Justice and Peace Studies, Women’s Studies, and the Human Diversity requirement in the core curriculum.

Prerequisite: COMM 140, junior standing, or permission of instructor

**COMM 350 Modern American Rhetoric (4 credits)**

This course focuses on the creation and use of rhetoric in public persuasion settings, including social movements and political campaigns. The diversity of rhetorical acts examined may include campaign ads, speeches, films, advertisements, music, memorials, architecture and other nonverbal strategies. Topics of study may include: The rhetoric of domination and resistance, national identity formation, and the rhetoric of public memory. This course fulfills a requirement in American Cultural Studies.

Prerequisite: COMM 140, junior standing, or permission of instructor

**COMM 360 Television Criticism (4 credits)**

This course will provide students with the opportunity to understand television as a text situation in a cultural context. It will examine television from a critical perspective, review a wide variety of program genres and incorporate several theoretical orientations to the qualitative analysis of TV. Students, along with reading about and discussion of critical perspectives, watch programs such as comedies, dramas, news, advertisements, miniseries, *etc.*, and write several critical analyses of the programs.

Prerequisite: COMM 160 or junior standing

**COMM 365 Documentary in American Culture (4 credits)**

This course provides an overview of documentary television and film as part of American culture. Class sessions will focus on how to analyze and interpret claims particular documentaries make, while providing a foundation for understanding aesthetic, rhetorical, and political economic conventions that help shape the meaning of each documentary. To this end, this course will center on current theoretical dilemmas and debates in documentary filmmaking, including questions of how to define documentary, what constitutes the ethical treatment of documentary subjects and subject matter, and how documentaries construct and position audiences. We will explore the concepts of reality, truth and authority, through a variety of readings and viewings.

Prerequisite: COMM 160 or junior standing

**COMM 370 Advanced Video Production (4 credits)**

This course offers students familiar with basic video production a chance to further develop their skills and to acquire a greater understanding of the video communication process. Students will plan, script, produce and edit pieces of extended length that combine studio and field production techniques. This course is for majors who have sufficient interest and prior experience in video production. This course fulfills the second-level Computer Competency requirement in the core curriculum.

Prerequisites: COMM 160 and 270, or permission of instructor

**COMM 425 Family Communication (4 credits)**

Examination of communication dynamics within the family system. Patterns of interaction, message exchange, developmental stages, and satisfaction and stability will be explored in light of today’s ever-changing family structure. Focus will include traditional (nuclear) and non-traditional family types.

Prerequisite: COMM 120 or junior standing

**COMM 440 Classical Rhetoric (4 credits)**

In a seminar format the class studies the development of rhetorical theories and practice in ancient Greece and Rome, includes works by Plato, Aristotle, Cicero, Quintillian, St. Augustine, and modern commentators on classical ideals, emphasis on sharing oral and written presentations.

Prerequisite: COMM 140 or junior standing

**COMM 455 Political Communication and Television (4 credits)**

Political communication and TV is a survey of how political candidates have used and continue to use television to communicate in the elections from 1952 to the present. This course looks at a particular communication setting which is important to us all. Class activities may include lecture, screening of sample ads, student oral presentation

## Communication Studies – Economics

on newspaper editorials in national and local newspapers, and class discussion.

Prerequisite: COMM 140 or junior standing

### COMM 465 Current Issues in Electronic Media (4 credits)

A survey of recent developments in the field of electronic media. Some possible subject areas include: Regulation, programming, distribution systems, reception technologies, economic considerations and social implications.

Prerequisite: COMM 264 or permission of instructor

### COMM 475, 476 Experiential Learning (2 credits)

### COMM 477, 478 Experiential Learning (4 credits)

See the description of these courses at the beginning of the “Curricula” section of this catalog.

### COMM 480 Capstone Course in Communication (4 credits)

The purpose of this course is to allow students to integrate what they have learned throughout their major and to provide them an appreciation of the work of other students in communication. The course will review foundational methods and perspectives of the field, and will focus on the development of a senior project by each student which will be shared with and discussed by the class. Other activities may include group discussions, in-class interviews, and assessment measures.

Prerequisites: Open to majors only who have taken the four COMM 100-level core courses and at least three other communication courses.

### COMM 483, 484 Seminar (2 credits)

### COMM 485, 486 Seminar (4 credits)

See the description of these courses at the beginning of the “Curricula” section of this catalog.

### COMM 487, 488 Topics (2 credits)

### COMM 489, 490 Topics (4 credits)

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### COMM 491, 492 Research (2 credits)

### COMM 493, 494 Research (4 credits)

See the description of these courses at the beginning of the “Curricula” section of this catalog.

### COMM 495, 496 Individual Study (2 credits)

### COMM 497, 498 Individual Study (4 credits)

See the description of these courses at the beginning of the “Curricula” section of this catalog.

## Computer Science

See Quantitative Methods and Computer Science

## Criminal Justice

See Sociology and Criminal Justice

## Economics (ECON)

College of Arts and Sciences

Department of Economics

Papagapitos (chair), Alexander, Blumenthal, Fairchild, Hartmann, Langan, Marcott, Riley, Saavedra, Vincent, Walsh, Wilson, Wu

The economics program develops a logical, consistent and rigorous method of thinking about the world and its problems. The economic way of thinking can be applied to a wide variety of topics including inflation, unemployment, international trade, poverty, income inequality, currency depreciation, monopoly power, bank failures, budget deficits and health-care costs.

The Department of Economics offers two majors and a minor in economics. All three programs are designed to provide excellent career-entry skills and those skills providing preparation for possible career shifts.

Whether a major or minor in economics is pursued, students are strongly encouraged to complement their studies with work in other fields. In recent years, for example, graduates have done complementary coursework in such fields as mathematics, foreign languages, business, environmental studies, computer sciences, international studies and English.

The choice of major and of a complementary field depends upon the path the student wishes to pursue. For example, students pursuing a liberal arts major, wishing to double major, or who are interested in continuing studies in professions other than economics would likely find the Bachelor of Arts (B.A.) best suited to their needs. Students