

# COMM-COMMUNICATION (COMM)

## COMM 1115G. Introduction to Communication 3 Credits (1+2P)

This survey course introduces the principles of communication in the areas of interpersonal, intercultural, small group, organizational, public speaking, mass, and social media. May be repeated up to 3 credits.

### Learning Outcomes

1. Describe basic communication terms, forms and concepts.
2. Identify basic communication research methods and theories.
3. Explain the significance of ethics and diversity in communication processes.
4. Apply various concepts and skills in multiple communication contexts.

## COMM 1130G. Public Speaking 3 Credits (3)

This course introduces the theory and fundamental principles of public speaking, emphasizing audience analysis, reasoning, the use of evidence, and effective delivery. Students will study principles of communication theory and rhetoric and apply them in the analysis, preparation and presentation of speeches, including informative, persuasive, and impromptu speeches. May be repeated up to 3 credits.

### Learning Outcomes

1. Demonstrate effective speech preparation.
2. Demonstrate effective speech delivery through use of language, nonverbal elements and the creation of presentation aids.
3. Analyze a potential audience and tailor a speech to that audience.
4. Evaluate presentations according to specific criteria.
5. Explain common propaganda techniques and logical fallacies, and identify them in the speeches of others.
6. Recognize diversity and ethical considerations in public speaking.

## COMM 2110. Communication Theory 3 Credits (3)

This course provides an exploration of major theories, concepts and methods of research in the study of human communication. May be repeated up to 3 credits.

### Learning Outcomes

1. Identify, explain, and illustrate key concepts and principles of the major traditions of communication theory.
2. Analyze practical problems and situations using theories.
3. Integrate research correctly and ethically from credible sources to support the primary purpose of communication.

## COMM 2996. Special Topics 1-3 Credits (1-3)

Specific subjects and credits to be announced in the Schedule of Classes. May be repeated up to 12 credits.

### Learning Outcomes

1. Define and describe key concepts and principles related to the group study or selected topic as identified by the course subtitle.
2. Apply key concepts and principles related to the group study or selected topic as identified by the course subtitle.

## COMM 2997. Independent Study 1-3 Credits (1-3)

Individualized, self-paced projects for students with a special interest in communication topics. Students must be sophomore standing to enroll. May be repeated up to 6 credits.

**Prerequisite:** COMM 1115G.

### Learning Outcomes

1. The student will study a selected topic and conduct a literature review or comparable research assignment.
2. The student will apply knowledge and understanding of the topic in a final paper or project.