

COMM-COMMUNICATION

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. Identify basic communication research methods and theories. Explain the significance of ethics and diversity in communication processes. 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. Demonstrate effective speech delivery through use of language, nonverbal elements and the creation of presentation aids. Analyze a potential audience and tailor a speech to that audience. Evaluate presentations according to specific criteria. Explain common propaganda techniques and logical fallacies, and identify them in the speeches of others. 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. Analyze practical problems and situations using theories. Integrate research correctly and ethically from credible sources to support the primary purpose of communication.

COMM 2111. Introduction to the Communication Major

1 Credit (1)

This is a one-credit course for new Communication Studies majors. It helps them get acquainted with the department, the department head (professor for this course, the professors, other students, and the department student organizations). It also deals with degree mapping and career mapping and any problems the students are having in their first year. Finally, the students learn about the the Communication Studies discipline and various communication careers they can pursue with their degree. The class meets one day each week for one hour. Restricted to: Communication Studies majors. Restricted to Las Cruces campus only.

Learning Outcomes

1. To give you some knowledge about your major and this department.
2. To help you learn more about the study of human communication in general and we approach it in our various courses.
3. To make you comfortable with the department, its professors and graduate students, as well as staff.
4. To assist you in finding important resources for earning your degree in Communication Studies with a high GPA.
5. To engage you and your concerns in earning your degree.
6. To advise you in ways that match your goals with the department goals.

COMM 2996. Special Topics

1-3 Credits

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

Learning Outcomes

1. Varies

COMM 2997. Independent Study

1-3 Credits

Individualized, self-paced projects for students with a special interest in communication topics. May be repeated for a maximum of 6 credits.

Prerequisites: COMM 1115G and sophomore standing.

Learning Outcomes

1. Varies

COMM 305. Communication Research Methods

3 Credits (3)

Introductory course in communication research. Emphasis on how to be an effective consumer of research. May be repeated up to 3 credits.

Learning Outcomes

1. Become an intelligent consumer of research: have the ability to read, comprehend, demonstrate understanding and critically evaluate communication and other research reported in scholarly journals and published documents as well as in the popular press.

COMM 310. Communication Theory and Discovery**3 Credits (3)**

The course explores the nature of communication science, major communication theories, and how communication research is conducted and interpreted.

Learning Outcomes

1. Understand philosophical underpinnings of communication theories and methods Understand the relationship between theory and research methods in the field of communication Apply concepts, theories, and research findings to various contexts outside of the classroom Become an intelligent consumer of research: have the ability to read, comprehend, demonstrate understanding and critically evaluate communication and other research reported in scholarly journals and published documents as well as in the popular press.

COMM 351. Persuasion Theory and Practice**3 Credits (3)**

Training in understanding and applying the principles and techniques of argumentation and persuasion. May be repeated up to 3 credits.

Learning Outcomes

1. Identify and explain key concepts and theories in persuasion Apply concepts, theories, and research findings to various contexts outside of the classroom Create persuasive messages utilizing principles from one or more of the theories covered in class Become a critical consumer of persuasive messages and persuasive campaigns.

COMM 370. Organizational Communication**3 Credits (3)**

Communication strategies and patterns of private and governmental organizations, including research on the communication process. May be repeated up to 3 credits.

Learning Outcomes

1. Evaluate the organizational theory, concepts, and research discussed in class and their implications for the field of organizational communication. Explain the role communication plays in each of the organizational communication processes discussed in class. Critically assess communication practices within all types of organizations. Evaluate the ethical issues brought forth in organizational communication

COMM 376. Communication and Culture**3 Credits (3)**

Cultural and intercultural communication theory and behavior, with a concentration on the development of specific communication skills which should facilitate effective intercultural communication. May be repeated up to 3 credits.

Learning Outcomes

1. Define culture and other related concepts. Explain processes of enculturation and acculturation. Apply the concepts to one's own experience. Create new ways of presenting material about culture and communication.

COMM 377. Conflict Management**3 Credits (3)**

Communication strategies to manage and negotiate conflict in intrapersonal, interpersonal, group, and organizational settings. May be repeated up to 3 credits.

Learning Outcomes

1. Analyze the role of communication in conflict and conflict management processes. Analyze the components of conflict that lead to constructive or destructive communication patterns. Evaluate the effectiveness and appropriateness of strategies, methods, and responses that are appropriate to a given conflict situation

COMM 384. Interpersonal Communication**3 Credits (3)**

Theories of interpersonal communication and relational communication including study of relevant models, contexts and constructs. May be repeated up to 3 credits.

Learning Outcomes

1. To define and describe communication and interpersonal communication. To identify and describe concepts and behaviors related to nonverbal, verbal, relational, interpretive, role, self, and goal competence in the context of interpersonal communication. To compare and apply concepts of interpersonal communication competence by reflecting on examples from communication in personal and everyday relationships. To define, apply, and analyze concepts of family communication competence in media portrayals of, and in one's own experience of, family communication. To define, apply, and analyze concepts of romantic communication competence in either a personal romantic relationship or in the example of a couple observed/interviewed.

COMM 425. Small Group Communication**3 Credits (3)**

Principles and methods of modern group discussion with emphasis on the role of the group in problem solving. May be repeated up to 3 credits.

Learning Outcomes

1. Recognize and develop a complex understanding of the theories and principles of group communication. Become an intelligent consumer of group research literature. Adopt and articulate a clearly developed communication perspective toward group research. Gain an understanding of the within-group phenomena.

COMM 440. Political Communication**3 Credits (3)**

Presidential and congressional campaigns, political persuasion techniques, political advertising, power in language, and media aspects of political information. Ideology, resistance to political manipulation, and dependence of democracies on communication. May be repeated up to 3 credits.

Learning Outcomes

1. Identify and explain key concepts in political communication, and apply that knowledge to your own life experiences and views on the world. Read and critically analyze current research in political communication. Become informed and critical consumers of political messages and the news media.

COMM 450. Technologies of Human Communication**3 Credits (3)**

Development and evolution of human communication technologies from prehistory through the future of computer-mediated communication networks. Examines behavioral, cognitive, social, cultural, and political issues of new communication technologies and their use and management. May be repeated up to 3 credits.

Learning Outcomes

1. Understand the key concepts, theories, and research findings regarding scholarly investigations of new media technologies. Apply concepts, theories, and research findings related to social media to a variety of social issues and one's own lived experiences. Develop the ability to think about social media critically and analytically. Learn how to effectively communicate ideas, information, and messages through new media technologies (particularly, social media platforms) in order to achieve a specific goal. Articulate the benefits and drawbacks of living in a digital world.

COMM 457. Strategic Communication**3 Credits (3)**

This course covers history, theory, and research related to the use of strategic organizational communication to change attitudes. The course is a survey course designed to help you understand how organizations create targeted, creative, research-based communication to accomplish their objectives. Students will examine the role of communication in organizational planning and execution of advertising, marketing, public relations, and social change. Strategic Communication provides insight into how communicators use critical and creative thinking to gather, organize, evaluate and deliver information in a culturally diverse world. May be repeated up to 3 credits.

Learning Outcomes

1. Understand the role and functions of Strategic Communication in a culturally diverse world.

COMM 460. Deception and Communication**3 Credits (3)**

Deceptive communication including nonverbal indicators of lies, types of lies, and influence of relationships on lying behavior and interpretation. May be repeated up to 3 credits.

Learning Outcomes

1. Students will acquire basic knowledge of research on Deception. Students will be able to identify reasons for why people lie. Students will be able to apply the course concepts to real world situations. Students will be able to tell the difference between what is "true" and what is "false" about how we deceive in the popular press and movies/TV. Students will learn about THE two theories in the area of Deception and be able to differentiate between them.

COMM 462. Family Communication**3 Credits (3)**

A communication perspective on traditional and nontraditional family configurations, roles, interaction patterns, and conflict. Includes an examination of media depictions of families and family interaction, as well as current social and political issues related to the family. May be repeated up to 3 credits.

Learning Outcomes

1. To develop a communication perspective on the family as a system. To identify and distinguish between theories of family interaction. To recognize and explain how family communication patterns and processes affect communication between family members. To analyze communication processes that are unique to family subsystems such as romantic, parent-child, sibling, and extended family relationships. To analyze the role of family interaction in the development and course of mental and physical health problems. To analyze theories of family stress and the impact of specific family stressors on family interaction and well-being. To apply theories and concepts to real-life scenarios.

COMM 465. Nonverbal Communication**3 Credits (3)**

Study of and experimentation with nonverbal aspects of human communication as vital components of the total communication process. May be repeated up to 3 credits.

Learning Outcomes

1. To analyze nonverbal channels of communication between persons, including channels such as the voice, face, eyes, posture, gestures, space, territory, clothing, paralanguage, and touch. To analyze how nonverbal behaviors collectively communicate functions such as dominance, deception, intimacy, and turn-taking. To analyze individual and social factors affecting the production of nonverbal behaviors, and the effects of such behaviors on others' attitudes, perceptions, cognitions, and relationships. To analyze the origins of nonverbal communication, by examining developmental trends, continuities with other animal species, cultural similarities and differences, and physiological bases. To examine applications of nonverbal research and theory to infant development, personality, gender, relational satisfaction, relationship development, culture, aging, and social media.

COMM 470. Leadership Communication**3 Credits (3)**

Examination of traditional theories and concepts of leader-follower dynamics; presentation of cognitive, systems, and symbolic interpretative views of leadership with an emphasis on persuasion and motivation in leader-follower interactions. May be repeated up to 3 credits.

Learning Outcomes

1. Apply leadership concepts and theories. Analyze leadership philosophies. Identify the fundamental ways leadership is practiced in organizations. Assess your own leadership traits and behaviors. Develop your own personal leadership philosophy.

COMM 471. Sports Communication**3 Credits (3)**

This course provides a senior-level exploration of the role sports and sports communication plays in contemporary culture. Readings will examine the interrelationship between sports and media in society, the identities that fans assume when engaging in fandom and sports viewership, the pervasiveness of sports communication practices in the sports industry, the role of media in story telling, and the way cultural identifiers of class, ethnicity, and gender play out in the media. This is taught with COMM 571. May be repeated up to 3 credits.

Learning Outcomes

1. Evaluate the historical impact of sports on society. Understand the evolution of sports media and ESPN and its impact on American culture. Assess existing and future sports communication research and media theory. Assess the current trends in sports media and the culture of sports. Transfer knowledge of sports communication to a critical appreciation of sports media; including the study of image repair and framing theory.

COMM 475. International Communication**3 Credits (3)**

Exploration of the forms and channels of communication is substantially influenced by international cultural and political factors. Covers: global communication technology; news, information, and entertainment flows; and international diplomacy and negotiation. May be repeated up to 3 credits.

Learning Outcomes

1. Demonstrate an understanding of the history of international communications, and the
2. issues and controversies that have appeared. Demonstrate an understanding of the international agencies responsible for the regulation of media, including content, and technologies.

COMM 477. Environmental Communication**3 Credits (3)**

Examines the link between communication and environment within the context of communication scholarship. Topics include sense of place, cultural approaches to interacting with environment as well as exploring current themes surrounding environment. May be repeated up to 3 credits.

Learning Outcomes

1. Identify ways in which public discourses socially construct relationships between nature and humans Demonstrate an understanding of critical and cultural approaches to environmental
2. communication Identify key issues in environmental conflicts, risk communication, and democratic participation in policy-making Demonstrate an ability to critically evaluate environmental advocacy, deliberation, and public relations

COMM 480. Health Communication**3 Credits (3)**

Examination of central issues in communication theory and practice as applied to health care. Includes communication in health care organizations, media dissemination of health information, role of communication in disease prevention and health promotion, and symbolic meaning of illness within cultures. May be repeated up to 3 credits.

Learning Outcomes

1. Students will gain an understanding of health communication theories and concepts. Students will be able to apply theories and concepts to a real-world health issue. Students will be able to differentiate among health communication theories and concepts.

COMM 485. International Teaching Assistant Development**3 Credits (3)**

International teaching assistants will receive instruction in communicative skills to enable them to meet their responsibilities at NMSU. Course includes lectures, seminars, video-taped presentations, and tutorial sessions emphasizing pedagogic and presentation skills and styles.

Prerequisite: consent of instructor.

COMM 490. Independent Study**1-3 Credits (1-3)**

Individualized, self-paced projects for advanced students. Students must be in junior 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. The student must demonstrate both quantity and quality of knowledge and understanding of the topic in a final written paper.

COMM 491. Selected Topics**1-6 Credits (1-6)**

Individual and/or group study of selected topics. To be identified by subtitle. May be repeated up to 12 credits.

Learning Outcomes

1. Gain basic knowledge regarding the group study or selected topic as identified by the course subtitle. Gain expert insight into the selected topic identified by the course subtitle.

COMM 495. Communication Internship**3 Credits (3)**

Internship opportunity to apply what has been learned to a real-world situation. Students must be in junior standing to enroll. May be repeated up to 6 credits.

Learning Outcomes

1. Apply course concepts and discussion topics to the internship experience. Differentiate between good and poor communication skills. Evaluate the complex communication phenomena within the workplace. Apply a valuable experiential education outside of the classroom.

COMM 505. Research Methods**3 Credits (3)**

Seminar in the quantitative study of human communication phenomena, research design, and statistical analysis. May be repeated up to 3 credits.

Learning Outcomes

1. Understand the logic of social science research. Compare different research methods (experiment, survey, content analysis, and so on). Develop and write clear hypotheses. Understand how to assess the validity and reliability of measures. Design a survey to test your hypotheses. Use statistical analyses to answer questions in the field of communication. Discuss the limitations of your study and the implications for your conclusions. Become a better consumer of statistics and social science research.

COMM 506. Qualitative Research Methods in Communication**3 Credits (3)**

Survey of qualitative research methods in the study of human communication, including historical and critical approaches, interviewing, participant-observation, and communication ethnography. Students apply methods to their own research. May be repeated up to 3 credits.

Learning Outcomes

1. Learn about the nature and application of qualitative research in social and organizational research. Learn to conceptualize qualitative research and to formulate problem statements and research questions. Learn how to design a qualitative research study. Learn about qualitative data collection procedures—observation, interviews, focus group interviews, and collection and use of documents and archival data. Apply research design and data collection skills by undertaking a pilot research study.

COMM 540. Seminar in Political communication**3 Credits (3)**

Political communication theory, research, and issues. Empirical studies of campaigns, movements, news media, voter decision-making, political participation, socialization, and knowledge. Political theory, field research, communication science findings and research methods. May be repeated up to 3 credits.

Learning Outcomes

1. Identify and explain key concepts in political communication, and apply that knowledge to your own life experiences and views on the world. Read and critically analyze current research in political communication. Become informed and critical consumers of political messages and the news media.

COMM 550. Seminar in Communication Technologies**3 Credits (3)**

Seminar on design, usage, and social impact of electronic mail, communication through computer networks, and new technologies of organizational communication such as group decision support systems (GDSS). Each student will study an actual application of a major communication technology in an organization. May be repeated up to 3 credits.

Learning Outcomes

1. Understand the key concepts, theories, and research findings regarding scholarly
2. investigations of new media technologies. Apply concepts, theories, and research findings related to social media to a variety of social issues and one's own lived experiences. Develop the ability to think about social media critically and analytically. Learn how to effectively communicate ideas, information, and messages through new media technologies (particularly, social media platforms) in order to achieve a specific goal. Articulate the benefits and drawbacks of living in a digital world.

COMM 551. Seminar in Persuasion**3 Credits (3)**

Work with an actual persuasion campaign, such as public information, political, or commercial marketing campaigns. Includes case studies of large-scale persuasion efforts, current theoretical models of persuasion processes, and methods for studying, evaluating, and refining messages for optimal effects. May be repeated up to 3 credits.

Learning Outcomes

1. Become a critical consumer of persuasive messages and persuasive campaigns. Create persuasive messages utilizing principles from one or more of the theories covered in class. Apply concepts, theories, and research findings to various contexts outside of the
2. classroom.

COMM 557. Seminar Strategic Communication**3 Credits (3)**

This course covers history, theory, and research related to the use of strategic organizational communication to change attitudes. The course is a survey course designed to help you understand how organizations create targeted, creative, research-based communication to accomplish their objectives. Students will examine the role of communication in organizational planning and execution of advertising, marketing, public relations, and social change. Strategic Communication provides insight into how communicators use critical and creative thinking to gather, organize, evaluate and deliver information in a culturally diverse world. Graduate students will be required to fulfill advanced research and presentation requirements. May be repeated up to 3 credits.

Learning Outcomes

1. Understand the role and functions of Strategic Communication in a culturally diverse world.

COMM 562. Seminar in Family Communication**3 Credits (3)**

This course examines cutting edge research on family communication, as well as classic theories and research findings that have influenced and revolutionized the way scholars conceptualize family interaction. Topics include basic family communication processes, communication in family subsystems, communication during family stress, and the role of family interaction in health and well-being. Students will explore how family relationships are built, maintained, and destroyed by communication as well as the potentially important and long lasting effects of family relationships on individuals.

COMM 565. Seminar in Nonverbal Communication
3 Credits (3)

This course focuses on human physical behaviors as the basis of communication between persons. This physical behavior includes such variables as the voice, face, eyes, posture, gesture, space, territory, clothing, and touch. The content of the course considers the individual and social factors affecting the production of such behaviors, and the effects of such behaviors on others' attitudes, perceptions, cognitions, and relationships. Applications of research and theory in nonverbal communication to infant development, personality, sex differences, marital satisfaction, relationship development, culture, aging, and brain functioning are also studied throughout the course.

COMM 570. Seminar in Organizational Communication
3 Credits (3)

Communication strategies and patterns of private and governmental organizations, including research on communication systems. May be repeated up to 3 credits.

Learning Outcomes

1. Recognize and develop a complex understanding of the theories and principles of organizational culture and communication. Become an intelligent consumer of organizational culture. Plan, design, execute, interpret, and/or critically evaluate the conclusions of an original organizational communication research project. Adopt and articulate a clearly developed communication perspective toward organizational research.

COMM 571. Seminar in Sports Communication
3 Credits (3)

This seminar provides a graduate-level exploration of the role sports and sports communication plays in contemporary culture. Readings will examine the interrelationship between sports and media in society, the identities that fans assume when engaging in fandom and sports viewership, the pervasiveness of sports communication practices in the sports industry, the role of media in story telling, and the way cultural identifiers of class, ethnicity, and gender play out in the media. This is taught with COMM 471. May be repeated up to 3 credits.

Learning Outcomes

1. Evaluate the historical impact of sports on society. Understand the evolution of sports media and ESPN and its impact on American culture. Assess existing and future sports communication research and media theory. Assess the current trends in sports media and the culture of sports. Transfer knowledge of sports communication to a critical appreciation of sports media; including the study of image repair and framing theory.

COMM 576. Seminar on Communication and Culture
3 Credits (3)

Cultural and intercultural communication theory and research. Focuses on discovering and describing distinctive ways of speaking within and between cultures. May be repeated up to 3 credits.

Learning Outcomes

1. Discuss the practical application of the study of culture.

COMM 583. Seminar in Theories of Communication
3 Credits (3)

The theories covered in this course are intended to provide you with a foundational background for future graduate courses that will explore theoretical and topical areas of study in more depth. May be repeated up to 3 credits.

Learning Outcomes

1. Learn how theories are developed, analyzed, evaluated, and applied.
 - Be able to assess, synthesize, and evaluate communication theories.
 - Gain a broad overview of the field of human communication theory.
 - Appreciate the diversity of theoretical ideas within communication literature. Develop a deeper understanding through the exploration of selected topics. Begin to solidify a theoretical stance of your own that will motivate and guide further studies.

COMM 584. Seminar in Interpersonal Communication
3 Credits (3)

Theories of interpersonal communication and communication within a relationship, including study of relevant models, contexts, and constructs. May be repeated up to 3 credits.

Learning Outcomes

1. To define interpersonal communication, explore relationship types, and analyze demographic trends in personal relationships To examine the human need for interpersonal relationships, as well as social networks, the development of social skills, and the role of social support To analyze how people develop and communicate their identity within relationships To examine the role of communication in developing and maintaining relationships, with a focus on relational stages, turning points, dialectics, uncertainty, expectations, self-disclosure, affection, intimacy, influence, conflict, power, as well as cultural influences to close relationships. To analyze relational hurt, relational transgressions, relational deterioration, and termination from a communication perspective. To analyze and review current theory and peer-reviewed research in interpersonal communication. To examine practical applications of interpersonal communication that have the potential to help or harm people, and to explore the gaps and links between theory and practice.

COMM 590. Independent Study
1-6 Credits (1-6)

Individualized, self-paced projects. May be repeated up to 99 credits.

Learning Outcomes

1. The student will study a selected topic and conduct a literature review or comparable research assignment. The student must demonstrate both quantity and quality of knowledge and understanding of the topic in a final written paper.

COMM 591. Special Topics
1-9 Credits (1-9)

Individual and/or group study of special topics. To be identified by subtitle. May be repeated up to 99 credits.

Learning Outcomes

1. Gain basic knowledge regarding the group study or selected topic as identified by the course subtitle. Gain expert insight into the selected topic identified by the course subtitle.

COMM 595. Communication Internship for Graduate Students**3 Credits (3)**

Internship opportunity to apply what students have learned to the real world. May be repeated up to 3 credits.

Learning Outcomes

1. Apply course concepts and discussion topics to the internship experience.
2. Differentiate between good and poor communication skills. Evaluate the complex communication phenomena within the workplace. Apply a valuable experiential education outside of the classroom.

COMM 598. MA Project**1-6 Credits (1-6)**

Project credits are used for the master's degree project option. May be repeated up to 6 credits.

Learning Outcomes

1. Propose and defend the project during the first semester. Complete and defend the project during the second semester.

COMM 599. Master's Thesis**1-15 Credits (1-15)**

Thesis. May be repeated up to 88 credits.

Learning Outcomes

1. Submit Thesis Proposal and defend the first semester of enrollment. Complete Thesis and defend during the second semester of enrollment.