



*Courses in the College of Arts and Communication*

**COMMUNICATION COURSES**

**COMMUNICATION COURSES  
(JOURNLISM, SPEECH)**

**JOURNALISM (JOURNLISM)**

**JOURNLISM-505 (SPEECH-505)**

**History Of Mass Communication 3 cr**

An overview of the origin, development, strengths and weaknesses, and achievements of mass communication in the United States, with particular attention to the interrelationship between mass communication and society.

Unreq: SPEECH-305/505.

**JOURNLISM-530**

**Corporate And Industrial Video Production 3 cr**

This video production course examines the uses of video technology in non-broadcast settings. Particular attention is spent on marketing, public relations, training and employee communication applications.

Prereq: Consent of instructor.

**JOURNLISM-620**

**Law Of Mass Communication 3 cr**

Study of law as applied to the mass media with particular emphasis on freedom of information, libel, privacy, contempt and copyright regulation.

**JOURNLISM-630**

**Communication And Public Opinion 3 cr**

The role of the mass media of communication in the formation of public opinion. Propaganda goals of government, political, economic, and social groups.

Prereq: Consent of instructor.

**JOURNLISM-631 (SPEECH-631)**

**Mass Communication In Society 3 cr**

A course which examines the functions and effects of mass media in our society.

Theoretical bases for assessing social, behavioral and cultural influences are emphasized.  
Prereq: Consent of instructor.

**JOURNLSM-690**  
**Workshop 1-4 cr**

**JOURNLSM-691**  
**Travel Study 1-3 cr**

**JOURNLSM-694**  
**Seminar 1-4 cr**

**JOURNLSM-696**  
**Special Studies 1-4 cr**

**JOURNLSM-785**  
**Methods Of Communication Research 3 cr**  
An advanced-level graduate survey of methodologies and issues relevant to the practice of communication research.

**JOURNLSM-790**  
**Workshop 1-6 cr**

**JOURNLSM-794**  
**Seminar 1-3 cr**

**JOURNLSM-796**  
**Special Studies 1-3 cr**

**JOURNLSM-798**  
**Individual Studies 1-3 cr**

**JOURNLSM-799**  
**Thesis Research 1-6 cr**  
Students must complete a Thesis Proposal Form in the Graduate Studies Office before registering for this course.

## **SPEECH COMMUNICATION (SPEECH)**

**SPEECH-505 (JOURNLSM-505)**

**History of Mass Communication 3 cr**  
An overview of the origin, development, strengths and weaknesses, and achievements of mass communication in the United States, with particular attention to the interrelationship between mass media and society.  
Unreq: JOURNLSM-305/505.

**SPEECH-520****Advanced Audio Techniques 3 cr**

An advanced level course that studies the utilization of multitrack digital systems in broadcast, recording and sound reinforcement environments. Students critique and analyze existing works and produce related audio materials in various genres.

Prereq: Consent of instructor.

**SPEECH-526****Communication And Gender 3 cr**

Advanced study of interpersonal communication between and within the sexes. The focus of the course concerns examination of traditional gender ideals and analysis of communication styles that contribute to societal evolution. Sex differences in communication, theories explaining sex differences in communication, research on sex stereotypes, debates about language and sexism, and implications for inter-gender relationships in a variety of settings are among the topics considered in this course.

Prereq: SPEECH-228.

**SPEECH-528****Communication Conflict Resolution 3 cr**

This course provides a communications perspective of the nature and possible methods of resolution of conflict.

Prereq: SPEECH-110

**SPEECH-535****Advertising Video Production 3 cr**

Students develop and apply advanced studio and field video production skills for the production of television advertising.

Prereq: Consent of instructor.

**SPEECH-539****History Of Cinema 3 cr**

A study of the motion picture as a significant art form of the twentieth century, with emphasis upon the historical, social, economic, technical, and artistic factors that influenced its development.

**SPEECH-624****Cross Cultural Communication 3 cr**

Study of cross cultural contacts and interactions when individuals are from different cultures. An analysis of verbal and nonverbal communication and related factors within and between various cultures, predictions of patterns and effects, and communication barriers.

**SPEECH-627****Communication Training In Organizations 3 cr**

This is an advanced-level course that focuses on identifying, evaluating, and enhancing

the communicative competencies behind the functioning of contemporary organizations.  
Prereq: SPEECH-327/527.

### **SPEECH-629**

#### **Organizational Communication Needs Analysis 3 cr**

This course examines the critical issues associated with doing applied work in organizational communication. Theoretical and empirical questions are addressed in this regard. On the basis of this knowledge, the student then learns by conducting an audit of the communication climate for a specific organization.

Prereq: SPEECH-327/527, SPEECH-244 and (JOURNLISM-485/685 or SPEECH-485/685) or consent of instructor.

### **SPEECH-631 (JOURNLISM-631)**

#### **Mass Communication In Society 3 cr**

A course which examines the functions and effects of mass media in our society. Theoretical bases for assessing social, behavioral and cultural influences are emphasized.  
Prereq: Consent of instructor.

### **SPEECH-634**

#### **Broadcast Station Operations And Procedures 3 cr**

An advanced-level course involving the elements of broadcast station and cable television operations, with particular emphasis on federal regulatory policies. Electronic mass media operations involving management, sales, programming, and audience responsibilities are emphasized. Formation of internal policy guidelines for day-to-day operations is a major course focus.

Prereq: SPEECH-131 and at least one semester of staff experience on either WSUW-FM or at Cable 6 or its equivalent as determined by the instructor.

### **SPEECH-640**

#### **New Communication Technologies 3 cr**

This course examines the major innovations in the telecommunication industry including cable television, satellite communication, fiber optics, interactive communication systems, multimedia, HDTV, and other developments. Students will explore alternative regulatory contexts in which these systems can develop and address the implications of these developments in a variety of social, institutional and philosophical contexts.

Prereq: SPEECH-131 or SPEECH-232.

### **SPEECH-690**

#### **Workshop 1-6 cr**

### **SPEECH-691**

#### **Travel Study 1-3 cr**

### **SPEECH-694**

#### **Seminar 1-6 cr**

**SPEECH-696****Special Studies 1-3 cr**

Prereq: Consent of instructor.

**SPEECH-701****Introduction to Communication Studies 3 cr**

The student will be introduced to the nature of graduate study in the field of communication.

**SPEECH-702****Seminar In Applied Public Communication 3 cr**

The group will investigate special topics relevant to the strategic use of external/public communication by organizations (e.g., campaigns, issues management, advertising, public relations). Topics are selected on the basis of need, interest, or timeliness and which may change each time the course is offered. .

**SPEECH-703****Seminar In Corporate Communication 3 cr**

Investigation of special current communication topics that reflects the communication issues within an organizations; (e.g., superior-subordinate, conflict). Topics are selected on the basis of need, interest, or timeliness and which may change each time the course is offered.

**SPEECH-722****Issues In Human Communication Theory 3 cr**

Advanced study and analysis of communication theories from various disciplinary viewpoints. Theories are discussed in terms of their assumptions, claims, strengths, and weaknesses.

**SPEECH-731****Effects Of Mass Communication 3 cr**

A course which examines the effects of mass media in our society. Theoretical bases for assessing social, behavioral, and cultural influences are emphasized.

**SPEECH-785****Methods Of Communication Research 3 cr**

An advanced-level graduate survey of methodologies and issues relevant to the practice of communication research.

**SPEECH-790****Workshop 1 cr****SPEECH-794****Seminar 1-3 cr**

**SPEECH-796**  
**Special Studies 1-3 cr**

**SPEECH-798**  
**Individual Studies 1-3 cr**

**SPEECH-799**  
**Thesis Research 1-6 cr**  
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