

COMM - Communication Arts

COMM 1100 - Orientation to Communication Arts

This course gives students a foundation for beginning studies in the Department of Communication Arts. It will focus on the history of the department, its philosophy, its four-and five-year degree plans, its concentrations and its faculty as well as help equip students to plot their course from matriculation to graduation at this university. (Every semester)

COMM 1301 - Introduction to Mass Communication

This course studies the nature and function of mass communication systems. Includes the history, structure, and interrelationships of the components of mass media, as well as the relationship between media and society. This class is a prerequisite to other classes for Communication Arts majors. May be taken as a Cultural Studies elective. (Every semester)

COMM 1305 - Computer Literacy for Communication Arts

This course introduces basic computer terminology skills and concepts in communication. The student receives hands-on experience in file management techniques, Internet and e-mail software, online library databases and software, word processing and presentation software, spreadsheet and database management software. Media software and communication applications will be emphasized. This course meets the computer literacy requirements for Communication Arts majors. Fee. (Every semester)

COMM 1311 - Public Speaking

This course introduces students to the preparation, delivery, and evaluation of informative and persuasive speeches. It satisfies the CORE requirement. (Spring, Fall)

COMM 2315 - Writing for the Media

An examination and practice of the types of writing that are produced in the media arena. In this course, the emphasis is on style, structure, and techniques involved in a wide spectrum of writing platforms: print journalism, copywriting, broadcast journalism, online writing forms public relations writing, and scriptwriting. Prerequisite: COMM 1301, ENGL 1311 (Every semester)

COMM 2320 - Audio Production I

This class introduces the student to audio production theory and technique. The course focuses on sound aesthetics and values while providing an overview of traditional analog sound production and audio equipment. It is an introduction to desktop audio and the digital audio workstation which includes an introduction to Protools or other editing software. Fee. Prerequisite: COMM 1301. (Every semester).

COMM 2321 - Voice and Diction

This course promotes the improvement of the speaking voice. Emphasis is placed on voice production, enunciation, and speech dynamics. (Spring)

COMM 2335 - Bilingual Journalism

This course is designed as a comprehensive approach to learning the fundamentals of journalism. Bilingual Journalism will get you writing and reporting quickly and confidently in a bilingual setting. Prerequisite: COMM 1301. (Spring, odd years)

COMM 2341 - Business and Professional Speech

This course examines the role of Communication in professional, organizational, and industrial settings. It covers informative reports and sales presentations, interviews, small-group discussion, meetings, nonverbal communication in the workplace, and negotiation processes. (Fall, Spring)

COMM 2343 - Convergent Media I

This course covers the historical and present theories and practices of the field, in addition to the development of new media technologies in the future. Prerequisite: COMM 1305. (Fall)

COMM 2354 - Journalism I

This class explores the fundamentals of writing news for print and electronic media with an emphasis on newspaper journalism. Class focus will be on story organization, leads, style, clarity, conciseness, attribution, balance, objectivity, etc. Prerequisite: COMM 1301 (Every semester)

COMM 2357 - Photography I

In this course, students apply the principles of design in black and white photography as a means of visual self expression and the technical skills involved. This class offers instruction in the use of the camera and darkroom equipment. 35mm camera required. May be taken as a Cultural Studies elective. Recommended: ARTS 1311. Fee. (Every semester)

COMM 2360 - Video Production I

Topics in this class explore the theory and technique of video production with an emphasis on remote location and field production work. Projects include news and feature stories, as well as commercials and music video, PSA's and short films. Fee. Prerequisite: COMM 1301 (Fall)

COMM 3310 - Theories of Communication

A survey of past and current trends in communication theory. The class emphasis is on perspectives found in social science and cultural studies. May be taken as a Cultural Studies elective. Prerequisite: COMM 1301. (Every semester).

COMM 3313 - Event Planning

This course introduces students to event planning basics. Topics include fundamentals of event planning; selecting event dates and venues; developing agendas; time line; budgets and contracts; marketing events; sales and facilitating events. There is a service learning component in which students participate in coordinating a fundraising gala as to gain further understanding of course content, a broader appreciation of the discipline, and an enhanced sense of civic responsibility. (Fall)

COMM 3317 - Diversity in the Media

This course explores diversity and its role in the media, including the influence of various political, social and economic factors in the makeup of those in media coverage and what various media - including newspapers, radio stations, TV stations, and movies - portray about various peoples and topics on a historical and cultural basis. May be taken as a Cultural Studies elective. Prerequisite: COMM 1301. (Fall, odd years)

COMM 3320 - Aesthetics of Vision and Sound

This class explores the theory and principles of sight and sound values that relate to media production. It involves examination of color, light, space, time-motion and sound. Prerequisite: COMM 1301 (Fall)

COMM 3325 - Writing the Script

This class explores the principles, techniques, and practice of script preparation. This course focuses on commercial and promotional writing for radio/television, including script formats, verbal to visual style, Prerequisite: COMM 1301. (Spring)

COMM 3330 - Impact of Media on Society

This course is an intensive study of the influence and interplay of media on various aspects of our culture. Topics may include the socio-economic and physiological effects of media, and the imagery and impact of advertising. Topics will vary each semester. May be taken as a Cultural Studies elective. Prerequisite: COMM 1301. (Spring)

COMM 3340 - New Media Narratives

New Media Narratives explores the relationship between new media and narrative story telling. The course explores the history, the present, and future of story telling and how it has evolved over time. Prerequisite: COMM 1305. (Spring, odd years)

COMM 3345 - Writing Spanish for the Media

This course reviews the language of journalism and other mass media in order to produce Spanish language texts. Prerequisite: COMM 2315 and COMM 2355. (Spring, even years)

COMM 3353 - Broadcast Journalism

In this class, students learn the principles of writing, editing, and presenting television news. It incorporates an overview from newsroom organization to basic television news gathering and studio production. Prerequisite: COMM 1301, 2315. Recommended: COMM 2354, 3360. Fee. (Summer, odd years)

COMM 3354 - Journalism II

In this class, the fundamentals of gathering and reporting information for the news media are analyzed. The class emphasis will be on gathering facts,

observation, interviewing, and research. The course includes an advanced news-writing component. Prerequisite: COMM 1301, 2354. (Spring)

COMM 3355 - Publications Practicum

This class gives students practical experience working for the Logos. Students will design, write, and publish the University newspaper. Course may be repeated for elective credit. Prerequisite: COMM 1301. (Every Semester)

COMM 3358 - Digital Photography

Digital photography is a process for creating images using the controlled reactions of light and a photo-electric microchip followed by computer manipulation. This is a studio art/graphic production course providing the student an opportunity to explore the contemporary uses of digital photography in artistic and graphic design production. Fee. (Every semester)

COMM 3360 - Video Production II

This course offers an examination of the theory and techniques of video production including scriptwriting, production management, camera operation, basic lighting design and set design. Emphasis is placed on studio production. Fee. Prerequisite: COMM 1301. Recommended: COMM 2360. (Spring)

COMM 3365 - Multimedia Design and Production

This class provides students with the basic production technology necessary to design and create multimedia. Students will be given the opportunity to learn various of the technology: text, graphics, audio, video and website technology. Through developing their own multimedia, students will explore how this technology can be used in society as a communication tool for education, industry and media production. Fee. Prerequisite: COMM 1301 and COMM 1305, (Spring)

COMM 3371 - Persuasion

This course is a study of persuasive principles and practices involving the delivery of propositions of fact, value, and policy. Prerequisite: COMM 1311. (Fall)

COMM 3380 - Announcing/Performance

In this class, students will explore announcing techniques for radio and on camera performance. It includes news casting (anchoring, reporting and interviewing), commercial talent, on-camera acting, and casting sessions. Emphasis is placed on individual performance and evaluation using professional scripts and video playback. Radio station production will be required. Fee. Prerequisites: COMM 1301. Prerequisite: Recommended: COMM 3360. (Summer, even years)

COMM 3390 - Radio Practicum

This class gives students practical experience working for the campus radio station. Students will manage, promote, produce, and broadcast on the radio station. Course may be repeated for elective credit. (Every semester)

COMM 3395 - Television Practicum

This class gives students practical experience working for the UIW-TV, the campus television station. Students will manage, promote, produce, and broadcast on the television station. Course may be repeated for elective credit. Fee. (Every semester)

COMM 3391 - Nonverbal Communication

This course surveys the theory and application of social and physical environment, body image, and artifacts, gesture and posture, face, eyes, voice, time, and the senses. (Summer)

COMM 4110H - Media and Communication Workshop

This course is a workshop designed to prepare honors students for formal public presentation of their research or creative projects. The workshop will prepare students for successful presentations through instruction in and application of public speaking and the use of electronic media. Prerequisite: the honors student must be in the spring semester of his or her senior year and have successfully completed the research or creative project in his or her major. This course is restricted to students in the UIW Honors Program..

COMM 4305 - Communications, Technology, and Society

This class provides an introduction to new technology and explores the ramifications of the use of that technology and its impact on current culture. This course will help students to critically explore the new forms of communication and their effects on the societal dynamics, which fiber optics, satellites, teleconferencing, the Internet and personal computing have forged in our culture. May be taken as a Cultural Studies elective. Prerequisite: COMM 1301 (Spring, odd years)

COMM 4315 - Media Ethics

This class examines media standards and employs case studies, text, and discussion sessions. It is designed to help students develop their own standards concerning the communication arts. Topics include censorship, free speech, government regulations, and media accountability. May be taken as a Cultural Studies elective. Prerequisite: COMM 1301. (Every semester)

COMM 4320 - Issues and Trends in Bilingual Communication

This course explores some of the most significant implications for the understanding of bilingual communications and interactions. Emphasis is placed in discussing identity and culture in terms of values, thought patterns, and styles of communications. The approach is interdisciplinary with particular attention paid to bilingual communication as a cross-cultural phenomenon. Prerequisite: COMM 1301 or permission of instructor. (Fall, even years)

COMM 4322 - Seminar in Selected Film Topics

This class offers discussion and study of various topics in cinematography and the film industry. Content will include screen artists (specific directors, producers, screenwriters, and cinematographers), as well as film genres, content analysis, and the business of the film industry. May be taken as a Cultural Studies elective. Prerequisite: COMM 1301. (Fall)

COMM 4325 - Global Media Studies

This course introduces the leading issues in the study of global media and focuses on the dynamic transformations in various media in a broad global and comparative context. This course explores the socio-historical, political-economic and textual forces which shape media culture in local and global environments. This course is required for Media Studies concentration student. This course may not be repeated for credit. Prerequisite: COMM 1301 or permission of instructor. (Fall, odd years)

COMM 4328 - Internship

This course offers academic credit earned through practical experience. Students work part time in the professional media with the guidance of an on-site supervisor. Minimum 140-160 hours of work required. Prerequisite: 75 credit hours. May be repeated once for credit. (Every semester, including summer)

COMM 4332 - Law and the Media

This class is an introduction to law and policy related to mass communication. Libel, privacy, news gathering, and broadcast regulations are explored. Prerequisite: COMM 1301, 2315 and 3310. (Every Semester)

COMM 4335 - News and Feature Editing

The objective of this class is to edit news and feature stories for clarity, conciseness, correctness, thoroughness, fairness, and style. Other topics covered include exercising news judgment using headline writing, and visual aspects of news presentation. Prerequisite: COMM 1301. (Summer)

COMM 4340 - Design, Layout and Print Production

This class features principles and Application of graphics used in the Communication arts professions. It examines design, layout, paste-up and typography of graphics, both fundamental and current trends. Fee. Prerequisite: COMM 1301, COMM 1305. Recommended: ARTS 2311. (Fall)

COMM 4343 - Convergent Media II

This course will cover convergent media theory, practice and studies. Through the readings, in class group workshops, individual projects and research papers students will develop a skill set needed to succeed both professionally and academically in the convergent media field. Prerequisites: COMM 1301, 2315, and 3354 or permission of instructor. (Spring)

COMM 4347 - Social Media

Social media is an ever-evolving landscape. In this course we will explore the history, the present and future technologies, cultures, and social realms of social media in order to create an awareness and understanding of social media. Course may incorporate more production based ideas/social media campaigns. Prerequisite: COMM 1301, 1305, or permission of instructor. (Spring, even years)

COMM 4348 - Journalism History

This class explores the role and the evolution of journalism including the influence of various political and economic changes in journalist practices, and the role of journalism in society. It also covers the history and evolution of various technologies used to present the news. May be taken as a Cultural Studies elective. Prerequisite: COMM 1301. (Fall)

COMM 4349 - Electronic and Digital Writing

This course will familiarize students with multiple digital platforms used in journalistic and electronic writing practices to gather and disseminate information. This course will explore theories, practices and experience of digital writing. Students will learn various strategies to enhance skills through various digital platforms including blogging, podcasting, wiki authoring, writing e-zine articles and new online newspaper websites along with other forms of new media such as digital video and image production. This is a required course for the journalism concentration. Prerequisite: Prerequisites include COMM 1305, COMM 2354, and COMM 3354 or permission of instructor. May not be repeated for credit. (Spring, odd years)

COMM 4350 - Photojournalism

This class focuses on principles techniques required in photojournalism. It combines the critical analysis of famous photojournalists with the practice of the technical aspects of making a photographic essay. Prerequisite: COMM 1301, 2357. May be taken as a Cultural Studies elective. Fee.

COMM 4351 - Advanced Digital Editing and Production

This course focuses on non-linear digital audio and video editing with an emphasis in hands-on production, DVD production, creating files for new technologies, and creating special effects. Students will spend considerable lab time outside the classroom. This course is an elective for Production Track students. Production and advanced editing students are encouraged to take this course. The course may not be repeated for credit. Prerequisite: COMM 1301, 2360, and 3360 or permission of instructor. Fee. (As needed)

COMM 4355 - Magazine Article Writing

This course offers practice in writing magazine articles with emphasis on marketing manuscripts. It focuses on magazine article genres and development of individual styles. Prerequisite: COMM 1301 and 2315. (Spring)

COMM 4358 - Producing/Directing Seminar

This course emphasizes pre-production elements, production management, production values and development of directing techniques. Practical training is taught through individual production projects that require a comprehensive approach. It includes a critical analysis of professional directors' interpretations as well as professional producers' approaches. Fee. Prerequisite: COMM 1301 and 2360, or permission of instructor. (Spring)

COMM 4372 - Interpersonal Communication

This course explores the self and human relationships. Includes intrapersonal communication, perception, language, emotions, listening, nonverbal communication, and interaction processes. (Spring)

COMM 4375 - Public Relations

This course covers all forms of writing for public relations including press releases, public service announcements, features, magazine queries, securing television and radio interviews, coverage memos, media alerts, trade press releases, backgrounders, and public relations presentations. Students will have exposure to all writing required for a Public Relations career. Prerequisite: COMM 1301, COMM 2315, or permission of instructor. This course may not be repeated for credit.

COMM 4380H - Honors Communication Arts Capstone

The Honors Capstone class is offered to Communication Arts majors who are following the Honors track program of study. This course is part of the University of the Incarnate Word Honors Program Curriculum. It is designed, in addition to fulfilling disciplinary and UIW Core objectives, to require students to think deeply about what it means to be human. Enrollment is restricted to students who have been accepted into, and are in good standing in this program. The honors student will take this course in his or her senior year.

COMM 4390 - Senior Portfolio

This course covers the building of an electronic portfolio. The course emphasizes the preparation of a multimedia or print portfolio for professional development and evaluation. This is the capstone course for the Communication Arts undergraduate degree. Should be taken in the final semester. Prerequisite: Senior standing. Fee. (Every semester)

COMM 4399 - Selected Topics

This course is an investigation of an issue or topic of current interest in the communication arts. Topics will vary each semester. It may include projects or productions. Prerequisite: COMM 1301.

COMM 4628 - Extended Internship

This course offers additional credit hours to those students having to do in-depth internship hours beyond those of COMM 4328. Students work part-time in the professional media with the guidance of an on-site supervisor. Minimum 280-320 hours of work required. Experience in a current position within the media field may be considered towards fulfillment of required work hours. Experience must constitute equivalency toward a media internship. Permission of the instructor and the Chair of Communication Arts is required. Prerequisite: 75 credit hours. (Every semester, including summer)