

# COMM: COMMUNICATIONS

## COMM 1002 Digital Communication Culture and Careers: Intro (2 Credits)

This course will introduce you to the fields of Digital Communication and the culture surrounding it. Students will get established and learn about communities in social media, consider cultural ramifications of digital communication, learn about careers in digital communication, the future of digital communication, and consider concentrations that may lead them to those careers. This course is open to all students, and is ideal for new students in particular, but will serve to partially fulfill the Educational Planning guideline for students concentrating in Digital Communication. Students may take this OR COMM 3002 Digital Communication Culture and Careers: Advanced, not both.

**Attributes:** Liberal

## COMM 1005 Intercultural Communication (2-3 Credits)

Students will explore various approaches to culture and intercultural communication at a foundational level; sample different styles of communication in different countries, ethnicities, and groups; consider the potential for miscommunication in the United States and abroad; and identify strategies for conflict reduction, teamwork, and leadership. After taking this course, students should more sensitive to the communication needs of others and understand how to improve their personal intercultural communication competence. Can be part of a Communications concentration, or an elective for a variety of concentrations. This course was previously CUL-221232 Intercultural Communications.

**Attributes:** Liberal, Partial Basic Comm Gen Ed

## COMM 1010 Interpersonal Communication (4 Credits)

The student will be introduced to the communication process and skills for effective interpersonal communication. Concepts related to both verbal and nonverbal communication will be examined. Students will have an opportunity to reflect on their own interpersonal communication skills and competencies. Topics such as relational dynamics, interpersonal conflict and improving communication climates will be addressed.

**Attributes:** Basic Communication Gen Ed, Liberal

## COMM 1020 Introduction to Communication (4 Credits)

Why study communication? What can you do with it? Introduction to Communication provides students with an overview of the major fields of communication and key theories that support them. Students will develop an understanding of foundational communication theories at the interpersonal, group, organizational, and mass levels of communication and will apply these theories to evaluate communications in real-world settings. Students will be able to apply verbal and nonverbal communication strategies in order to reach specific audiences and understand how others communicate. Prerequisite (must complete before registering): Ability to write a college level essay. Highly Recommended (not required): College Writing (COMW 1005), or equivalent. This, along with Media Literacy, are the foundation courses in a Communication, Communication and Media, or Communication and Writing Curriculum. It may also be appropriate for students in the social sciences, or as an elective for students who simply want to learn about the field of Communication. This course was previously CUL-221234.

**Attributes:** Liberal

## COMM 1030 Public Speaking (4 Credits)

Public Speaking provides students with an overview of the process of speech making. Students will investigate the basic elements of a speech; ways to plan and prepare, write, conduct, and evaluate speeches; the impact and responsibilities of public speaking; the necessity of considering an audience's specific needs; and ways to increase comfort while speaking in front of a group. Concepts of speaking, listening, and performing are considered and applied. Students will create and conduct different types of speeches that are tailored to the specific needs of an audience.

**Attributes:** Basic Communication Gen Ed, \*Communication Gen Ed-Oral, \*Communication Gen Ed-Written, Liberal

## COMM 1054 Critical Listening Skills (4 Credits)

This study seeks to help students understand different kinds of listening and develop their listening skills. Class time will be spent understanding and practicing listening skills.

**Attributes:** Liberal

## COMM 1998 Individualized Studies in Communication (COMM) (1-8 Credits)

Students have the opportunity to develop individualized studies with their mentor in Communications (COMM). Please contact your mentor/advisor for more details.

## COMM 2005 Communication for Professionals (4 Credits)

Communication for Professionals focuses on the theories, processes, and forms of professional communication. Students consider communication variables (e.g., audience, purpose, role, cultural context) to analyze professional communication situations and create effective communications. Students will create a variety of professional communications which may include letters, memos, emails, social media posts, negative and persuasive messages, resume, cover letter, business report, and/or proposal. Students will do an oral presentation/speech using visuals. Students are encouraged to create actual communications that they can use at work or in a professional capacity. Assumptions about surrounding courses: appropriate as an elective for students concentrating in Communications/Media, but is not a substitute for Introduction to [Mass] Communication or Media Literacy.

**Attributes:** Basic Communication Gen Ed, \*Communication Gen Ed-Oral, \*Communication Gen Ed-Written, Liberal

## COMM 2010 Writing for Digital Media (4 Credits)

How do you write for maximum impact in a variety of digital media? What are best practices, and what are common mistakes made in print, online, through social media and video or audio used to explain, sell, or promote something? This course is designed to help students to understand the operations of modern communication and give them experience developing, analyzing, and critiquing content in advertising, public relations, or journalism. Students will come away with a better understanding of the purposes and functions of communication, develop skills in producing content for digital media, and be able to effectively critique digital media products using contemporary communication tools. In order to take this course, the student must have the ability to write college essays.

**Attributes:** Humanities Gen Ed, \*Communication Gen Ed-Oral, \*Communication Gen Ed-Written, \*Humanities Gen Ed, Liberal

**COMM 2016 Digital Communication Strategies I (2 Credits)**

Communicating in the 21st Century requires specialized skills such as effective videoconferencing, writing for online and mobile platforms, using visual, video and gaming apps, understanding virtual environments, and conducting business remotely. This course teaches the differences between digital and traditional communication methods, with a focus on the fundamentals of communication applied to virtual settings and online tools. You'll need to participate biweekly as a listener and speaker in one-hour synchronous meetings during the term (4 meetings total) and have access to a device with a microphone and a camera (such as a desktop computer, laptop, tablet or smartphone).

**COMM 2104 Communication for Success (3 Credits)**

Communication for Success is an introduction to college level reading, writing and researching for students who are non-native English language learners. This course has been specifically designed to address the basic expectations of clear, academic expression to help college students write essays, research projects, and presentations that involve the selection, assessment, and usage of appropriate academic resources. Topics of the course include: the difference between social discourse and academic writing; increasing English language skills in vocabulary and mechanics; developing a thesis statement, writing a first draft, editing, paraphrasing arguments and identifying main ideas; citing sources and avoiding plagiarism, as well as using online writing and research resources and the Empire State College virtual library.

**Attributes:** Basic Communication Gen Ed, Liberal

**COMM 2998 Individualized Studies in Communications (COMM) (1-8 Credits)**

Students have the opportunity to develop individualized studies with their mentor in Communications (COMM). Please contact your mentor/advisor for more details.

**COMM 3002 Digital Communication, Cultures & Careers Advanced (2 Credits)**

This course will introduce you to the fields of Digital Communication and the culture surrounding it. Students will get established and learn about communities in social media, consider cultural ramifications of digital communication, learn about careers in digital communication, the future of digital communication, and consider concentrations that may lead them to those careers. This course is open to all students, and is ideal for new students in particular, but will serve to partially fulfill the Educational Planning guideline for students concentrating in Digital Communication.

**Attributes:** Liberal

**COMM 3005 Communication Analysis (4 Credits)**

Develop skill in comprehending underlying meanings in public communications. Develop the ability to spot flaws and strengths in others' arguments, detect manipulative communication strategies and recognize mythic/narrative dimensions in everyday communication. Conduct critiques of rhetoric and research propaganda campaigns. Sources for analysis include student-selected items such as speeches, editorials, films, advertisements, or magazine articles. Work with basic principles of argumentation and debate, rhetorical criticism, the narrative paradigm, social influence and propaganda analysis. Develop critical skills for responding competently to the multi-mediated, corporately-managed communication that exists in the current communication environment. Prerequisites: Introduction to Communication or the equivalent. College writing or the equivalent. Ability to use and cite scholarly sources. This course is an upper level Communication and Media elective that is a part of the concentration. It should be taken after foundational courses. This course was previously CUL-223314 Communication Analysis.

**Attributes:** Basic Communication Gen Ed, Liberal

**COMM 3010 Communication Theories (4 Credits)**

This course introduces students to a wide range of communication theories that help to explore and explain how individuals and groups communicate at the interpersonal, organizational, and mass communication levels. Students will explore a variety of theoretical perspectives and apply theoretical lenses to explain communications and to develop communication strategies for real-life communication situations. Prerequisite (must complete before registering): Ability to write at an upper level Notes: This is designed for students planning to concentrate in some aspect of Communication. Students planning to attend graduate programs in Communications may also want to consider taking Social Science Methods and Theory (or Qualitative and/or Quantitative Methods) and Statistics. Replaces Communication Analysis and Communication Decisions This course was previously CUL-223434 .

**Attributes:** Basic Communication Gen Ed, Liberal

**COMM 3011 Intercultural Communication: Advanced (4 Credits)**

This Intercultural Communication: Advanced study is designed to introduce students to theoretical concepts of intercultural communication. Students will be introduced to both culture-general concepts (e.g. individualism vs. collectivism) and culture-specific information (e.g. specific cultures of interest regarding racial and ethnic background and values), with a primary focus on culture-general concepts that can be applied in a variety of cultures. Throughout the study, students will be encouraged to think critically about intercultural interactions and to consider how this information may be integrated with their own experiences and approaches to communication in various contexts of interest to them (e.g. business, health care, human services, government, etc.). Prerequisites: Students should be prepared to utilize college-level reading, writing, and critical thinking skills, as well as to conduct research.

**Attributes:** Liberal

**COMM 3015 Social Media: Communication & Culture (4 Credits)**

This course gives students the chance to use a variety of social media applications to promote a message of their choice (example: marketing a product, spreading a news story). Students will study media history, including earlier phases of the Internet, learn to distinguish among various social networking tools. Email, Facebook, TikTok, LinkedIn and Twitter are just a few of the applications one might use to promote a business, send a message to the public, forward news, tell a story, or keep up with old friends and new acquaintances. In addition, students will explore cultural ramifications such as the spread of fake news, and the ability for activist groups to organize to make social change. This course allows students to improve their writing, oral presentation, and research skills. Prerequisite (must complete before registering): Ability to write college essays Highly Recommended (not required): College Writing (COMW 1005), or equivalent, ability to use the online library Notes: For students in Communication, Communication & Media or Digital Communication, recommend taking after News and Feature Writing and/or Media Writing. For students in any area of business, recommend taking after Marketing Principles.

**Attributes:** Basic Communication Gen Ed, \*Communication Gen Ed-Oral, \*Communication Gen Ed-Written, Liberal

**COMM 3016 Digital Communication Strategies II (4 Credits)**

Communicating in the 21st century requires specialized skills such as effective videoconferencing, writing for online and mobile platforms, using visual, video and gaming apps, understanding virtual environments, and conducting business remotely. This course teaches the differences between digital and traditional communication methods, with a focus on advanced communication applied to large group communication using virtual tools. Discussion and written assignments focus on digital community and culture, including human behavior in virtual environments. You'll need to participate biweekly as a listener and speaker in one-hour synchronous meetings during the term (4 meetings total), one of which will be a "virtual conference," and have access to a device with a microphone and a camera (such as a desktop computer, laptop, tablet or smartphone). Prerequisites: The ability to write at the advanced college level utilizing scholarly research.

**Attributes:** \*Communication Gen Ed-Oral, \*Communication Gen Ed-Written, Liberal

**COMM 3025 Media Ethics & Law (3,4 Credits)**

Learn the basic principles and application of the First Amendment as it relates to communications and media. Since First Amendment rights are constantly evolving we will examine its application to free, political, and commercial speech, advertising and ethical components related to them. Explore the government's monitoring and restriction of media and the balancing act and various tests the courts apply when allowing journalistic reporting versus a defendant's right to a fair and impartial trial. Media include Print, Radio, Television, Video Games, and the Internet. This course covers ethics and the legal and policy guidelines for in Communications and Media. Appropriate for students considering Law School Prerequisite (must complete before registering): Ability to write a college essay and incorporate and cite scholarly work from the library Highly Recommended (not required): College Writing (COMW 1005), or equivalent, and Introduction to Communication (COMM 1020) Notes: This course is a "junior" level course for students concentrating in communications or media. It should not be a first course in the area, unless they are planning to attend law school and this is one of several legal studies courses they are taking. This course was previously CUL-223884 Media.

**Attributes:** Liberal

**COMM 3027 Data Visualization (4 Credits)**

This course gives students the essential concepts and tools for data visualization. It teaches history, theories and techniques required to understand and represent data online. It allows students in digital communication and other concentrations to effectively analyze and use charts, graphs, polls, maps, interactive quizzes and other tools for representing data. Students will learn to obtain, analyze and present data, learn the basics of appropriate coding and apps, analyze data visualizations for issues of bias or misrepresentation, and represent data in an ethical and truthful ways. A suggested sequence is Writing for Digital Media, followed by News & Feature Writing. These courses should be taken prior to 21st Century Journalism. Strongly recommended Statistics, and/or Contemporary Math, Math for the Inquiring Mind, or another math course that includes statistics. In addition, students should plan to conduct tutorials on various programs or applications that will help them conduct this work.

**Attributes:** Liberal

**COMM 3030 News & Feature Writing (4 Credits)**

What is journalism? Students will study and practice news writing. Through repeated practice, students will learn how to use journalistic story structures to organize writing; interviewing and other information gathering strategies; protocols of fact-checking; and uses of grammar, sentence structure, and style to strengthen overall writing. While the course is designed to offer students interested in possible careers in journalism an introduction to the trade, it also will appeal to those interested in strengthening their overall writing and editing skills. Prerequisite (must complete before registering): Completion of the General Education requirement in Basic Communication. Highly Recommended (not required): College Writing (COMW 1005), or equivalent, and information literacy skills and ability to conduct library research Notes: This is an appropriate course as part of the Concentration for students concentrating in Communications, Media, Journalism, Writing or similar Concentrations. Students in other areas may choose it as an elective This course was previously CUL-221614 News and Feature Writing.

**Attributes:** Liberal

**COMM 3045 Television & Culture (4 Credits)**

Television is an important influence on our culture, and is definitely not 'just entertainment.' In this course, you will study television as a cultural artifact. Students will investigate television's distinctive features, programming and cultural impact. Acquire skill in interpreting the sort of cultural impact television programs may have on viewers. Consider the ways that gender, race, class, sexuality, disability and age are featured on television shows. Discover the way television's generic conventions create limits on the creativity of television producers. Become a more knowledgeable and selective viewer. Learn to interpret television ratings and track the performance of various shows. Read and critically evaluate articles. This course can include considerations of theory, history, and ethics. Highly Recommended (not required): A lower level study in media literacy or critical or literary theory This course, and The American Cinema, are appropriate for students beginning upper level work. It's a good "sequel" to Media and Visual Literacy and a good predecessor to Women, Girls, and the Media, or any other course about "difference" in the media such as race, sexuality etc.

**Attributes:** Humanities Gen Ed, \*Humanities Gen Ed, Liberal

**COMM 3055 Organizational Communication (3 Credits)**

The purpose of this course is to understand basic principles of organizational and communication theory. The course examines the theories and practice of organizational communication, as well as the modern practice in written, oral, and online communications used in organizations. Specific attention will be given to the themes of communication, empowerment, and technology and their impact on organizations.

**Attributes:** Liberal

**COMM 3060 Political Communication (3 Credits)**

This course explores the ways in which popular media shape and reflect perceptions of politics and government, the structural and situational factors which shape political discourse and the recurrent motives and purposes of communicators. A practical approach is used in the course, with an emphasis on the creation and assessment of political campaign communications.

**Attributes:** Liberal

**COMM 3065 Global Communication & Media (4 Credits)**

This course explores the role of media historically through shaping and creating national and global issues, including the growth and trajectory of global cultural commodification. Media such as news, propaganda, advertising, music, cinema, television, internet, gaming, social media, crypto, and cybercrime will be explored to the extent that they have shaped global issues, historical events and culture. Through multidimensional and different cultural perspectives, students will use theory to critically assess shifts in media patterns of production, distribution, and consumption in the larger context of globalization. Essential concepts of international communication will be examined, such as international broadcasting, international communication law and regulation, and cultural trends in communication and information technologies. Recommended: At least one course in communication or media studies (film, television, the internet, games).

**Attributes:** \*World Hist & Glb Awnss Gen Ed, Liberal

**COMM 3070 Leadership Communication (4 Credits)**

Leadership Communication addresses theories, processes, forms and techniques of professional communication for leaders in all contexts. Students will explore issues of active listening, motivation, conflict resolution/mediation and interpersonal communication techniques as well as analyze communication situations and create effective communication in a variety of media. Students will be exposed to the power of persuasion, humor, vocal dynamics, physical energy, a strong message and the desire to communicate. Students will prepare oral presentations using PowerPoint or similar types of presentation tools. Prerequisites: Students should have basic computer and college level writing skills.

**Attributes:** Basic Communication Gen Ed, Liberal

**COMM 3080 Communication for Success: Advanced (3 Credits)**

This is an advanced level communication course which helps students enhance their skills in academic communication through critical reading, writing, research, and visual presentations. The premise of this course is to enable students to learn, think and express themselves critically. Assignments and exercises focus on logical thinking, reflection, understanding and coherence, as well as how to find and use evidence to support ideas and shape written and oral arguments. Students will work on topics such as paraphrasing, summarizing, developing strong theses and topic sentences, researching topics and citing references, as well as crafting both personal and research essays which will be presented orally. Students will develop visual and oral communication strategies to present their ideas and research topics effectively. This course is specifically intended for non-native English speakers.

**Attributes:** \*Communication Gen Ed-Oral, \*Communication Gen Ed-Written, Liberal

**COMM 3122 Rhetorical Dimensions of Race Class & Gender (3 Credits)**

Exploration of race, class and gender, with an emphasis on conceptual tools developed since the 1970s in both empirical studies and critical thought about these categories. The students will develop analytic methods for understanding distinctions and controversies, e.g., the difference between sex and gender; the difference between race and ethnicity; arguments for and against affirmative action; and the ways in which race, gender and class overlap.

**Attributes:** Liberal

**COMM 3127 Advanced Public Relations (3,4 Credits)**

By combining academic thinking in PR with practical tasks in strategy development and implementation based on real life examples, the course provides an insight in core tasks of the Communications and Public Affairs functions within organizations. The course builds on the previously gained knowledge of basic PR concepts and extends on it, with focus on particular capabilities in development of communications strategies for corporate reputation building and protection, corporate social responsibility programs and marketing PR programs. The interrelation of Communications and Public Affairs function with other management disciplines, as well as processes of engaging key external stakeholders, are explained. Building on the knowledge gained in the "Public Relations Principles" course, it will extend particularly on the development of communication strategies for various subfields of corporate communication and PR.

**Attributes:** Liberal

**COMM 3130 Internship in Communication (4 Credits)**

This advanced-level course allows a student in the Digital Communication program, or in a Communication and/or Media Studies related concentration to substitute work experience for coursework. Students will examine and integrate regular on-going formal learning activities with related work experience during the normal term period. The main purpose of this applied learning activity is to engage students in a professional setting pertinent to their concentration and career goals. The internship provides the unique opportunity, therefore, to combine theory with practice. Note that students are responsible for securing their own internship in the organization of their choice, and an internship supervisor to liaise with the instructor. Students interested in an internship may be assisted by the career services office at Career Services | Empire State University ([www.sunyempire.edu/student-affairs/career-services/](http://www.sunyempire.edu/student-affairs/career-services/)).

**COMM 3996 Special Topics in COMM (1-6 Credits)**

The content of this course will vary by term and section. Students may repeat this course for credit as long as the topic differs. Please refer to the Term Guide for course topic offerings.

**Attributes:** Liberal

**COMM 3997 Special Topics in COMM (1-6 Credits)**

The content of this course will vary by term and section. Students may repeat this course for credit as long as the topic differs. Please refer to the Term Guide for course topic offerings.

**COMM 3998 Individualized Studies in Communications (COMM) (1-8 Credits)**

Students have the opportunity to develop individualized studies with their mentor in Communications (COMM). Please contact your mentor/advisor for more details.

**COMM 4005 Capstone in Communication & Media (4 Credits)**

Are you close to graduation and planning a career in communications, journalism, advertising, PR, broadcasting, digital media, or Internet content creation? Have you been studying media as a cultural form and plan to continue, in graduate school or on your own? If so, this course is for you. Consider 'new economy' solutions to the changing media environment through readings, research, interviews, and discussions, develop or refine a resume and portfolio or web site of past work that will present you as someone who is prepared for an entry level job or to study the subject further, and develop a past paper into a writing sample. Prerequisites (must complete before registering): At least 3 upper level courses in Communications, Media Studies, or related field Notes: Designed for students within 24 credits of Graduation. Designed as a final course, for students done with most concentration courses and Ed Planning. Gives Ed Planning credit, however, not a substitute for planning the degree as currently constructed. This course was previously CUL-224324 Capstone in Media and Communications.

**Attributes:** Liberal

**COMM 4015 Women, Girls & the Media (4 Credits)**

Focusing on women and girls, including transgender women, this course examines representations of gender, sexuality, race, class, dis/ability, and other intersecting axes of identity and power in the media. Students will consider issues of authorship, production, and spectatorship (audience) and how various media content (film, television, print journalism, advertising, and new and digital media) enables, facilitates, and challenges inequalities in society. Drawing from various media studies approaches, students will learn to interpret media in relation to its larger social, cultural, and historical contexts, conduct in-depth research, and have the option to create original media content. Recommended after Media Literacy, and at least one of: Television and Culture, American Cinema, American Popular Music in the 20th Century or Images of Women in Western Civilization, or Introduction to Women's, Gender, and Sexuality Studies. Students should have previous experience with some kind of media or cultural studies, the ability to write at an advanced level, and conduct scholarly research.

**Attributes:** Humanities Gen Ed, \*Diversity Gen Ed, \*Humanities Gen Ed, Liberal

**COMM 4025 Communication Decisions (4 Credits)**

This is an advanced level course for students in Communications and/or Media studies, designed to enable students to apply basic rhetorical and communication theories to the decision making process. Students also identify and examine effective forms of communication technologies for such purposes. Prerequisite (must complete before registering): The successful completion of Mass Communications & Society (CUST 3045) or Speech Communication, or equivalent introductory communications course Assumptions about Surrounding Related Courses: Communications Decisions is designed as a capstone course for students with concentrations in Communications.

**Attributes:** Liberal

**COMM 4120 21st Century Journalism (4 Credits)**

Utilize writing skills, data visualization skills, and digital communication skills to develop fully interactive journalistic or other types of writing, publicize the writing online, and use data analytics to tailor your message. A suggested sequence is Writing for Digital Media, followed by News & Feature Writing, Data Visualization then this course. Strongly recommended Statistics, and/or Contemporary Math, Math for the Inquiring Mind, or another math course that includes statistics. In addition, students should plan to conduct tutorials on various programs or applications that will help them conduct this work.

**Attributes:** Liberal

**COMM 4123 Senior Project Proposal (2 Credits)**

The student will prepare a proposal for the senior project and engage in educational planning. The senior project facilitates the integration and reflection of knowledge acquired from university learning which is aimed at creating an original culminating work. Educational planning includes the preparation of a rationale essay articulating how the program of study for the bachelor's degree meets the student's educational and career goals. For the senior project proposal, the student will pose a question to be addressed under the guidance of the ESC mentor. The student and mentor will discuss the focus and design of the research question to be developed. The student will identify the appropriate resources needed to address the question and submit the proposal to the mentor. The thesis, based on the proposal submitted for this study, will be carried out the following semester. Prior to taking this course, all lower-level concentration courses should be complete, as well as at least two advanced level concentration courses or their equivalent. Notes: As part of a capstone course, students should enroll in Senior Project Proposal during their final year of study. This course will be used as part of the Educational Planning credit.

**Attributes:** Liberal

**COMM 4150 Senior Project Thesis (3 Credits)**

The student will complete the senior project thesis as planned in the proposal phase of this study. The project provides an opportunity to conduct an in-depth examination of a topic of interest related to the study program that emerged from the student's earlier course work, and in this regard will complete educational planning by focusing on the mastery of academic skills, college level writing and presentation, and independent research and critical thinking. The student will be expected to produce a major research paper that meets the standards established during the proposal stage and prepare the final drafts of the rationale essay. Prerequisite (must complete before registering): Successful completion of Senior Project Proposal (COMM 4123) Note: This course will be used as part of the Educational Planning credit.

**Attributes:** Liberal

**COMM 4998 Individualized Studies in Communication (COMM) (1-8 Credits)**

Students have the opportunity to develop individualized studies with their mentor in Communications (COMM). Please contact your mentor/advisor for more details.