

Department of

# Communication

**Ron Bennett, Department Chair**

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## Introduction

In a world where information is more readily available from more sources and more rapidly disseminated than ever before, the ability to communicate correctly, clearly, precisely and persuasively has never been more important. Students trained in communication are prepared to work in exciting, wide-ranging, cutting-edge careers. Our department's aim is to help prepare students to become skilled, knowledgeable, adaptable, progressive, ethical practitioners through programs addressing today's professional requirements while anticipating tomorrow's developments.

We believe all future Communication professionals should develop a broad foundation of knowledge and skills. Students should be able to write and speak confidently and well; to analyze scenarios and develop solutions; to get along and work with diverse people in many kinds of situations; to serve in or lead groups productively; to produce targeted, effectively written, spoken and visual messages in media, group and interpersonal settings.

Additionally, we believe students best learn communication by doing communication. From the students' first semester here, we encourage them to get involved with our hands-on practicums. These professionally oriented, student-operated organizations are designed to reinforce, enhance and expand upon what students learn in class. They can work with a radio or television station; forensics team; newspaper; online development staff; CD/ DVD yearbook; video production unit; or organizational, public relations or advertising "agencies." The same professors they learn with in the classroom roll up their sleeves with them in our practicums, thus completing an integrated Communication learning experience.

Students majoring in Communication can choose from four areas of emphasis: advertising, broadcasting, journalism, and public relations or they can work with their academic advisers to craft programs that meet their unique interests and needs.

Our department recommends a Bachelor of Arts General Education program, which includes the study of a foreign language, but students may follow the Bachelor of Science GE program if they choose.

## Graduation Requirements

Students must complete the prescribed course of study, including practicum requirements, and a minimum of 120 credit hours with GPA of 2.25 or above. No grades lower than C-minus in Communication courses will count toward completion of major requirements.

## General Education Requirements

Communication majors are required to fill the university's requirements for General Education. Please see the General Education area for a complete explanation of the General Education requirements. Additionally, please note the following:

Completion of Comm 102 or 150 will fill the Basic Skills requirement.

Comm 111 fills both a major requirement and the GE Eng 111 requirement, as long as the student is a Communication major. Students who already have completed English 111 or 111C, obtained Advanced Placement credit in English or received CLEP credit for the course still must complete Comm 111.

The recommended course to satisfy the mathematics requirement is Math 108, Quantitative Reasoning.

## Minor and Clusters

Communication is classified as an "integrated" major at BYU – Idaho. This means students must supplement their major with a concentrated, organized area of study outside of the department. This can be accomplished in one of two ways:

1. Select and complete one of the approved university minors (other than those in Communication), most of which require 20-25 credits of study. A student's choice of minor should be reviewed with his/her academic adviser.
2. Select two clusters of 12 or more credits from departments other than Communication. Selection of clusters and the courses to be included in them should be planned with his or her academic adviser and approved by the department chair from the cluster area.

## Major Requirements

1. Complete communication core courses (17 credits).
2. Complete the department practicum requirement (3 credits).
3. Complete one introductory course (3 credits) ideally by the end of the sophomore year.
4. Complete 15 additional credits from the list of recommended courses.
5. Complete an internship (1-3 credits) or the senior capstone class (2 credits).
6. Complete the appropriate 400-level culminating class (3 credits).
7. Complete a minor or two clusters from other departments.
8. Earn grades of C-minus or higher in all Communication classes.

## Recommendations for New Communication Majors

Comm 100, Introduction to Communication Major and Professions, should be completed in a student's first semester as a Communication major. Additionally, it is recommended a student complete Comm 102, Public Speaking; Comm 111, Writing for Communication Careers; and Comm 130, Visual Media; in his or her first year as a Communication major.

**BA in Communication**

**General Education Requirements**

<b>I. Reading and Writing:</b> <i>Take 1 course:</i> Comm 111      3 <b>AND</b> <i>Take 1 course:</i> ENG 311      3 ENG 312      3 ENG 311C     3 ENG 312C     3 ENG 313      3 ENG 313C     3 ENG 314      3 ENG 315      3 ENG 315C     3 ENG 316      3 ENG 316C     3 HIST 300     3	<b>IV. Arts:</b> <i>Take 1 course:</i> ART 101      3 ART 104      3 ART 160      3 ART 201      3 ART 202      3 DANCE 101   3 HFED 140     3 HORT 230     3 HUM 101      3 HUM 201      3 HUM 202      3 MUSIC 100    3 MUSIC 101    3 TA 115       3 TA 117       3 <b>AND</b> <i>Take this course:</i> FA 100       0-1	<b>V. Biological Science and Physical Science (Combined):</b> <b>OR</b> <i>Take 4 credits:</i> CHEM 100     4 CHEM 101     4 CHEM 105     4 CHEM 106     4 GEOG 101     3 GEOG 101L    1 GEOL 101     3 GEOL 102     1 GEOL 103     3 GEOL 103L    1 GEOL 104     3 GEOL 110     3 GEOL 110L    1 GEOL 111     3 GEOL 111L    1 GEOL 137     3 GEOL 137L    1 PH 101       3 PH 102       1 PH 105       3 PH 115       4 PH 116       4 PH 117       3 PH 117L      1 PH 121       3 PH 127       3 PH 127L      1 PH 150       1 PH 167       3 PHS 100      3 PHS 100L     1 PHS 110      4	<b>VI. Social Science:</b> <i>Take 1 course:</i> ANTH 101     3 CHILD 210    3 ECON 111     3 ECON 112     3 ED 270       3 GEOG 120     3 HIST 201     3 HIST 202     3 PHIL 203     3 PHIL 204     3 POLSC 110    3 POLSC 170    3 PSYCH 111    3 PSYCH 201    3 SOC 111      3 SOC 112      3	<b>Religion Requirement:</b> (Book of Mormon) <i>Take these courses:</i> REL 121      2 REL 122      2 <b>OR</b> <i>Take this course:</i> REL 221      4 <b>AND</b> (Scripture Based Courses) <i>Take 6 credits:</i> REL 211      3 REL 212      2 REL 301      3 REL 301H     3 REL 302      3 REL 302H     3 REL 324      3 <b>AND</b> (Other Religion Courses) <i>Take 4 credits:</i> REL 100      2 REL 130      2 REL 215      2 REL 234      2 REL 235      2 REL 261      2 REL 264      2 REL 333      2 REL 341      2 REL 342      3 REL 351      2 REL 352      2 REL 360      4 REL 370      2 REL 431      2 REL 471      3 REL 475      2
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**Total GE Credits=46**

**Major Requirements**

*No Double Counting of Major Courses*

<i>Take these courses:</i> COMM 100      1 COMM 102      3 COMM 130      3 COMM 140      3 COMM 150      3 COMM 307      3 COMM 399      1 17  <i>Take 3 credits:</i> (All may be repeated) COMM 297R    1 COMM 397R    1 COMM 497R    1 3	<i>Take 1 course:</i> COMM 498R    1-3 COMM 499      2 1  <i>Take 1 course:</i> COMM 230      3 COMM 235      3 COMM 240      3 COMM 250      3 COMM 260      3 3	<i>Take 15 Credits:</i> B 247           3 B 279R          1 B 321           3 B 370           3 COMM 230      3 COMM 235      3 COMM 240      3 COMM 250      3 COMM 260      3 COMM 265      3 COMM 297R    1 COMM 310      3 COMM 313      3 COMM 316      3 COMM 320      3 COMM 330      3 COMM 335      3 COMM 337      3 COMM 338      3	COMM 340      3 COMM 342      3 COMM 347      3 COMM 350      3 COMM 352      3 COMM 360      3 COMM 365      3 COMM 397R    1 COMM 455      3 COMM 490      1-2 COMM 497R    1 COMM 498R    1-3 COMM 499      2 MATH 221      3 SOC 323       3 SOC 340       3 15	<i>Take 1 course:</i> COMM 430      3 COMM 435      3 COMM 440      3 COMM 450      3 COMM 460      3 3  <b>Exceptions to Policy:</b> Comm 111 will be allowed to fill part of the Reading and Writing requirement for General Education.
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**Total Major Credits=42**

**This major also requires a minor or 2 clusters**

This major is available on the following tracks:

Fall-Winter--- YES

Winter-Summer--- YES

Summer-Fall--- YES

**BS in Communication**

**General Education Requirements**

<b>I. Reading and Writing:</b>		<b>IV. Arts:</b>		<b>VI. American Institutions:</b>		<b>IX. Physical Science:</b>		<b>Religion Requirement:</b>	
<i>Take 1 course:</i>		<i>Take 1 course:</i>		<i>Take 1 course:</i>		<i>Take 4 credits:</i>		(Book of Mormon)	
COMM 111	3	ART 101	3	AMHER 170	3	CHEM 100	4	<i>Take these courses:</i>	
<b>AND</b>		ART 104	3	ECON 111	3	CHEM 101	4	REL 121	2
<i>Take 1 course:</i>		ART 160	3	HIST 120	3	CHEM 105	4	REL 122	2
ENG 311	3	ART 201	3	HIST 121	3	CHEM 106	4	<b>OR</b>	
ENG 311C	3	ART 202	3	POLSC 110	3	GEOG 101	3	<i>Take this course:</i>	
ENG 312	3	DANCE 101	3			GEOG 101L	1	REL 221	4
ENG 312C	3	HFED 140	3			GEOL 101	3	<b>AND</b>	
ENG 313	3	HORT 230	3			GEOL 102	1	(Scripture Based Courses)	
ENG 313C	3	HUM 101	3			GEOL 103	3	<i>Take 6 credits:</i>	
ENG 314	3	HUM 201	3			GEOL 103L	1	REL 211	3
ENG 315	3	HUM 202	3			GEOL 104	3	REL 212	2
ENG 315C	3	MUSIC 100	3			GEOL 110	3	REL 301	3
ENG 316	3	MUSIC 101	3			GEOL 110L	1	REL 301H	3
ENG 316C	3	TA 115	3			GEOL 111	3	REL 302	3
HIST 300	3	TA 117	3			GEOL 111L	1	REL 302H	3
		<b>AND</b>				GEOL 137	3	REL 324	3
		<i>Take this course</i>				GEOL 137L	1	<b>AND</b>	
		FA 100	0-1			PH 101	3	(Other Religion Courses)	
						PH 101L	1	<i>Take 4 credits:</i>	
						PH 102	1	REL 100	2
						PH 105	3	REL 130	2
						PH 105L	1	REL 215	2
						PH 106	3	REL 234	2
						PH 106L	1	REL 235	2
						PH 115	4	REL 261	2
						PH 116	4	REL 264	2
						PH 117	3	REL 333	2
						PH 117L	1	REL 341	2
						PH 121	3	REL 342	3
						PH 127	3	REL 351	2
						PH 127L	1	REL 352	2
						PH 150	1	REL 360	4
						PH 167	3	REL 370	2
						PH 167L	1	REL 431	2
						PH.S 100	3	REL 471	3
						PH.S 100L	1	REL 475	2
						PH.S 110	4		

**Total GE Credits=44**

**Major Requirements**

**No Double Counting of Major Courses**

<i>Take these courses:</i>		<i>Take 1 course:</i>		<i>Take 15 Credits:</i>		<i>Take 1 course:</i>	
COMM 100	1	COMM 498R	1-3	B 247	3	COMM 340	3
COMM 102	3	COMM 499	2	B 279R	1	COMM 342	3
COMM 130	3		1	B 321	3	COMM 347	3
COMM 140	3			B 370	3	COMM 350	3
COMM 150	3			COMM 230	3	COMM 352	3
COMM 307	3			COMM 235	3	COMM 360	3
COMM 399	1			COMM 240	3	COMM 365	3
	17			COMM 250	3	COMM 397R	1
				COMM 260	3	COMM 455	3
				COMM 265	3	COMM 490	1-2
				COMM 297R	1	COMM 497R	1
				COMM 310	3	COMM 498R	1-3
				COMM 313	3	COMM 499	2
				COMM 316	3	MATH 221	3
				COMM 320	3	SOC 323	3
				COMM 330	3	SOC 340	3
				COMM 335	3		15
				COMM 337	3		
				COMM 338	3		

**Total Major Credits=42**

**This major also requires a minor or 2 clusters**

This major is available on the following tracks:

Fall-Winter---- YES

Winter-Summer---- YES

Summer-Fall---- YES

# Communication

Brigham Young University-Idaho 2007-2008

101
<b>Minor in Organizational Communication</b>

Minor Requirements			
<i>Take these courses:</i>	<i>Take 9 credits:</i>	<i>Take 1 credit:</i>	<i>Program Notes:</i>
COMM 102      3	B 275            3	COMM 297R      1	
COMM 150      3	B 321            3	COMM 397R      1	
COMM 250      3	B 370            3	COMM 497R      1	
COMM 350      3	COMM 352      3	COMM 498R      1-3	
COMM 450      3	COMM 455      3	1	
15	SOC 323        3		
	SOC 340        3		
	9		
<b>Total Minor Credits=25</b>			
This minor is available on the following tracks:			
Fall-Winter---- YES	Winter-Summer---- YES	Summer-Fall---- X	

125
<b>Minor in Advertising</b>

Minor Requirements			
<i>Take these courses:</i>	<i>Take 1 credit:</i>	<i>Program Notes:</i>	
COMM 111      3	COMM 297R      1		
COMM 130      3	COMM 397R      1		
COMM 140      3	COMM 497R      1		
COMM 230      3	COMM 498R      1-3		
COMM 330      3	1		
COMM 337      3			
COMM 338      3			
COMM 430      3			
24			
<b>Total Minor Credits=25</b>			
This minor is available on the following tracks:			
Fall-Winter---- YES	Winter-Summer---- YES	Summer-Fall---- X	

127
<b>Minor in Broadcasting</b>

Minor Requirements			
<i>Take these courses:</i>	<i>Take 1 credit:</i>	<i>Program Notes:</i>	
COMM 102      3	COMM 297R      1		
COMM 111      3	COMM 397R      1		
COMM 140      3	COMM 497R      1		
COMM 260      3	COMM 498R      1-3		
COMM 265      3	1		
COMM 360      3			
COMM 365      3			
COMM 460      3			
24			
<b>Total Minor Credits=25</b>			
This minor is available on the following tracks:			
Fall-Winter---- YES	Winter-Summer---- YES	Summer-Fall---- X	

151			
<b>Minor in Journalism</b>			
<b>Minor Requirements</b>			
<i>Take these courses:</i>	<i>Take 9 credits:</i>	<i>Take 2 credits:</i>	<i>Program Notes:</i>
COMM 111      3	COMM 340      3	COMM 297R      1	
COMM 130      3	COMM 342      3	COMM 397R      1	
COMM 140      3	COMM 347      3	COMM 497R      1	
COMM 240      3	COMM 440      3	COMM 498R      1-3	
12	9	2	
<b>Total Minor Credits=23</b>			
This minor is available on the following tracks:			
Fall-Winter---- YES	Winter-Summer---- YES	Summer-Fall---- YES	

169			
<b>Minor in Journalism Education</b>			
<b>Minor Requirements</b>			
<i>Take these courses:</i>	<i>Repeat 2 times:</i>	<i>Program Notes:</i>	
COMM 111      3	COMM 397R      1	<i>State certification requires at least 4 credits of English. Please be sure to take two English courses as part of your GE program (in Reading and Writing and/ or Letters)</i>	
COMM 130      3	2		
COMM 240      3			
COMM 340      3			
COMM 342      3			
COMM 347      3			
18			
<b>Total Minor Credits=20</b>			
This minor is available on the following tracks:			
Fall-Winter---- YES	Winter-Summer---- YES	Summer-Fall---- YES	

180			
<b>Minor in Public Relations</b>			
<b>Minor Requirements</b>			
<i>Take these courses:</i>	<i>Take 6 credits:</i>	<i>Take 1 credit:</i>	<i>Program Notes:</i>
COMM 102      3	COMM 337      3	COMM 297R      1	
COMM 111      3	COMM 338      3	COMM 397R      1	
COMM 130      3	COMM 435      3	COMM 497R      1	
COMM 140      3	6	COMM 498R      1-3	
COMM 235      3		1	
COMM 335      3			
18			
<b>Total Minor Credits=25</b>			
This minor is available on the following tracks:			
Fall-Winter---- YES	Winter-Summer---- YES	Summer-Fall---- YES	

**Course Descriptions**

**Credits\***

**COMM 100 Introduction To Communication Major and Professions (1:1:0)**

Prerequisite: Declared Communication major.

This course gives the background and future of the different areas of study found in the Communication Department. Practicum options are discussed as well as general advising, interviewing skills, and resume planning.

(Fall, Winter, Summer)

**COMM 102 Public Speaking (3:3:0)**

Fulfills GE Basic Skills requirement.

Study and practice of informative and persuasive public speaking, public self-confidence, message structure, presentation strategies and audience adaptation. Practical approach to communication skills needed for success in professional settings, including interviews, proposals and presentations, conducting and moderating meetings, and use of visual media to enhance presentations.

(Fall, Winter, Summer)

**COMM 111 Writing for Communication Careers (3:2:1)**

Fulfills GE Reading & Writing requirement.

Analysis of audience, purpose, and context; selection and use of appropriate voice, structure and techniques for effective written communication for mass audiences and other applications.

(Fall, Winter, Summer)

**COMM 130 Visual Media (3:3:0)**

Prerequisite: Communication major or minor or consent of Instructor.

Principles of visual communication and typography are learned and reinforced through a series of projects requiring the use of digital graphics and digital layout tools. Although projects are print-based, principles and skills have broad application in all forms of visual media.

(Fall, Winter, Summer)

**COMM 140 Mass Media and Society (3:3:0)**

Prerequisite: Communication major or minor or consent of Instructor.

Surveys historical and contemporary mass media and explores their current issues, with particular emphasis on societal impacts of and on the media.

(Fall, Winter, Summer)

**COMM 150 Interpersonal Theory and Practice (3:3:0)**

Fulfills GE Basic Skills requirement.

Examines basic elements and theory of human communication in a practical, relevant setting. Explores varied facets of interpersonal process, with emphasis on improving communication skills.

(Fall, Winter, Summer)

**COMM 230 Introduction to Advertising (3:3:0)**

Prerequisite: COMM 111, B 220, 300 level English writing class or consent of Instructor.

Covers fundamentals and principles of effective advertising and promotion and the integration of advertising with other elements of marketing communication. Related projects are provided for individuals to demonstrate and apply those principles using various media. Associated economic, social, and ethical issues are also discussed.

(Fall, Winter, Summer)

**COMM 231A Basic Advertising Skills: Creative Development (1:1:0)**

Prerequisite: B 301, 321, 341, 361 with C- or higher and acceptance to Business Management Integrated Emphasis program.

Apply online on the Business Management homepage. Must contact Business Dept.

For non-communication majors. The student will learn how to develop creative concepts that accomplish advertising objectives

and convey brand positions to the target audience through various media

This course is part of the Business Management Integrated Emphasis program. Students must apply for the program via the Business Management homepage. If they are accepted to the program, the department will register the student for the class. (Fall, Winter, Summer)

**COMM 231B Basic Advertising Skills: Media Strategy (1:1:0)**

Prerequisite: B 301, B 321, B 341, B 361 with C- or higher and acceptance to Business Management Integrated Emphasis program. Apply online on the Business Management homepage. Must contact Business Department.

For non-communication majors. The students will learn how to develop media strategy and a basic media plan for products and services given advertising objectives, creative considerations, target audience and budget levels.

This course is part of the Business Management Integrated Emphasis program. Students must apply for the program via the Business Management homepage. If they are accepted to the program, the department will register the student for the class. (Fall, Winter, Summer)

**COMM 235 Introduction to Public Relations (3:3:0)**

Prerequisite: Comm 111, B 220, or 300-level English writing class.

Explores the history, philosophy, and practices of public relations in business, government, education and other organizations.

(Fall, Winter, Summer)

**COMM 240 Introduction to Journalism (3:3:0)**

Prerequisite: COMM 111 or consent of Instructor.

History of American journalism; orientation to print journalism careers; information-gathering strategies and techniques, including human source, library, database and Internet searching; proper use of varied source and data information; interviewing and reporting techniques. Introduction to beat reporting and the values that undergird journalism in American society.

(Fall, Winter, Summer)

**COMM 250 Introduction to Organizational Communication (3:3:0)**

Prerequisite: COMM 150

Analysis of communication principles and practices in organizations from a theoretical perspective, methods to improve communication practices and review of career opportunities in the field.

(Fall, Winter, Summer)

**COMM 260 Introduction to Broadcasting (3:3:0)**

Prerequisite: Comm 111, or 300-level English writing course. For Broadcasting emphasis majors or minors, or consent of Instructor.

Orientation to radio, television and other electronic media careers. Hands-on and interactive lab assignments provide introduction to basic radio and television production techniques.

(Fall, Winter, Summer)

**COMM 265 Beginning Television Production (3:2:3)**

Prerequisite: COMM 260, or consent of Instructor. Concurrent registration with COMM 260 permissible.

Study and practice of television production techniques, with particular emphasis on news and commercial material. Involves operation of equipment as well as performance opportunities.

(Fall, Winter)

**COMM 297R Communication Practicum I (1:0:1)**

Prerequisite: COMM 100. Communication major or minor or consent of Instructor.

General preparatory practicums for students who have not decided on an emphasis. Prepares students for work with department's media and communication organizations.

(Fall, Winter, Summer)

# Communication

Brigham Young University-Idaho 2007-2008

## **COMM 307 Media Law & Ethics (3:3:0)**

Prerequisite: COMM 111 or COMM 140.

Course surveys theories and cases on free speech and free press in Anglo-American society; examines significant ethics principles and moral/ethical issues confronting media professionals and organizations.

(Fall, Winter, Summer)

## **COMM 310 Creating Online Media (3:3:0)**

Prerequisite: COMM 130 or consent of instructor

Technical, contextual and communication-directed introduction to user-centered web design and production. Training in creating web pages, designing graphics and writing copy for online distribution. Overview of the history, current function and future possibilities of the web.

(Every other semester)

## **COMM 313 Multimedia Production (3:3:0)**

Prerequisite: COMM 130 or consent of Instructor.

Introduction to the process, principles, challenges, skills and tools needed for successful multimedia production, focusing on media convergence in web formats. Those media of primary interest include photography, writing, sound, animation and video. The primary authoring environment used in the class will be Macromedia Flash, chosen for its ability to bring multiple communication channels together. Basic computer programming will be used to explore the challenges of human-computer interaction and multimedia extensibility. Students of diverse backgrounds and talents are encouraged to work together to contribute and deepen their individual expertise and to add breadth to their knowledge of other areas.

(Every other semester)

## **COMM 316 Photojournalism (3:3:0)**

Prerequisite: Must supply own digital camera.

Examines functions of pictures in the print and online media, how to maximize their effectiveness, and provides experience in picture taking and digital enhancement procedures. Students must supply their own digital cameras.

(Fall, Winter, Summer)

## **COMM 320 Media Management (3:3:0)**

Prerequisite: COMM 140

Explores the nature of media firms and how they are led and managed. Introduces basic management concepts and business principles.

(Every other semester)

## **COMM 330 Advertising Concepting and Copywriting (3:3:0)**

Prerequisite: COMM 230

Examines and provides practice of how advertisers must condense all that can be said about a product into a few, pertinent, succinct, compelling points. Studies historic cases of advertising copywriting issues and challenges confronting business, government, education, for-profit and not-for-profit entities. The responsibilities of an account planner will also be examined.

(Fall, Winter, Summer)

## **COMM 335 Public Relations Writing and Production (3:2:1)**

Prerequisite: COMM 111 and COMM 235

Emphasis is on developing the understanding, skills and discipline needed to produce professional-caliber public relations work.

(Fall, Winter, Summer)

## **COMM 337 Media Research Methods (3:3:0)**

Prerequisite: COMM 230 or COMM 235.

Development and design of comprehensive research programs for advertising, public relations, and journalism professionals, including data sources, design of questionnaires, data collection, field investigation, audience analysis (including focus groups) and surveying, and content analysis. Basic statistical functions will be

explained and utilized.

(Fall, Winter, Summer)

## **COMM 338 Media Strategy and Planning (3:3:0)**

Prerequisite: Comm 230 or Comm 235 & COMM 337

Students learn how to strategically plan communication campaigns and how to use media to effectively accomplish and implement objectives, strategies and tactics. Understanding basic communication research is a prerequisite.

(Fall, Winter, Summer)

## **COMM 340 Advanced Media Writing (3:3:0)**

Prerequisite: COMM 111

Analysis of audience, development of style and additional instruction in journalistic modes of writing with an aim toward sharpening writing ability and technique beyond basic skills taught in Writing for Communication Careers, COMM 111.

(Fall 2007, Summer 2008, Fall, Winter, Summer 2009)

## **COMM 342 Editing for Print Media (3:3:0)**

Prerequisite: COMM 111 or a 300-level English course

Principles of improving written copy, including sentence structure, agreement, case, voice, punctuation, spelling, clarity, conciseness, coherence, accuracy, sensitivity and style. Both micro- and macro-editing of copy will be considered.

(Every other semester)

## **COMM 347 Publication Design (3:3:0)**

Prerequisite: COMM 130

Theory and practice of modern publication design, including fundamentals and terminology; typography; photos, art and graphics; story and page design; sidebars and special effects. Projects will include designing and producing print and online advertising, a newsletter, and magazine and newspaper editorial products.

(Every other semester)

## **COMM 350 Group Dynamics (3:3:0)**

Prerequisite: COMM 150 or permission of Instructor.

Analysis of theory and practice of human communication in a small group setting, focusing on leadership, participation and evaluation, with emphasis in group norms, roles, cohesion and conflict.

(Fall, Winter, Summer)

## **COMM 352 Persuasion (3:3:0)**

Prerequisite: COMM 102

Study and application of the principles of attitude change through persuasion. Examination of historical and contemporary theories of the persuasive process, applied through classroom presentations by students.

(Fall, Winter, Summer)

## **COMM 360 Broadcast Reporting and Announcing (3:3:0)**

Prerequisite: COMM 260 & COMM 265

Introduces students to announcing techniques, including news reading and voice diction. Principles and techniques of news and information gathering, interviewing, writing and visual storytelling for the electronic media. Use of electronic audio and video equipment for producing news stories and other broadcast materials. This class is needed to qualify for production or tape-to-on-air work for KBYI, KBYR or the BYU-I television station.

(Every other semester)

## **COMM 365 Television News and Program Producing (3:2:0)**

Prerequisite: COMM 360 or consent of Instructor.

Instruction and practical experience in effective production of television newscasts and other types of programs. Prepares students to serve as producers for the university's cable television programming.

(Every other semester)

# Communication

Brigham Young University-Idaho 2007-2008

## **COMM 397R Communication Practicum II (1:0:0)**

Prerequisite: Communication major or minor or consent of Instructor.

Hands-on experience in the department's media and communication organizations, with separate activities for each of the following: forensics, radio stations, cable television operation, campus newspaper, CD/DVD yearbook, advertising agency, online production staff, public relations agency, organizational communication consulting firm and other specialized offerings.  
(Fall, Winter, Summer)

## **COMM 399 Career Preparation (1:1:0)**

Prerequisite: Junior Standing

Students will research career and internship opportunities in their chosen field, and learn about professional behavior and expectations. Students will develop tools that will aid them in job and internship search.  
(Fall, Winter, Summer)

## **COMM 430 Advertising Campaigns (3:3:0)**

Prerequisite: COMM 330 and COMM 338

Explores problem solving, targeting diverse markets, assessing competition, planning strategy and writing for all major media types. Attention will be placed on the creative person, then on strategy and problem solving, copywriting, design and layout to create winning advertising.  
(Fall, Winter, Summer)

## **COMM 435 Public Relations Campaigns (3:3:0)**

Prerequisite: COMM 235, COMM 335, COMM 337 and COMM 338. Consent of instructor.

A capstone experience designed to pull together and draw upon all academic learning and experiences related to public relations.  
(Fall, Winter)

## **COMM 440 Specialized Reporting and Research (3:3:0)**

Travel Fee: \$50.00

Prerequisite: COMM 240 or permission of Instructor.

Computer-assisted reporting, development of information sources, investigative and other advanced journalistic reporting and research techniques. Focuses especially on federal government reporting techniques including freedom of information, campaign finance, and governmental watchdog agencies like the GAO.  
(Every other semester)

## **COMM 450 Conflict Management (3:3:0)**

Prerequisite: COMM 150. COMM 250 recommended.

Examines the theories and dynamics of conflict styles in a variety of contexts. Topics include conflict management strategies, negotiation, third party intervention, and relevant settings for conflict such as workplace, families and interpersonal relationships.  
(Fall, Winter, Summer)

## **COMM 455 Organizational Consulting (3:3:0)**

Prerequisite: COMM 250, COMM 350, and COMM 450 or concurrently enrolled.

Students will comprise an actual, functioning organizational consulting firm, working in teams with clients and offering services ranging from training and development to organizational communication audits.  
(Fall, Winter)

## **COMM 460 Documentary and Corporate Video Production (3:2:0)**

Prerequisite: Comm 360 or COMM 365. This course cannot be taken earlier than the second semester of the junior year.

Theories and techniques of documentary and corporate video production, including budgeting, script writing, shooting and post-production. Students will be required to produce broadcast-quality projects in the course.  
(One semester during academic year)

## **COMM 490 Directed Studies/Projects (1-2:0:0)**

Prerequisite: Senior standing or permission of Instructor. Students complete individual major projects or research in communication under the supervision of a department faculty member.

Students complete individual major projects or research in Communication, under the supervision of a department faculty member.  
(Fall, Winter, Summer)

## **COMM 497R Special Topics Practicum (1:0:0)**

Prerequisite: COMM 100 or consent of Instructor.

Practicums designed to enhance student knowledge, skills, and abilities in such ways as a professional speaker series, internship and career application/portfolio preparation, leadership training, and specific software application instruction.  
(Fall, Winter, Summer)

## **COMM 498R Communication Internship (1-3:0:0)**

Prerequisite: Completion of Communication core and entry-level area of study course. Proposed internship must be approved by designated department faculty member before registering.

Extended or full-time experience in a professional media or communication organization or position.  
(Fall, Winter, Summer)

## **COMM 499 Case Studies in Communication (2:0:0)**

Prerequisite: Senior standing.

Case-based, integrated consideration of contemporary issues in communication careers. Students from across the emphasis areas will research and discuss case studies in a problem-solving environment. Class emphasizes effective group interaction, presentation, writing, and analysis.  
(Fall, Winter, Summer)

## **SIGN 101 American Sign Language I (3:3:0)**

Prerequisite: Beginning students.

Development of basic conversational-level skills, general overview of the deaf culture and current issues of interest to the deaf community.  
(Fall, Winter)

## **SIGN 102 American Sign Language II (3:3:0)**

Prerequisite: SIGN 101 or consent of Instructor.

Continuation of SIGN 101. Teaches increased conversational skills and further knowledge of culture of the deaf.  
(Fall, Winter)