

**Department of Communication**  
**Descriptions of Undergraduate Courses**  
**Offered in Spring 2009**

For further information contact: Undergraduate Advising Office  
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**CMN 101 Public Speaking. 3 hrs. Staff.** An introductory course in public speaking skills. Students present speeches of various kinds during the semester. Satisfies many undergraduate curricula public speaking requirement.

**CMN 102 Introduction to Communication Theory and Research. 4 hrs. Caughlin.** Surveys the questions probed, methods employed, and the current status of knowledge in communication; provides opportunities to understand the range of concerns and to explore specific areas of interest in the field. **Meets Behavioral Science General Education Requirement.**

**CMN 113 Small Group Communication. 3 hrs. Staff.** Study of leadership, group process, and interpersonal relations in the small group, conference, and public forum; practice in leading and participating in discussion.

**CMN 199 Interviewing. 3 hrs. Staff.** An introduction to the process, structure, and practice of interviewing; employment interviewing and resumes; information gathering and persuasive interviewing.

**CMN 199 Study Abroad. 1 hr. Staff.** Prepares students for study abroad, by addressing a range of issues that emerge when people immerse themselves in a new culture. Does not duplicate country-specific information sessions that your particular site may offer.

**CMN 211 Business Communication. 3 hrs. Staff.** Focuses on relevant theory and research on communication strategies and skills vital to diverse business contexts. Study, preparation, and presentation of business speeches; special attention to conferences, sales talks, interviews, and job applications. **Prerequisite:** CMN 101, formerly SPCM 101.

**CMN 212 Introduction to Organizational Communication. 3 hrs. Poole.** Introduces concepts and schools of thought in organizational communication. Topics include: interpersonal communication and organizing, internal and external communication systems, and organizational effectiveness in the workplace.

**CMN 220 Communicating Public Policy. 3 hrs. Staff.** The analysis, evaluation, and design of policy orientated communication. Examines how arguments, audience, and the public shape public policy. Students learn to formulate and present effective oral and written messages about policy questions in business, politics, and citizenship. **Meets Advanced Composition Requirement.**

**CMN 230 Introduction to Interpersonal Communication. 3 hrs. Staff.** Examines how we understand and coordinate everyday conversations and how communication works in personal relationships (e.g., friends, romantic relationships, family). Emphasis is on mastering and applying basic concepts in interpersonal communication theory and research. **Meets Social Science General Education Requirement.**

**CMN 232 Intercultural Communication. 3 hrs. Staff.** Examines the role of culture as an important dimension of verbal and non-verbal communication: asks what happens when members of different cultural and linguistic backgrounds interact; addresses theoretical and practical issues of intercultural contact situations, with a focus on national boundaries. **Meets Social Sciences and Non-Western Cultures General Education Requirements.**

**CMN 260 Introduction to Health Communication. 3hrs. Staff.** Covers the basic theories and principles of health communication, by highlighting the important role of communication in managing health and illness. Topics include: doctor-patient communication, communication about health in families, culture and health, the influence of organizational structure on health care communication, the effects of media on health. **Meets Behavioral Science General and Western Education Requirement.**

**CMN 277 Media of Public Discourse. 4 hrs. Tewksbury.** Overviews research on political communication, violence and aggression, new technology, race, gender, and public health as portrayed in the mass media. **Meets Social Science General Education Requirement.**

**CMN 280 Communication Technology and Society. 3hrs. Staff.** Introduction to theory and research on both old and new communication technologies. Focuses on how these technological systems are developed and are used, and what implications these systems have for culture and society. **Meets Social Sciences General Education Requirements.**

**CMN 310 The Rhetorical Tradition. 3 hrs. Staff.** History of rhetoric as a discipline from earliest times to the 20<sup>th</sup> century. Selective focus on leading ideas, movements, and theorists with emphasis on understanding particular rhetorical theories as an adaptation to the specific demands of each cultural milieu.

**CMN 321 Persuasive Speaking. 3 hrs. Staff.** Study of processes of motivation as applied to speeches intended to influence group opinion and action; practice in the preparation and delivery of short persuasive speeches. **Prerequisite:** CMN 101, formerly SPCM 101.

**CMN 323 Argumentation. 3 hrs. Staff.** Study of the theory of argumentation, such as evidence, reasoning, and construction of briefs; practice in formal and informal forms of debate and public discourses on current public questions. **Prerequisite:** CMN 101, formerly SPCM 101.

**CMN 325 Politics and the Media. 3 hrs. Althaus.** Examines the processes of mass-mediated political communication in democratic societies. Focuses on the interaction between news media, audiences, and political elites in the United States. Topics include: the role of news media in democratic theory, the construction of news such as journalistic routines, media economics, and the strategic management of news by political elites. Same as PS 312.

**CMN 396 Communication and Visual Politics. 3 hrs. Finnegan.** Explores the role of visual images in the U.S. culture, with attention to the ways that images function persuasively as political communication. Analyzes historical and contemporary images and artifacts, such as photographs, prints, paintings, advertisements, and memorials. Topics include: images of presidents and leaders; documentary photography; public memorials; environment and nature; and images of war.

**CMN 396 Lincoln's Legacies. 3 hrs. O'Gorman.** In light of the celebration of Lincoln's bicentennial, this course explores aspects of his legacy: Lincoln in public memory; Lincoln as a leader; and Lincoln's influence through reading scholarly works, studying primary sources, engaging in oral and written projects, and talking with scholars.

**CMN 396 Popular Media and Culture: The Media and the War on Drugs. 3 hrs. Gill.** Examines how media constructions of and attacks on drugs have implicitly and, at times, explicitly, pitted notions of nation, family, and gender against perceived assaults by outsiders, characterized as racial or ethnic, impoverished, and alien. Assesses the construction of the enemies—drugs, drug users, and drug dealers, paying attention to the ways in which assumptions of race, gender, sexuality, and nationality figure in elaborations of both the drug problem and suggested solutions

**CMN 396 Propaganda: Historical and Contemporary Perspectives. 3hrs. Stole.** Explores the institution of propaganda's role and functioning in society. The first part of the course traces the historical, social and economic conditions that gave rise to propaganda in the early twentieth century. The second part discusses contemporary manifestations of propaganda and their various impacts.

**CMN 411 Organizational Communication Assessment. 3 hrs. Faughn.** Concerns communication processes and problems in organizational settings. This course is intended to: increase awareness and knowledge of theory and its application to solving organizational communication problems; and to improve proficiency and skills in identifying, analyzing and solving communication problems in organizational settings. **Prerequisite:** CMN 212, formerly SPCM 212.

**CMN 412 Advanced Organizational Communication. 3 hrs. Lammers.** Advanced study of theory and research in organizational communication, with an emphasis on the institutional and cultural contexts of organizational communication. Topics include: organizational culture and climate, task- and occupation-related communication, and communication with the external environment. **Prerequisite:** CMN 212, formerly SPCM 212.

**CMN 417 Early Modern Rhetoric. 3 hrs. Conley.** Survey and assessment of contributions to rhetorical theory since 1920, with particular reference to the works of Richards, Burke, and Perelman. Discussions of relevant issues raised in philosophy by McKeon and Habermas and in literary criticism by Booth and others. **Recommended prerequisites:** SPCM 310 and/or 415.

**CMN 421 Persuasion Theory and Research. 3 hrs. Quick.** Survey of major theories of persuasion, research on factors influencing persuasive effectiveness, and application to problems of persuasive discourse.

**CMN 424. Campaign Messages and Strategies. 3 hrs. Althaus.** Consideration of factors central to the sustained persuasive campaign; special attention to the nature and functions of persuasion in the political campaign

**CMN 427 Children and the Media. 3 hrs. Harrison.** Examines the role of the mass media in the lives of children. Special attention is given to developmental differences in how children process the media. Topics include: children's responses to media violence; media advertising; stereotypes in the media; and educational content.

**CMN 432 Gender and Language. 3 hrs. Giorgio.** Study of actual and perceived differences and similarities in the use of language by women and men; emphasizes the cultural contexts of speech. Same as GWS 432/LING 432.

**CMN 463 Organizational Health Communication. 3 hrs. Lammers.** Considers the influence of management and administration of health care on communication processes involving providers and patients. Applies organizational communication scholarship to problems in the delivery of health services.

**CMN 496 Argumentation Theory & Evaluation. 3 hrs. Jacobs.** Covers the main traditions of argumentation theory: logic, dialectic, and rhetoric. Attention to the problems of constructing reasonable messages and reasonable decision-making.

**CMN 496 Communication & Health Campaigns. 3hrs. Quick.** Covers many of the prominent theories employed in current and past health campaigns. In addition to examining current theoretical trends, the nuts and bolts of creating, disseminating, and evaluating a health campaign will be examined. After examining several recent campaigns, students will design their own health campaigns for the Illinois campus.

**CMN 496 Making the World Wireless. 3 hrs. Sandvig.** Considers developments in wireless communication technology from radio pirates to wearable computers. Across the world, these new technologies are met with new laws and policies that shape their development. How is it that we decide where these technologies will take us? Students will work in groups to investigate a pressing policy debate linked to wireless communication. These might relate to inequality, social justice, the public interest, or the functioning of democracy. Students will work together in a service-learning format to conduct original research that improves the quality of the debate.

**CMN 496 Commercialization: Social and Cultural Impact. 3 hrs. Stole.** Studies ways in which advertising and commercialism affects our culture, society, and personal lives.

**CMN 496 Communication and Governance. 3 hrs. Sulkin.** Explores political communication from an institutional perspective, focusing on American institutions (e.g., Congress, the Presidency, the Courts) and public policy. Topics include: the history of media-governmental interactions; the impact of the media on the behavior of political actors such as legislators and presidents; and the media's influence in the making of public policy (both domestic and foreign).

**CMN 496 Social Marketing for Health and Behavior Change. 3 hrs. Huhman.** Studies the application of commercial marketing concepts and practices to bring about behavior change for a social good. Provides a thorough orientation to the discipline of social marketing and its application to a range of problems with an emphasis on issues in health contexts. Topics include: audience research, segmentation strategies, communication channels, the marketing mix, and the application of behavioral theory.

**\*\*CMN 396 and 496 may be repeated provided the topics are different.\*\* (When enrolling in a 400 level course, make sure you are enrolling with the undergraduate CRN for 3 hours.)**