CMN 101  Public Speaking. 3hrs. Staff. Preparation and presentation of short informative and persuasive speeches; emphasis on the selection and organization of material, methods of securing interest and attention, and the elements of delivery.

CMN 102  Introduction to Communication Theory and Research. 4 hrs. Quick. 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 this field. Meets Behavioral Science General Education Requirement.

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

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

CMN 212 Introduction to Organizational Communication. 3 hrs. Staff. 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. Analysis, evaluation, and design of policy oriented 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 223 Intercultural Communication. 3 hrs. Koven. 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 230 Introduction to Interpersonal Communication. 3 hrs. Staff. Examines how communication works in personal relationships (e.g., friends, romantic relationships, family). Emphasis is on mastering and applying basic concepts through extensive discussion of conflict and misunderstanding in personal affairs to facilitate the development of knowledge, insights, and skills in the process of face-to-face interaction. Meets Social Science General Education Requirement.
Compatriot Cult General Education requirement.

CMN 277 Media of Public Discourse. 4 hrs. Staff. Overviews history, structure, forms and social effects through 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 & Society. 3 hrs. Jackson. Introduction to theory and research on both old and new communication technologies; focus will be on how these technological systems develop and are used, and what implications of these systems have for culture and society. Meets Social Science General Education Requirement.

CMN 320 Comm Controversy Public Policy. 3hrs. Giorgio. Examines how public policy shapes American life, by providing an advanced exploration of the controversies, discourses and effects of public policy. Provides in-depth analysis of the definitions and histories of public policy and the tensions between public and private spheres that shape it. Explores the American landscape, energy sources and environment, food systems, and political process, with a focus on industry and government turn-style lobbying rules and reform. Develops a fundamental understanding of public versus private spheres; analyzes and critiques how public policy shapes American historical and cultural landscapes; increases skillfulness in oral and written analysis of controversies, institutions, political and economic power brokers, and social norms. Prerequisite: CMN 220 or consent of instructor.

CMN 323 Argumentation. 3 hrs. Staff. Studies 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.

CMN 326 Mass Media and the Audience. 3hrs. Staff. Presents information on how to conceptualize audiences, mass media use, and reception of media messages. Also examines the character of the audience experience, uses and gratifications of mass media, social cognition, and studies of audiences as interpretive communities.

CMN 336 Family Communication. 3hrs. Staff. Examines the nature and functions of communication in various family configurations (e.g. nuclear families, single-parent families, stepfamilies); discusses both problematic interaction patterns and links between family interaction and strong families.

CMN 340 Visual Politics. 3 hrs. Staff. Explores the role of visual images in U.S. culture, paying special attention to the ways that images function persuasively as political communication. Provides tools for analyzing historical and contemporary images and artifacts, such as photographs, prints, paintings, advertisements, and memorials. Emphasis on how visual images are used for remembering and memorializing; confronting and resisting; consuming and commodifying; governing and authorizing; and visualizing and informing.

CMN 357 Intro to Discourse Analysis. 3hrs. Markee. Analysis of everyday conversation and talk in institutional settings, including basic organizational features of talk such as turn-taking, sequences of actions, openings and closings, and repair; ways that participants use talk to perform social actions such as complimenting, inviting, arguing, blaming, and apologizing; and ways that talk is used in professional settings such as 911 emergency calls, courtroom interactions, and doctor-patient interviews to perform the work of these social institutions. Same as Ling 357.

CMN 362 Folklore as Communication. 3hrs. Davis. Study of unofficial, noncommercial and face-to-face modes of communication, called "folklore" or "vernacular culture." For purposes of this course, "folklore" includes speech, stories, legends, sayings, proverbs, customs, rituals and performances. Students will be asked to develop and use a variety of cultural description and documentation skills. The goal is to give students a strong sense of variety, persistence, and flexibility of traditional culture as it lives in the present, and practice in recording, writing about, and analyzing it.

CMN 368 Sexual Communication. 3hrs. Ramey. Describes sex as a foundational activity in the development and maintenance of human relationships. Communication about sex happens in a myriad of interpersonal, group, organizational, and mediated contexts. Explores the many ways in which sexual communication intersects our personal, relational, cultural, and institutional norms and values. Topics will include social norms about sexual communication, sexual harassment, family communication about sex, sexual health
education, doctor-patient communication about sex, and sex in the media and in advertising. Theory and research on communication processes will be used to elaborate how talk about sex can achieve multiple goals.

CMN 375 American Gangster Films. 3 hrs. Gill. This course examines the classic American genre of gangster films from its inception to recent reworkings. The typical gangster saga is something of a celebration of undisciplined American entrepreneurial spirit, unrestrained vitality, and gritty enterprise. Gangster films always suggest that there is something fearfully, fatally wrong with gang lords, however, that in some way their climb to power is generated by displaced sexual energy. By looking at exemplary selections of this genre and reading pertinent theoretical essays, the class will examine the narrative premises, gender constructions, and visual strategies of gangster films, assessing their historical significance as well as their explorations of a social identity that both violates and confirms traditional American values. CMN 375 may be repeated for 6 hours.

CMN 377 Propaganda and the Modern Society. 3hrs. Stole. Traces the social, economic, and political underpinnings of propaganda and public relations. Examines the rise of corporate propaganda in the early 20th century and explores how these strategies were adapted by a wide range of social and political actors. The second part of the course discusses the above issues from contemporary perspectives. The role of WWI, WWII, and the more recent Iraqi war, in solidifying the role of government and commercial propaganda in society and the frequently blurry distinctions between government propaganda and commercial public relations will also be discussed. The relationship between propaganda, PR and the mass media will constitute a constant site of inquiry. This course focuses on theory, especially critical theory.

CMN 396 (Sec. 1) Rhetoric of Theatre. 3 hrs. Bishop. Examines the intersections of rhetoric and performance in stage plays from various eras, including Classical Greece, Elizabethan England, and 20th Century America. Discussions/activities focus on the rhetoric of performance, the performance of rhetoric, rhetorical techniques of each historical era, the persuasive powers of performance, the use of language in character development, and performance techniques used with language. Course requirements include reading and viewing plays.

CMN 396 (Sec. 2) Personal Relationships and Technology 3hrs. Staff. From Facebook to cell phones and everything in between, technology permeates many aspects of our relational lives. Students will examine the uses, functions, and effects of communication technologies in interpersonal relationships. Topics include relationship initiation and development using new media, multimodality in personal relationships, and the “dark side” of mediated communication.

CMN 396 (Sec. 3) Communication for Innovation. 3hrs. Barley. This course challenges the notion that good ideas are produced by “lone geniuses.” Surveying theories from organizational communication, we will explore the important role that communication plays in fostering innovation and creativity in the workplace. Some topics discussed include:

CMN 396 (Sec. 4) Social Movement Communication. 3 hrs. Cisneros. Focus on the communication of 20th and 21st century social movements. Examines the communication strategies of social movements, concentrating on the types of messages that social movements create (including rhetorical messaging, social protest, grassroots organizing, fundraising, and media outreach). Focus on the role of communication in identity formation, circulation, & effectiveness of protest movements.

CMN 396 (Sec. 5) Visual Media Effects. 3 hrs. Bigsby. This course will survey research on the study of visual persuasion. We will engage with relevant theory (e.g., visual persuasion, visual design) and recommendations for visual elements in public communication.

CMN 410 Workplace Com. Technology, 3hrs. Barley. Focuses on how communication technologies shape the creation, content, and flow of information within and between organizations. Special attention will be given to the characteristics of the technology; social and organizational practices; economic considerations; and policy issues.
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.

CMN 417 Contemporary Rhetorics. 3hrs. Cisneros. Major contributors to rhetorical theory from I.A. Richards to the present.

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

CMN 429 Race and the Mass Media. 3 hrs. Dixon. Presents an overview of racial stereotypes in the mass media and the effects of stereotypical imagery on viewers. Discusses the structural and social origins of stereotypic media from multiple perspectives. The majority of the course focuses on published scholarship that systematically assesses the content and effects of racial representations from a social scientific perspective.

CMN 432 Gender and Language. 3 hrs. Giorgio. Studies 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 435 Advanced Interpersonal Communication. 3 hrs. Ramey. Study of the major processes involved in an individual’s adjustment to the communication situations of everyday life; emphasis on the development of interpersonal competency and orientations, social perception, interpersonal sentiment and hostility, trust, and the social context as factors influencing the understanding and evaluation of interpersonal messages. Prerequisite: CMN 230.

CMN 450 Gender and Rhetoric. 3 hrs. Finnegan. This course uses the tools of rhetorical analysis to examine the relationship between gender and citizenship in U.S. public discourse. Students study historical and contemporary documents and events in order to discover how they frame men’s and women’s experiences as citizens. Specific topics include: movements for social change (including suffrage, temperance, pacifism, civil rights, and women’s liberation); changing views of home, work, and family; ’public’ vs. ’private” spheres; and gendered rhetorical styles in politics. This course is discussion-driven and writing-intensive and a great opportunity to learn a lot about U.S. history.

CMN 463 Organizational Health Comm. 3hrs. Lammers. Focuses on organizational issues shaping communication between providers, patients, and consumers of health care and information, including background on financing personal medical services; organizations, professions, and their interrelationships involved in providing medical services; theorizing communication and organization in personal medical services; and communication between organizations and the public on health issues. Topics include managed care, professional communication, the hospital as a unique communication site, ethics in health communication, direct-to-consumer drug advertising, and health crisis communication.

CMN 464 Health Communication Campaigns. 3 hrs. Quick. Focuses on the theoretical principles behind designing, implementing, and evaluating a health communication campaign. Students will be exposed to campaigns pertaining to alcohol abuse, illicit drug use, organ donation, safe sex, tobacco use, among others. The first part of the course reviews theories used in health communication campaigns, derived from the disciplines of communication, social psychology, and public health. The second part of the course focuses on designing campaigns and creating messages as well as evaluating the effects of those campaigns and messages.

CMN 465 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. Students will acquire practical skills in the design, implementation, and evaluation of health intervention initiatives that use social marketing.
CMN 476 Commercialization and the Public. 3 hrs. Stole. Explores the influences of advertising and commercialism and their role in defining our political culture, social institutions, and personal lives. Through readings, written reflection, visual presentations, and class discussions, the course explores a wide range of advertising and consumer issues and discusses how consumers negotiate these forces. The first part of the course is devoted to a historical overview; discussing the risk and evolving nature of advertising throughout the 20th century. Having established a historical framework, the course offers six contemporary topics to be discussed in the remainder of the semester. Topics may include, but not be limited to: the commercial mass media; the public relations industry; gender in advertising; commercialization of childhood; the commercialization of medicine and science; contemporary consumer society; advertising in schools; and food, advertising, and body image.

CMN 496 (Sec. SJU) Language and Cognition. 3 hrs. Jacobs. Explores: (1) how the nature of human communication is shaped by the human ability to learn and use language, and (2) how the nature of human communication is shaped by the properties of the linguistic instruments humans have constructed. Topics include: animal communication; concepts and logic; grammar; language development; human biology and evolution; writing; computing machinery; plans, strategies, and inference a related to language.

CMN 496 (Sec. SJU). 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 (RMU), Political Economy of Communication. 3 hrs. McChesney. This course is for advanced undergraduates. The course examines the political economy tradition of communication research emphasizing trailblazing current research. Students read and discuss six recent books. The 2015 books include books on the Internet, journalism, money and politics, the prison-industrial complex, surveillance, and the technological revolution.

**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.)