

COMMUNICATION, BACHELOR OF ARTS

The communication major offers a communication option and a theatre & film production option. Both options require 30 semester hours selected from departmental course offerings. Eighteen hours of the 30-hour major must be upper division level.

Major Options

- Communication
- Digital Content Creation
- Theatre and Film Production

Certificate Options

- Certificate of Proficiency in Technical and Professional Communications
- Certificate in Proficiency in Digital Content Creation

Programs

- Communication, Bachelor of Arts (<https://catalog.atu.edu/undergraduate/programs/arts-humanities/communication-media-studies/communication-ba/communication-ba/>)
- Technical and Professional Communications, Certificate in Proficiency (<https://catalog.atu.edu/undergraduate/programs/arts-humanities/communication-media-studies/communication-ba/technical-professional-communications-cp/>)
- Theatre and Film Production, Bachelor of Arts (<https://catalog.atu.edu/undergraduate/programs/arts-humanities/communication-media-studies/communication-ba/theatre-film-production-ba/>)

Courses

COMM 1003 Introduction to Communication

This course is an introduction to the discipline of communication studies and explores the various theoretical perspectives on communication processes. The purpose of this course is to demonstrate how communication theory can be applied to everyday communication situations to solve problems in their public, professional, and private lives.

COMM 1023 Exploration of Media and Communication

This course offers an overview of the modern communication and media landscape. Students will explore and be exposed to the different avenues that a professional life in communication and media may take, such as journalism, social media, public relations, film making and broadcasting. In addition, students will examine the deeper knowledge of communication ranging from theory, crisis communication, rhetoric and interpersonal communication.

COMM 1111 Individual Events Practicum

Prerequisite: Consent of instructor.
Preparation and performance of a variety of public speaking events.

COMM 1121 Individual Events Practicum

Prerequisite: Consent of instructor.
Preparation and performance of a variety of public speaking events.

COMM 2003 Public Speaking

Prerequisite: ENGL 1013 or equivalent.
Fundamentals of composition, delivery, and logical reasoning. Effective utilization of basic visual aids will be included.

COMM 2013 Voice and Diction

A course for majors and non-majors. A study of the effective use of the voice, including optimum breathing methods, proper vocal technique, improvement of articulation, use of the dialects, and familiarity with the International Phonetic Alphabet (IPA).

COMM 2023 Communication Research and Writing

This course teaches majors the fundamentals of conducting scholarly research, accepted citation standards, and effective writing techniques for the communication discipline. Course includes a survey of the sub-areas of the discipline and lecture, discussion, research, presentations, and writing scholarly papers.

COMM 2111 Debate Practicum

Prerequisite: Consent of instructor.
Case research and participation in public debate.

COMM 2121 Debate Practicum

Prerequisite: Consent of instructor.
Case research and participation in public debate.

COMM 2173 Business and Professional Speaking

An introduction to a variety of communication skills to help achieve effectiveness on the job including skill sets such as verbal and listening skills, oral presentation techniques, small group problem solving/ leadership, interviewing, and organizational communication.

COMM 3003 Interpersonal Communication

This course teaches students the fundamental practice of effective dyadic communication in social, familial, and work environments. Specifically, the course focuses on topics such as self-concept, perception, listening, conversations, language, nonverbal communication, emotions, and conflict management in relationship.

COMM 3013 Intercultural Communication

An examination of communication variables in different cultures and how to better understand and more effectively communicate across diverse cultures.

COMM 3023 Introduction to Linguistics

Cross-listed: ENGL 3023, FR 3023, GER 3023, SPAN 3023.
Offered: Fall.
Prerequisite: ENGL 1023 or equivalent.
A study of basic concepts of language, comparative characteristics of different languages, and the principles of linguistic investigation.

COMM 3033 Interviewing Principles and Practices

Prerequisite: COMM 2003 or consent of instructor.
A course for both majors and non-majors that uses interviewing theory as a framework for developing skills in preparing for and practicing various types of interviews.

COMM 3053 Health Communication

This course provides an overview of current communication research and practice in various medical and care contexts including patient/provider interactions, provider/provider communication, patient/family interactions, communication and social support related to chronic and terminal illness, promotion and marketing of health information through health campaigns, communication within health care organizations, consumer advocacy, and the politics of healthcare.

COMM 3063 Oral Interpretation

Theory and practice of intelligent and effective oral reading of prose and poetry.

COMM 3073 Group Communication

Examines theory and procedures used when communicating in groups and teams. Areas of inquiry include principles of group formation and development, working in teams, leadership, conflict management, and discussion methods involving decision-making and policy implementation.

COMM 3111 Debate Practicum

Prerequisite: Consent of instructor.

Case preparation, brief writing, and participation in public debate.

COMM 3121 Debate Practicum

Prerequisite: Consent of instructor.

Case preparation, brief writing, and participation in public debate.

COMM 3123 Argumentation

Prerequisite: COMM 1003, COMM 2003 or equivalent, or consent of instructor.

Designed to develop research, critical thinking, and persuasive speaking ability. Includes lecture, discussion, research, study of debates, classroom debates, and presentations.

COMM 3133 Digital Civility

This course explores the emergence of the digital public sphere and impacts on American culture, politics, and mediated relationships. It focuses on the way post-truth culture shapes Americans views of themselves and their relationships to one another. It goes on to provide practical strategies for navigating this challenging universe, including online research skills and conflict management techniques to build consensus and generate effective public action.

COMM 3163 Writing for Performance

Students will learn to communicate orally through the medium of aesthetic texts such as monologues and plays. This course teaches skills necessary to all forms of dramatic writing, with emphasis on plot structure, character development, and dialogue.

COMM 3263 Podcast/Radio Theatre Writing

This course aims to introduce students to audio drama through reading, listening, performing, recording, and editing. The primary emphasis of the course, however, is on writing - teaching such practical skills as adaptation, monologue-writing, serial writing, and original script-writing.

COMM 3513 Media Criticism

Prerequisite: COMM 1003.

This class explores differing approaches for critiquing media ranging from print, television, film, music, politics, and digital communication. Given that today's public sphere is increasingly variegated, students must develop a greater sense of awareness of the ways that these practices have impacted our public sphere. This means developing media literacy skills. Students will be equipped with the critical vocabulary necessary to articulate the ways that media shape our communication environment and social consciousness.