

Department of Communication

FACULTY *Professors Gullifor, Jacobs, Murphy, Schweitzer, Zohoori (chair); Associate Professors Cheng, Dare, Kasch, Koperski, Lamoureux, Pitts; Assistant Professors Pfeifer, Young; Lecturers Lawrence, Strasma, Tiernan; Temporary Assistant Professors Garfinkel, Ng, Rega, Smith, Thurwanger; Temporary Instructor McCoy*

Mission

The Department of Communication is a learning community committed to the study of communication from both theoretical and applied perspectives.

We integrate the academic study of communication with a commitment to preprofessional education in advertising, journalism, photography, public relations, radio-television, and speech communication.

We seek to develop in our students the ability to discover, analyze and process information, think critically, engage in problem-solving, and construct messages in diverse media and other communication contexts.

Our work focuses on ways in which the study and evolving practice of communication prepare students for a lifelong commitment to ethical, intellectual, socially responsible, and creative professional development.

Admission Requirements

1. Bradley students transferring into the department must have a 2.25 gradepoint average for at least 12 hours of course work in order to declare a major and/or minor in the Department of Communication.
2. Students transferring from other institutions must have a 2.25 overall gradepoint average to be admitted to a major and/or minor in the department. External transfer students not having a 2.25 overall gradepoint average must earn a 2.25 at Bradley for at least 12 hours of course work before declaring a major and/or minor in the department. Courses taken at other institutions must be evaluated by the Admissions Office and then by the department's advisor for transfer students.
3. Internal and external transfer students may need at least one extra semester to complete graduation requirements because of prerequisites and core course requirements in the major and/or minors.

Major Requirements

General Requirements:

1. Students must earn a “C” or better in every core course.
2. Students may not enroll in communication courses for which a core course is a prerequisite unless they have earned a C or better in the core course.
3. For graduation, all department majors must have a gradepoint average of 2.25 for all courses taken in the major and/or minor (including courses outside the department required for the major).
4. Department majors and/or minors may not apply a course to more than one requirement. See the requirements for the minor.
5. Students may have only one concentration and one minor in the Department of Communication. The two cannot be in the same concentration area.
6. Students not majoring in the department may complete two minors in the department.

Course Requirements:

Bachelor of Arts or Bachelor of Science Degree with a major in Communication

Must complete requirements for the core and one concentration.

Core Requirements

COM 101 The Mass Media in a Global Environment	3
COM 112 Introduction to Media Production	1
or M M 113 Introduction to Multimedia	3
COM 205 Interpersonal Communication,	
COM 206 Public Presentations, or	
COM 207 Communication in Small Groups	3
COM 200 Communication Writing	3
COM 300 Communication Theory	3
COM 417 Communications in Perspective	3
Total Core Hours Required	16 or 18

Advertising Concentration

COM 219 Public Relations	3
COM 220 Advertising as Communication	3
COM 320 Advertising Creative Strategy	3
COM 322 Advertising Media Planning	3
COM 325 Advertising Design and Production	3
COM 481 Advertising Research & Campaigns	3
*COM 437 Advertising in a Global Environment	3
MTG 315 Principles of Marketing	3
MTG elective chosen from an approved list including MTG 381	3
Total Hours Required for Concentration	24
Total Hours Required for Major	42

Journalism Concentration

COM 215 Basic Reporting	3
COM 302 Advanced Reporting or	
COM 310 Broadcast Newswriting	3
COM 330 Communication Law	3
COM 425 Public Affairs Reporting	3
<i>Plus 9 hours from the following:</i>	
COM 204 Audio Production	3
COM 307 News Feature Writing	3
COM 314 Television Production and Directing	3
COM 323 Newspaper Editing and Design	3
COM 335 Introduction to Video Communication	3
COM 340 Magazine Production	3
COM 345 Applied Photojournalism	3
COM 415 Global Media Systems	3
COM 435 Advanced Video Field Production & Editing	3
COM 450 Broadcast Programming and Promotion	3
COM 491 Topics in Communication	max. 3
Total Hours Required for Concentration	21
Total Hours Required for Major	39

Photography Concentration

ART 225 Basic Black & White Photography	3
ART 226 Basic Color Photography	3
COM 345 Photojournalism & Documentary Photography	3
COM 350 Studio Lighting & Illustration Photography	3
COM 365 Digital Photography	3
ART 390 History of Photography	3
COM 426 Photographic Portfolio	3
<i>Plus at least 3 or 4 hours from the following:</i>	
M M 213 Basic Multimedia Authoring	4
COM 335 Introduction to Video: Field Production	3
COM 490 Independent Study	max. 3
COM 491 Topics in Communication	max. 3
Total Hours Required for Concentration	24
Total Hours Required for Major	42

Public Relations Concentration

COM 215 Basic Reporting	3
COM 219 Public Relations	3
COM 220 Advertising as Communication	3
COM 327 Public Relations Writing	3
COM 400 Research Techniques for Public Relations	3
*COM 438 Public Relations in a Global Environment	
COM 480 Public Relations: Case Studies & Campaigns	3
MTG 315 Principles of Marketing	3
Total Hours Required for Concentration	21
Total Hours Required for Major	39

* Elective

Radio/Television Concentration

COM 203 Introduction to Radio/Television	3
COM 204 Audio Production	3
COM 314 Television Production and Directing.....	3
COM 335 Introduction to Video Communication	3

Plus 6 hours from the following courses:

COM 414 Advanced TV Production and Directing	3
COM 420 Media Sales	3
COM 430 Media Administration	3
COM 435 Advanced Video Field Prod. and Editing.....	3
COM 440 Media Research	3
COM 445 Nonlinear Postproduction I	3
COM 450 Broadcast Programming and Promotion	3
COM 490 Independent Study	max. 3
COM 491 Topics in Communication	max. 3
COM 495 Communication Internship.....	max. 3

Total Hours Required for Concentration	18
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Total Hours Required for Major	36
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Speech Communication Concentration

COM 205 Interpersonal Communication	3
COM 207 Communication in Small Groups	3
COM 208 Argumentation/Debate	3
COM 303 Rhetorical Theory or	
COM 304 Communication Analysis	3
COM 305 The Persuasive Process	3

Total Hours Required for Concentration	15
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Total Hours Required for Major	33
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Minor Requirements

The Department of Communication offers two minors. Communication majors who choose a communication minor may not apply a course to more than one requirement.

Speech Communication

COM 205 Interpersonal Communication	3
COM 207 Communication in Small Groups	3
COM 303 Theory and Literature of Rhetoric, or	
COM 304 Communication Analysis	3
COM 305 The Persuasive Process	3

Plus 9 hours from the following courses:

COM 151 Performance of Literature	3
COM 206 Public Presentations	3
COM 208 Argumentation/Debate	3
COM 300 Communication Theory.....	3
COM 303 Theory and Literature of Rhetoric, or	
COM 304 Communication Analysis (the one not taken in the first group of courses)	3
COM 315 Intercultural Communication Theory	3
COM 316 Researching Communication in Culture	3
COM 330 Communication Law.....	3
COM 351 Advanced Performance of Literature.....	3
COM 400 Research Techniques for Pub. Relations.....	3
COM 405 Nonverbal Communication.....	3
COM 408 Legal Advocacy.....	3
COM 291, 391, 491 Topics in Communication (with approval of advisor)	3

Total Hours Required for Minor	21
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Journalism

*COM 101 The Mass Media in a Global Environment ...	3
*COM 200 Communication Writing	3
COM 215 Basic Reporting	3
COM 302 Advanced Reporting, or	
COM 310 Broadcast Newswriting	3
COM 323 Newspaper Editing and Design, or	
COM 335 Introduction to Video Communication ...	3
COM 330 Communication Law	3
COM 345 Applied Photojournalism, or	
COM 425 Public Affairs Reporting	3

Total Hours Required for Minor	21
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Course Descriptions**COM 101 The Mass Media in a Global Environment**
3 hrs.

Foundation course in mass communication placing U.S. media in a global perspective.

COM 103 The Oral Communication Process
3 hrs. (Gen. Ed. SP)

Theories and skills of oral communication. Emphasis on basic principles of thought, content, organization, style, delivery, and the interaction of communication and culture.

COM 112 Introduction to Media Production
1 hr.

Tools and aesthetics of media production: word processing and photography. The desktop computer interface. Desktop publishing, presentation software, multimedia documents. Internet navigation and page production. Credit by examination available. Not available for credit to students who have credit in MM 113.

COM 151 Performance of Literature
3 hrs.

Use of audible and visible symbols to enhance understanding of the intellectual and emotional content of literature; communicating that content through performance.

COM 200 Communication Writing
3 hrs.

Basic writing: selecting, organizing, and structuring information and material for public relations, advertising, speech writing, journalism, and broadcasting. Prerequisites: COM 101; ENG 101.

COM 203 Introduction to Radio-Television
3 hrs.

Overview of radio, television, and CATV: local, regional, national, and international networks; roles of government, advertisers, agencies, and audiences. Prerequisite: COM 101.

COM 204 Audio Production
3 hrs.

Study and practice in the operation of basic audio production equipment. Production techniques and production criticism. Prerequisite: COM 101 and 203; or consent of instructor.

* Communication majors who choose to minor in journalism must substitute courses for COM 101 and COM 200 with departmental approval.

COM 205 Interpersonal Communication
3 hrs.

Human communication: personal perception, interpersonal attraction, message variables, feedback, and situational factors. Determinants of each of these variables examined using empirical research and social science theory. Prerequisite: COM 103 or consent of instructor.

COM 206 Public Presentations: Theory and Practice
3 hrs.

Basic elements of the theories and methods of effective and responsible public address; practice in a variety of speech situations; relevant technology; analysis and criticism. Prerequisite: COM 103.

COM 207 Communication in Small Groups
3 hrs.

Processes and practices for communicating in a variety of small group contexts. Theories and techniques: group membership, discussion, quality group work, and individual development through small group life. Prerequisite: COM 103 or consent of instructor.

COM 208 Argumentation/Debate
3 hrs.

Theory of rational decision making, reasoning, evidence, and analysis. Emphasis on argumentative speaking and debating topics of current interest. Prerequisite: COM 103 or consent of instructor.

COM 209 Forensics
1 hr.

Research and performance laboratory for students who participate in intercollegiate and community speech activities. Repeatable to a maximum of 6 credit hours. Prerequisites: COM 103; consent of Forensics Director.

COM 215 Basic Reporting
3 hrs.

Practice in news gathering, interviewing, and writing basic news stories. Introduction to computer assisted reporting. Prerequisite: COM 101 and 200.

COM 219 Public Relations
3 hrs.

Nature, practices, ethics, and problems of public relations. Prerequisites: COM 101 and 200.

COM 220 Advertising as Communication
3 hrs.

Introduction to the foundations, nature, and practice of advertising; commercial aspects of communications. Ethical, legal and social responsibility aspects of advertising. Prerequisite: COM 101.

COM 290 Participation in Mock Trial
1 hr.

Research and performance laboratory for students who participate in the American Mock Trial Association competition. May be repeated for a maximum of four hours credit. Cross listed as PLS 290. Prerequisite: consent of the instructor.

COM 291 Topics in Communication
1-3 hrs. per sem.

Topics of special interest which may vary each time course is offered. May be repeated under different topics. Topic and prerequisites stated in current Schedule of Classes. No more than 9 hours total may be taken in COM 291, 391, and 491. Prerequisite: sophomore standing.

COM 300 Communication Theory
3 hrs.

Theories and variables of human communication in the interpersonal, group, organizational, intercultural, mediated, and global systems. Prerequisites: COM 101 and 200; junior standing.

COM 302 Advanced Reporting
3 hrs.

Continuation of COM 215; emphasis on coverage of local and state government, the courts, and schools, with attention to the techniques and problems of preparing news. Prerequisite: COM 101, 200, and 215.

COM 303 Theory and Literature of Rhetoric
3 hrs.

Development of rhetorical theories: ancient Greece and Rome to the modern age. Focus on major theorists of each age and their treatments of the canons of rhetoric. Prerequisites: COM 103; junior/senior standing; sophomores by permission.

COM 304 Communication Analysis
3 hrs.

Analysis and evaluation of public discourse: speeches, written works, and significant communicative events reported by the mass media. Prerequisite: COM 103.

COM 305 The Persuasive Process
3 hrs.

How persuasive communication influences human behavior. Emphasis on recent theories of persuasion and experimental research. Creating persuasive messages and evaluating persuasive attempts. Prerequisites: COM 103 and 206; or consent of instructor.

COM 307 News Feature Writing
3 hrs.

Writing local news features and special feature stories for Sunday supplements, magazine sections, and magazines. Prerequisites: COM 101, 200, and 215.

COM 310 Broadcast Newswriting
3 hrs.

Continuation of COM 215; emphasis on covering, writing, and preparing news for radio-TV broadcast. Problems of preparing and broadcasting news; program format. Prerequisite: COM 101, 200, and 215.

COM 314 Introduction to Video: Studio Production
3 hrs.

Television production techniques, theories, and fundamental skills as applied to studio production and instantaneous video editing. Preproduction planning, staging, and graphic production are stressed. This course may not be taken concurrently with COM 335. Prerequisites: COM 101, 203, 204 and MM 113.

COM 315 Intercultural Communication Theory
3 hrs.

Communication across diverse cultures. Intercultural communication theory, skills, and concepts. Developing specific communication skills to facilitate effective communication in intercultural settings. Prerequisites: COM 103; junior standing.

COM 316 Researching Communication in Culture
3 hrs.

Introduction to qualitative approaches to studying cultural forces in everyday communication, including ethnography of communication, conversational analysis, textual analysis, and interviewing. Prerequisites: COM 103; junior standing.

COM 320 Advertising Creative Strategy**3 hrs.**

Formulation and techniques of creative strategy. Copywriting for print and electronic media. Prerequisites: COM 101, 200, and 220.

COM 322 Advertising Media Planning**3 hrs.**

Development of media plans and schedules to deliver advertising messages to target markets in media audiences. Advertising media vehicles evaluated in terms of creative requirements, audience characteristics, and cost efficiency. Prerequisites: COM 101, 220, and MTG 315.

COM 323 Newspaper Editing and Design**3 hrs.**

Extensive practice in copy editing and headline writing for newspapers with an emphasis on grammar, style, and accuracy. Introduction to the principles of newspaper design. Prerequisites: COM 101, 112, 200, 215, and 302.

COM 325 Advertising Design and Production**3 hrs.**

Application of advertising principles and techniques in the design and preparation of ads for newspapers, posters, magazines, sales brochures, and direct marketing. Prerequisites: COM 101, 112, 200, 220, and 320.

COM 327 Public Relations Writing**3 hrs.**

Promotional writing for publicity and public relations; practice preparing product, personnel, and organizational news releases. Special needs of various media. Prerequisites: COM 101, 200, 215, and 219.

COM 330 Communication Law**3 hrs.**

Laws covering all the media: libel, privacy, copyright; federal and state laws; unique broadcasting regulations. Prerequisites: junior standing and 15 hours in Communication.

COM 335 Introduction to Video: Field Production**3 hrs.**

Use of portable field video production techniques (ENG/EPF) and post-production editing facilities for a variety of assignments in news, feature, and television commercial production. Aesthetics, visualization, and societal impact of the medium. This course may not be taken concurrently with COM 314. Prerequisites: COM 101, 200, 203, 204, and MM 113; or consent of instructor.

COM 340 Magazine Production**3 hrs.**

Magazine publishing: writing, editing, production, design, and management. Prerequisite: COM 101, 200, and 215.

COM 345 Photojournalism and Documentary Photography**3 hrs.**

Technical, aesthetic, and ethical concerns of the photojournalist and documentarian. Photographs for newspapers, magazines, and interactive media. The photographic essay. Pictorial coverage of events. Prerequisites: MM 113, ART 225, or consent of instructor.

COM 350 Studio Lighting and Illustration Photography**3 hrs.**

Aesthetics and techniques of studio lighting as used by photographers in illustration, advertising, and fine art photography. Use of special equipment; fashion, and still-life image-making. Cross-listed as ART 327. Prerequisite: ART 225 or consent of instructor.

COM 365 Digital Photography**3 hrs.**

Photographic imaging using computers. Image acquisition by conventional means and by digital cameras. Image creation, processing, enhancement, manipulation, and compositing. Aesthetic, technical, economic, and ethical implications of digital photographic imaging. Prerequisites: MM 113; ART 225; or consent of instructor.

COM 390 Participation in Mock Trial**1 hr.**

Research and performance laboratory for junior and senior students who participate in the American Mock Trial Association competition. May be repeated for a maximum of four hours credit. Cross listed as PLS 390. Prerequisites: consent of the instructor; junior/senior standing.

COM 391 Topics in Communication**1-3 hrs. per sem.**

Topics of special interest which may vary each time course is offered. May be repeated under different topics. Topic and prerequisites stated in current Schedule of Classes. No more than 9 hours total may be taken from COM 291, 391, and 491. Prerequisite: junior standing.

COM 399 Communication in Computer-mediated Environments**3 hrs.**

Nature, function, and process of communication in diverse computer-mediated environments. Enhances learners' ability to communicate competently in technologically complex computer-mediated environments.

COM 400 Research Techniques for Public Relations**3 hrs.**

Conducting elementary attitudinal research in public relations. Formulating a research project, carrying it out, and reporting results. Prerequisites: junior standing and 15 hours in communication courses.

COM 405 Nonverbal Communication**3 hrs.**

Human communication in non-language codes and modes: space, physical appearance, time, facial expressions, eye behavior, posture, and gestures. Prerequisite: COM 103.

COM 408 Legal Advocacy**3 hrs.**

Communication practices and rhetorical strategies in the courtroom: pre-trial hearings through jury deliberation. Prerequisite: COM 103.

COM 414 Advanced Video: Studio Production**3 hrs.**

For students entering broadcasting. Preparation and development of television programs; emphasis on creative formats and uses of the camera, sound, music, lighting, and graphics. Development of production and critical skills. This course may not be taken concurrently with COM 435. Prerequisites: COM 101, 203, 204 and 314; senior standing.

COM 415 Global Media Systems**3 hrs.**

Study of mass media systems throughout the world: their history, development, theories of control, international news agencies, and new technologies. Prerequisites: COM 101; senior standing or consent of instructor.

COM 417 Communications in Perspective
3 hrs.

Social, ethical, and economic problems facing the media, and attempts to overcome them. Prerequisite: COM 101, 200, and 300; senior standing.

COM 420 Media Sales
3 hrs.

The economics, strategies, and techniques involved in media sales. Prerequisite: junior standing.

COM 425 Public Affairs Reporting
3 hrs.

Reporting local, state, and federal administrations, courts, financing, education, boards, and commissions; urban affairs with emphasis on background and interpretation. Prerequisite: COM 101, 200, 215; COM 302 or 310.

COM 426 Photographic Portfolio
3-6 hrs.

Preparation of photographic portfolio for the fine arts or for publications photography. Research into successful photographers' works; selection; development of personal aesthetic. Archival and professional presentation of the prints or other media. Cross-listed as ART 426. Prerequisites: ART 325 or 326; or consent of instructor and advisor.

COM 430 Media Administration
3 hrs.

Theory of media administration. Administrative practices include cost and revenue analysis, budgeting, and personnel management. Prerequisites: senior standing or consent of instructor.

COM 435 Advanced Video: Field Production
3 hrs.

Advanced work in portable video communication systems and electronic editing. Exploration of various media applications and individual style of exposition. Video communication and societal effects. This course may not be taken concurrently with COM 414. Prerequisite: COM 101, 200, 203, 204, 335, and MM 113.

COM 437 Advertising in a Global Environment
3 hrs.

Comparative analysis of interaction among advertising, cultures, and economic, legal, and political systems. Designing and developing appropriate advertising strategies for diverse cultural markets. Prerequisites: COM 101, 220, and MTG 315; or consent of instructor.

COM 438 Public Relations in a Global Environment
3 hrs.

Public relations theory and practice in conjunction with cultural, geographic, and historic components of international practice of the profession. International media-public relations exchange and international public relations. Prerequisites: COM 101, 200, 219, and MTG 315.

COM 440 Media Research
3 hrs.

Research procedures commonly used in media including both qualitative and quantitative methods. Data analysis and application of results to media problems. Prerequisites: COM 101, 200, and 300; senior standing.

COM 445 Nonlinear Postproduction I
3 hrs.

Fundamental principles and practices of digital, nonlinear video editing and related postproduction processes and procedures. Prerequisite: COM 101, 200, 203, 204, 335, and MM 113.

COM 450 Electronic Media Programming and Promotion
3 hrs.

Acquisition, distribution, and evaluation of radio and television program content across various electronic media platforms. Application of programming and promotion strategies to specific situations. Prerequisites: COM 101, 203, and senior standing; or consent of instructor.

COM 480 Public Relations: Case Studies and Campaigns
3 hrs.

The course is the capstone to the PR sequence. Theory and strategy are stressed through studies of classic PR case programs and development of PR campaigns for actual businesses and organizations. A final campaign requires research, writing, production, application and analysis skills. Prerequisites: COM 101, 200, 215, 219, 300, and 327; senior standing.

COM 481 Advertising Research and Campaigns
3 hrs.

Introduction to advertising research; methods of message and media research techniques with special application to campaign planning. Basic principles and applications of advertising campaign planning, preparation, and presentation taught in a problem-solving mode. Prerequisites: COM 101, 112, 200, 220, 320, 322, and 325.

COM 483 Desktop Publishing
3 hrs.

Desktop publishing on the Macintosh computer. Lecture, discussion, and hands-on projects using various software programs and techniques suitable for publications work. Prerequisites: COM 112.

COM 490 Independent Study
1-3 hrs. per sem.

Individual creative research into various problems and aspects of the mass media. Requires application (available in Department Chair's office). May be repeated for a total of six hours. Prerequisites: junior standing and consent of instructor.

COM 491 Topics in Communication
1-3 hrs.

Topics of special interest which may vary each time course is offered. May be repeated under different topics. Topic and prerequisites stated in current Schedule of Classes. No more than 9 hours total may be taken in COM 291, 391, and 491. Prerequisite: senior standing.

COM 492 Seminar in Communication
1-3 hrs.

Advanced study and/or work in performance, production, historical, critical, and theoretical aspects of communication. May be repeated under different topics, for a total of three semester hours. Prerequisite: junior standing.

COM 493 Communication Agency Practicum
1-3 hrs.

Senior level experience in various communication disciplines. Students meet with clients to plan, prepare, analyze, and produce client materials under faculty supervision. May be repeated up to a maximum of 3 semester hours. Prerequisite: senior standing.

COM 494 Communication Expedition**1-3 hrs.**

Students travel to observe professional communication and/or to engage in creative production making use of the resources of the particular location. Advanced study and/or experiences in communication settings. May be repeated under different topics for a maximum of 9 hours credit. Topics, destination, and prerequisites stated in current Schedule of Classes.

COM 495 Communication Internship**1-3 hrs.**

Supervised experience at media outlets, companies, or organizations utilizing communication involving all phases of media operations. Application required (available from Intern Director). May be repeated once if in a different experience. Only 3 hours count toward major where applicable. Prerequisites: junior standing; 2.5 overall GPA, 2.75 major/minor GPA; completion of required courses in concentration (required courses listed on internship application form).