

Department of Communication

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

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, electronic media, journalism, organizational communication, and public relations.

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

- 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.
- 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.
- 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.
- Current Bradley University students and external transfer students who meet departmental admission requirements and who wish to change to or add a communication major must first meet with the department chair for an initial academic advisement session. Applications may be processed at any time except during the following periods:
 - Seven workdays prior to the beginning of the semester to the end of the drop/add period as defined in the academic calendar in the Schedule of Classes.
 - Seven workdays prior to the beginning of early registration to the end of the early registration period as defined in the academic calendar in the Schedule of Classes.

Major Requirements

General Requirements:

- Students must earn a C or better in every core course.
- 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.
- 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).
- Department majors and/or minors may not apply a course to more than one requirement. See the requirements for the minor.
- The journalism minor is not open to department majors.

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 Survey of Communication.....	3
COM 300 Communication Theory.....	3
COM 417 Issues and Perspectives in Communications ..	3
Total Core Hours Required	9

Advertising Concentration

COM 112 Introduction to Media Production	(1)
or M M 113 Introduction to Multimedia.....	(3)
COM 202 Basic Advertising Writing	3
COM 219 Public Relations.....	3
COM 220 Advertising as Communication.....	3
COM 320 Advertising Creative Strategy	3
COM 322 Media Planning.....	3
COM 325 Advertising Design and Production	3
COM 400 Strategic Communication Research.....	3
COM 481 Advertising Campaigns.....	3
MTG 315 Principles of Marketing.....	3
Total Hours Required for Concentration	28-30
Total Hours Required for Major	37-39

Advertising Concentration Electives

COM 437 Advertising in a Global Environment.....	3
COM 447 Issues and Ethics in Advertising.....	3
COM 474 Advanced Copywriting.....	3

Electronic Media Concentration

<i>Required Courses (15 hrs.)</i>	
COM 203 Introduction to Electronic Media.....	3
COM 204 Audio Production.....	3
COM 415 Global Media System.....	3
COM 430 Media Management.....	3
COM 440 Media Research	3

Plus 15 hours from electronic media tracks (12 hrs. from one track and 3 hrs. from the other, excluding COM 495).

Production Track

COM 314 Introduction to Video: Studio Production	3
COM 335 Introduction to Video: Field Production.....	3
COM 414 Advanced Studio Production.....	3
COM 435 Advanced Field Production.....	3
COM 445 Nonlinear Post Production	3
COM 495 Communication Internship.....	3

Operations & Strategies Track

COM 292 Organizational Communication	3
COM 330 Communication Law and Ethics.....	3
COM 420 Media Sales	3
COM 450 Electronic Media Programming & Promotion 3	
COM 495 Communication Internship.....	3
Total Hours Required for Concentration	30

Total Hours Required for Major 39

Journalism Concentration

Required Courses (16 hrs.)

COM 112 Introduction to Media Production	1
COM 201 Journalistic Writing	3
COM 215 Basic Reporting.....	3
COM 302 Computer-Assisted Reporting or COM 310 Broadcast News Reporting & Writing .	3
COM 330 Communication Law and Ethics.....	3
COM 425 Public Affairs Reporting	3

Required Electives (12 hrs.)

One course (3 hrs.) from:

COM 315 Intercultural Communication Theory.....	3
COM 386 Media, Race, and Gender	3
COM 415 Global Media Systems	3

Two courses (6 hrs.) from:

COM 204 Audio Production.....	3
COM 307 News Feature Writing*	3
COM 323 Newspaper Editing and Design	3
COM 335 Introduction to Video: Field Production	3
COM 340 Magazine Production*	3
COM 345 Photojournalism & Documentary Photography	3
COM 365 Digital Photography	3

One course (3 hrs.) from:

COM 307 News Feature Writing*	3
COM 314 Introduction to Video: Studio Production	3
COM 340 Magazine Production*	3
COM 414 Advanced Video-Studio Production.....	3
COM 435 Advanced Video-Field Production	3
COM 494 Communication Expedition (journalism focus; consent of advisor)	1-3
COM 495 Internship.....	max. 3
Total Hours Required for Concentration	28

Total Hours Required for Major 37

Organizational Communication Concentration

Required Courses (13 hrs.)

COM 112 Introduction to Media Production	1
COM 201 Journalistic Writing	3
COM 219 Public Relations.....	3
COM 292 Organizational Communication	3
COM 392 Case Studies in Organizational Communication	3

Communication Concepts and Processes (Choose 6 hrs.)

COM 303 Rhetorical Theory	3
COM 305 The Persuasive Process	3
COM 315 Intercultural Communication	3
COM 393 Interpersonal & Small Group Communication 3	

Elective Courses (Choose 6 hrs.)

COM 316 Researching Communication and Organizational Culture	3
COM 394 Communication and Conflict Management ...	3
COM 395 Interviewing Communication: Process and Strategy	3
COM 396 Innovation, Computer-Mediated Communication, and Organizational Change	3
COM 397 Virtual Teams, Communication and Collaboration.....	3
COM 399 Computer-mediated Communication	3
COM 430 Media Management	3

Elective Outside the Communication Department (3 hrs.)

One course that closely complements the study and practice of organizational communication, selected with advisor consent from outside the department ... 3

Total Hours Required for Concentration 28

Total Hours Required for Major 37

Public Relations Concentration

Required

COM 201 Journalistic Writing	3
COM 112 Introduction to Media Production	(1)
or MM 113 Introduction to Multimedia.....	(3)
COM 215 Basic Reporting.....	3
COM 219 Public Relations.....	3
COM 220 Advertising as Communication.....	3
COM 327 Public Relations Writing	3
COM 383 Desktop Publishing	3
COM 400 Strategic Communication Research.....	3
COM 480 Public Relations: Case Studies & Campaigns....	3
Additional COM 300/400 level elective	3
	28-30

Required Non-Communication Courses

ATG 157 Accounting Principles-Financial	3
ECO 100 Introduction to Economics or ECO 221 Principles of Microeconomics.....	3

Total Hours Required for Concentration 34-36

Total Hours Required for Major 43-45

* Course cannot be used to satisfy two areas.

Minor Requirements

The Department of Communication offers a minor in Journalism. It is not open to department majors.

Journalism

COM 101 Survey of Communication.....	3
COM 201 Journalistic Writing	3
COM 215 Basic Reporting.....	3
COM 302 Computer-Assisted Reporting, or COM 310 Broadcast News Reporting & Writing.....	3
COM 323 Newspaper Editing and Design, or COM 335 Field Production	3
COM 330 Communication Law and Ethics.....	3
COM 345 Photojournalism & Documentary Photography or COM 425 Public Affairs Reporting.....	3

Total Hours Required for Minor 21

Course Descriptions

COM 101 Survey of Communication	3 hrs.
Basic communication concepts and issues. Overview of mass media history and profession.	
COM 103 The Oral Communication Process (Gen. Ed. SP)	3 hrs.
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 201 Journalistic Writing	3 hrs.
Basic writing: selecting, organizing, and structuring information for print and broadcast journalism. Prerequisites: COM 101; ENG 101.	
COM 202 Basic Advertising Writing	3 hrs.
Principles and practice of effective advertising writing. Selecting, organizing, and structuring information for advertising writing. Prerequisites: COM 101; ENG 101.	
COM 203 Introduction to Electronic Media	3 hrs.
Overview of electronic media industries: radio, television, cables and related electronic technologies. Local, regional, national, and international networks and programming services. Broadcast and broadband distribution; roles of government, advertisers, agencies, and audiences. Prerequisites: 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, 203; 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, 201.	

COM 219 Public Relations **3 hrs.**
Nature, practices, ethics, and problems of public relations. Prerequisites: COM 101, COM 201 or COM 202; ENG 101.

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 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 292 Organizational Communication **3 hrs.**
Introduction to organizational communication including perspectives on organizing, the nature of communication within organizations, organizational culture, enhancing communication competence, innovation, technology, and organizational change, and contemporary issues. Prerequisites: COM 103.

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; minimum of 45 credit hours.

COM 302 Computer-Assisted Reporting **3 hrs.**
Continuation of COM 215. Focus on coverage of trends, processes, and phenomena with attention to techniques and problems of preparing news about local and state government, courts, finance, education, boards, and commissions; introductions to database development and use in reporting. Prerequisites: COM 101, 201, 215; ENG 101.

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 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, 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, 201, and 215.

COM 310 Broadcast News Reporting & Writing **3 hrs.**
Continuation of COM 215; Focus on gathering, preparing, and writing broadcast news about local, state, and federal administration, courts, finance, education, boards, and commissions; program format. Prerequisites: COM 101, 201, 215; ENG 101.

COM 314 Introduction to Video: Studio Production **3 hrs.**
Television production techniques, theories, and fundamental skills as applied to studio production and 335. Prerequisites: COM 101, 203, 204; or consent of instructor.

- COM 315 Intercultural Communication Theory** 3 hrs.
(Gen. Ed. CD)
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 Organizational Culture** 3 hrs.
Introduction to qualitative approaches to studying cultural forces in organizational communication, including ethnography of communication, conversation analysis, rhetorical analysis of texts, interviewing, and communication audits. 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, 202, 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; 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, 201, 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, 202, 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, 201, 215, and 219.
- COM 330 Communication Law and Ethics** 3 hrs.
Laws covering all the media; libel, privacy, copyright, and intellectual property; federal and state laws; unique broadcast and Internet regulations; nexus between the legal and the ethical in the practice of journalism. Prerequisites: junior standing.
- COM 335 Introduction to Video: Field Production** 3 hrs.
Use of portable field video production techniques (ENG/ EFP) 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. May not be taken concurrently with COM 314. Prerequisites: COM 101, 203, 204 or consent of instructor.
- COM 340 Magazine Production** 3 hrs.
Magazine publishing: writing, editing, production, design, and management. Prerequisite: COM 101, 201, 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: ART 225; MM 113; 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: ART 225; MM 113; or consent of instructor.
- COM 383 Desktop Publishing** 3 hrs.
Desktop publishing. Lecture, discussion, and preparation of public relations portfolio using various software. Prerequisites: COM 112.
- COM 386 Media, Race, and Gender** 3 hrs.
An examination of the historical and current media portrayal and involvement of women and ethnic minorities indigenous to America, with special emphasis on the growth and development of minority media and media systems. Prerequisites: junior 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. rules and strategies for managing and resolving conflict. Prerequisites: junior standing.
- COM 392 Case Studies in Organization Communication** 3 hrs.
Problems and issues in organizational communication are analyzed through case histories, exercises, and projects. Prerequisites: COM 103, 292.
- COM 393 Interpersonal and Small Group Communication** 3 hrs.
Examines theory and research in interpersonal and small group communication in the context of the organization. Prerequisites: COM 103, 292; or consent of instructor.
- COM 394 Communication and Conflict Management** 3 hrs.
Furnishes learners with an understanding of the nature, purpose, and function of conflict and communication rules and strategies for managing and resolving conflict. Prerequisites: COM 103, 292, or consent of instructor.
- COM 395 Interviewing Communication: Process and Strategy** 3 hrs.
The purpose, structure, focus, and techniques employed in effective interviewing. Furnishes knowledge and skills necessary for enhancing effectiveness in several types of interviewing contexts, including employment interviews, journalistic interviews, appraisal interviews, and counseling/medical interviews. Prerequisites: COM 103, 292; or consent of instructor.
- COM 396 Innovation, Computer-Mediated Communication, and Organizational Change** 3 hrs.
Examines the introduction, diffusion, and use of computer-mediated communication within the organization. Furnishes an understanding of the range of uses to which information technologies are put in organizations, the controversies surrounding their use, and the complexities involved in managing their effects. Prerequisites: COM 103, 292; or consent of instructor.

- COM 397 Virtual Team, Communication and Collaboration** 3 hrs.
Furnishes conceptual understanding of: 1) the nature of human communication and collaboration; 2) collaboration technologies; and 3) rules and strategies for using technology to enhance team and organizational effectiveness. Prerequisites: COM 103, 292; or consent of instructor.
- 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 Strategic Communication Research** 3 hrs.
Research procedures commonly used in strategic communication, including qualitative and quantitative research methods. Emphasis on research and sampling design, data analysis, and application of results to communication challenges. Prerequisites: COM 101, 300; minimum of 45 credit hours.
- 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 Issues and Perspectives in Communication** 3 hrs.
Analysis and discussion of communication issues, ethics, and perspectives. Prerequisites: COM 101, 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.
Intensive practice in coverage of urban affairs; methods of reporting on state and federal government; introduction to methods of investigative reporting. Prerequisites: COM 101, 201, 215; COM 302 or 310; ENG 101.
- COM 430 Media Management** 3 hrs.
Theory and operation of media organizations including management and administrative issues. 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, 203, 204, and 335.
- 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; 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, 201, 219.
- 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 planners. Prerequisites: COM 101, 300; minimum of 45 credit hours; or consent of instructor.
- 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, 203, 204, and 335.
- COM 447 Issues and Ethics in Advertising** 3 hrs.
Students will explore current issues in advertising with special emphasis on present advertising industry development, advertising laws, advertising literature, special interest research, ethical issues, and problem-solving techniques. Prerequisites: senior standing.
- 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; senior standing; or consent of instructor.
- COM 474 Advanced Copywriting** 3 hrs.
Advanced advertising copywriting for various advertising media. Prerequisites: COM 101, 112, (or MM 113), 202, 220, 320, 325; ENG 101; senior standing.
- 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, 201, 215, 219, 300, and 327; senior standing.
- COM 481 Advertising Campaigns** 3 hrs.
The capstone course in the advertising sequence. Basic principles and applications of advertising campaign planning, preparation, and presentation taught in a problem-solving mode. Prerequisites: COM 101, 112, 202, 220, 320, 322, 325, and 400.
- 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).