



In fall 2015 the School of Communication launched the first of five new concentrations for its MA program. The new concentration, Professional Communication and Digital Media, drew 22 students.

Beginning in Spring 2016, the School of Communication (SOC) will offer four more new concentrations in its MA program in communication. The concentrations will be offered in both professional and academic areas of study. They are:

- **Professional Communication and Digital Media**
- **Professional Health Communication**
- **Health Communication**
- **Media Studies/Research and Theory**
- **Organizational Communication**

The Need for Professional Concentrations

Many young media professionals and teachers with undergraduate degrees in communication studies, journalism or media production are looking for master's programs to sharpen their professional skills. The School of Communication has designed two new concentrations to attract such students: a program in **Professional Communication and Digital Media Production**, and one in the **Professional Health Communication**.

For the concentration in **Professional Communication and Digital Media**, after taking foundational and required classes in professional skills, the master's candidates will complete a two-semester project in long-form journalism, documentary film, web-based journalism or digital instruction material for classroom use. The professional program will offer an alternative to the school's current more academic program in Media Studies.

For the **Professional Health Communication** program, students will take a new series of courses that will help them bring their professional skills to Houston's burgeoning medical community. A professional concentration in Health Communication allows individuals a more focused opportunity to understand theory and practice in tandem in work environments. The emphasis is to examine current cases and theory and provide a platform for professionals to gain hands-on training. Our curriculum will equip professionals with skills to analyze, design, and evaluate policies, campaigns, and communication structures in various health care environments. Students in this concentration leave with knowledge to plan health campaigns, cultivate health initiatives for specific groups, analyze program objectives, develop public speaking skills to address various audiences, and assess communication process in different medical environments.

New Academic Graduate Concentrations

The School of Communication also proposes to offer academic concentrations in **Health Communication, Organizational Communication, and Media Studies/Research and Theory**. This emphasis will help master's-level graduate students advance into doctoral programs as well as in corporate and organizational positions.

The **Health Communication** academic concentration allows public health professionals, nonprofit leaders, and researchers to gain advanced knowledge of communication models, processes, strategic communication, and health campaigns. Students gain advanced knowledge of theories, research, and practice to examine current problems in health care. This degree program allows professionals and nonprofessionals an opportunity to study how information is generated and shared among health professionals, communities, individuals and public advocates. Students in this program develop new understandings of channels, messages, culture and contexts that influence individuals and groups to seek health information.

The **Organizational Communication** academic concentration advances the scholarly skills for students interested in advanced theoretical frameworks and the study organizational contexts, communication within the organization, communication structures of the organization, and crisis management. This degree program incorporates theoretical foundations and research methodology to study various organizational processes, current problems in organizational contexts including corporate and nonprofit systems, employee and management information flow and organizational culture.

The **Media Studies** academic concentration is geared toward students with interest in the scholarly study of mass media including news, entertainment, infotainment, social media as well as other mass mediated related phenomenon. This program provides students with theoretical and research methodological foundations and it is particularly suited for students interested in pursuing the doctoral degree, a career in higher education, or consulting. Students will gain an advanced understanding of the role and impact of media as it pertains to areas such as Media Effects, Media Law & Ethics, Gender, Race and Class Intersections, Culture, Media Technology, and Social Media.

Professional Concentrations Curriculum Summary

PROFESSIONAL COMMUNICATION AND DIGITAL MEDIA (Total 36 CHRS)

1. Foundation courses (9 CHRS)

CM 501 Master's Seminar in Mass Media Projects (3)
A preparatory course for researching, planning, and proposing the master's project. The examination and discussion of various media forms and to help students select a topic and design and produce the master's project. Pre-requisite: none.

JOUR 505 Art of Narrative (3)
Researching, planning and writing short-form and long-form narratives for print and digital media. Prerequisite: none.

RTF 510 Visual Storytelling (3)
A developmental course in basic skills in media aesthetics, videography and editing using a variety of multimedia production tools. Prerequisite: none.

2. Required courses (14 CHRS)

RTF 515 Writing for Film and Electronic Media (3)
Covers the process of writing for visual media. Includes proposals, treatments, scripts, budgeting and scheduling. Prerequisites: CM 501 and CM 505

RTF 520 Advanced Media Production in the Digital Age (4)
Advanced production techniques in videography, editing and multimedia production. Prerequisite: CM 501, CM 505, CM 510 and CM 515.

CM 530 Media Law & Ethics (3)

Survey of laws and regulations that affect the print and broadcast media. Includes material on the First Amendment, libel, invasion of privacy, freedom of information, copyright, obscenity, advertising and broadcast regulation and media coverage of the judicial system. Prerequisite: none

CM 535 Media Entrepreneurship (3)

Fund-raising, promotional and business planning for media projects, including the use of websites and social media.

Prerequisite: CM 501, CM 505 and CM 510.

CM 699 Master's project (Production) (4)

Each student will be responsible for designing, developing and producing a master's project using selected media forms under the supervision of the project advisor. Students are encouraged to plan their projects during the course of their study and produce the project during the last semester before the completion of their degree. Prerequisite: approval of the academic advisor.

3. Elective courses (9 CHRS)

Choose from the following courses:

RTF 540 Instructional Media Techniques (4)

The use of digital technology to create instructional material for the classroom.

Prerequisite: CM 501, CM 505, CM 510, and CM 515.

JOUR 542 Broadcast Journalism Writing and Producing (3)

Intensive training in creation of broadcast packages including long-form stories.

Prerequisite: CM 501, CM 505 and CM 510.

JOUR 544 Effective Website Design and Strategy (3)

Techniques for creating and promoting multimedia websites

Prerequisite: CM 501, CM 505 and CM 510.

RTF 546 Digital Animation (4)

Introduction to computer-generated animation using current digital animation software.

Prerequisite: CM 501, CM 505 and CM 510.

RTF 560 Digital Film Production I (same as RTF 353) (4)

A hands-on, introductory course to digital filmmaking using new digital video equipment. Includes scriptwriting, producing, directing and editing a number of shorts, using digital video

cameras and editing applications such as Avid and Final Cut Pro. Students are responsible for materials used in the course. The School will provide equipment only.

Prerequisite: CM 501, CM 505, CM 510, CM 515 and CM 520.

RTF 562 Television Production (same as RTF 355) (4)

Introduction to production of programs for television and broadcast news using multi-camera studio production techniques. Four hours of lecture per week with studio and field hours to be arranged.

Prerequisite: CM 501, CM 505 and CM 510.

RTF 564 Documentary Production (same as RTF 452) (4)

the course will cover proposal writing, research, shooting, editing and packaging of short documentaries. This is a hands-on course that requires outside classroom activities.. Four hours of lecture per week with studio and field hours to be.

Prerequisite: CM 501, CM 505, CM 510, CM 515, and CM 520.

JOUR 571 Literature of Journalism (3)

Readings in literary journalism with practical instruction in the creation of long-form narratives.

CM 559 Special Topics in Communication (3)

This is a course designed to address selected topics in communication. Topics and research preferences will vary. No more than six credit hours may be elected in special topics course

PROFESSIONAL HEALTH COMMUNICATION (Total 33 CHRS)

1. Foundation Courses (12 CHRS)

CM 526 Introduction to Graduate Studies in Communication (3)

Required during first term of M.A. study. Fundamentals of scholarly research and writing at the graduate level.

CM 533 Theory and Process of Communication (3)

Concepts in communication theory; examination of theories and principles relating to the communication process. Required for the Master of Arts degree in Communication.

(COURSE IN THE INVENTORY)

CM 534 Introduction to Graduate Research (3)

Introduction to historical, experimental, descriptive and creative methodologies in communication; design and implementation of research topics. Required for the Master of Arts degree in Communication **(COURSE IN THE INVENTORY)**

CMCS 552 Intercultural Communication. (3)

Considers rules, meaning, uncertainty reduction, development communication, and comparative approaches to intercultural communication. Examines methodological issues

2. Required Courses (15 CHRS)

CM 664 Graduate Practicum I (3)

Student is placed in a position in a media industry. Requirements: Completion of all course work, passing of a comprehensive examination, approval of the Graduate Program Advisor and the Graduate Practicum Director, availability of an approved site. Prerequisites: CM 634 and consent of instructor.

CM 665 Graduate Practicum II (3)

Continuation of CM 664. Completion of all course work, passing of a comprehensive examination, approval of the Graduate Program Advisor and the Graduate Practicum Director, availability of an approved site. Prerequisites: CM 634, CM 664 and consent of instructor.

SC 562 Health Communication (3)

Focus on the social, economic, and political factors influencing beliefs and attitudes related to health and illness. Examines the primary relationships in healthcare settings and the role of mass media in health.

SC 563 Health Communication Campaigns (3)

This course exposes students to principles of health communication and campaigns. The emphasis will be on both seminal and recent research trends. As part of the exploration of contextual topics, types of health campaigns will be examined, and students will have an opportunity to design a campaign.

SC 565 Health and Mass Media (3)

This course examines the prevalence and nature of mass media messages concerning health, including ways in which health issues are portrayed through entertainment, news media, and advertising. Students will learn about the frequency and nature of health messages in different media formats and the effects these messages have on viewers.

3. Electives (6 CHRS)

Choose from the following:

SC 552 Organizational Communication (Theories) (same as current SC 552) (3)

Introduction to organizational communication. Specific objectives include development of

historical progress, examination of major research issues such as information flow, network analysis, communication overload and underload, exploration of theoretical foundations in organizational decision making, dimensions and levels of communication behavior in complex organizations. (COURSE IN THE INVENTORY)

SC 549 Seminar in Interpersonal Communication (same as SC 549) (3)

This seminar explores advanced models, theories, and practice of communication within specific relational contexts. Students in this seminar also survey various approaches to conflict resolution. COURSE IN THE INVENTORY

CM 550 Qualitative Methods in Communication Research (3)

An introduction to qualitative research methods in communication studies. Provides students with an overview of several techniques for, and issues in gathering, analyzing, writing-up, and using qualitative data.

SC 554 Intercultural Communication (3)

Considers rules, meaning, uncertainty reduction, development communication, and comparative approaches to intercultural communication. Examines methodological issues.

SC 555 Family Communication (3)

This course is designed to acquaint students with some of the more common theoretical and methodological issues that face those who conduct research on family communication. The developmental life course of traditional U.S. families, the various types of families that comprise today's society. Specific topics include social support, communication and attraction, marriage, divorce, sibling relationships, step-families, the effect of spouses' occupations on the family, the influence of culture on family interaction, and communication in abusive families.

CM 559 Special Topics in Communication (3)

This is a course designed to address selected topics in communication. Topics and research preferences will vary. No more than six credit hours may be elected in special topics courses.

SC 560 Gender and Communication (3)

Students will be introduced to the complex ways in which communication and gender intersect. Attention will be given to the socially endorsed views of masculinity and femininity as taught to individuals through a variety of cultural means. Some sections of this course may be offered for majors only.

SC 564 E-Health Communication (3)

This course examines the ways in which new media technology is used to discuss and improve one's health. Students will learn the dominant theories and models used to explain how and why users access health information online, how new media is used to facilitate communication among patients and doctors, the value of virtual support networks, and the way in which new media platforms contribute to increased health literacy.

SC 568 Organizational Training and Development (3)
Covers methods and practice in communication training and development for organizations including pre-assessment, writing objectives, training techniques, post-training evaluation, feedback, implementation. The emphasis is on communication processes and outcomes for the trainer and trainee plus communication skill development within training modules.

SC 569 Communication and Organizational Crisis (3)
This course provides students insights regarding key concepts, theoretical perspectives, essential skills and abilities, and critical thinking and problem solving skills necessary for effective crisis management within organizations. Topics will include issues management, risk management, relationship management, crisis planning and preparation, case studies, and developing crisis communication management plans.

SC 570 Communicating in The Global Workplace (3)
This introductory course explores communication issues that arise in the global workplace. The course develops an appreciation of the relationship among culture, communication, and ways of organizing and doing business.

SC 567 Strategic Communication Management (3)
Introduces public relations and other public communication theories that aid in managing communication and responding to and counseling organizational management and marketing challenges. Explores the relationship between public relations, advertising, marketing communications and management of organizations.

SC 574 Communication Leadership in Multicultural Contexts (3)
This course distinguishes leadership as an influential message-centered process. Based on this perspective, the course examines the variables of message exchange (communicator role, message content and meaning, media, context, and culture) as they impact organizational goal achievement. Eight major communication approaches are used to explain leadership. Special attention is given to understanding communication theory and extending social science research. This course examines communication leadership scholarship within a context of diversity that includes culture, gender, race, ethnic, as well as additional diversity indices.

CM 561 Internet and Society (3)
Places new communication technology into historical, cultural, and theoretical perspective. Study of the “people” side of electronic communication in general and the Internet in particular.

CM 576 Race, Gender, Class and the Media (3)
This seminar will involve a survey of relevant literature concerning the interplay between race and mass media. During the course of the semester students will gain an understanding of the relationship between persons of color and the mass media. The course will focus on the mass media’s representation of these groups, including whether and/or how their representation has

changed over time, what forces have affected their representation, and the current state of their representation.

CM 501 Master's Seminar in Mass Media Projects (3)

A preparatory course for researching, planning, and proposing the master's project. The examination and discussion of various media forms and to help students select a topic and design and produce the master's project. Pre-requisite: none.

RTF 510 Visual Storytelling (4)

A developmental course in basic skills in media aesthetics, videography and editing using a variety of multimedia production tools. Prerequisite: none.

RTF 515 Writing for Film and Electronic Media (same as RTF 335) (3)

Covers the process of writing for visual media. Includes proposals, treatments, scripts, budgeting and scheduling. Prerequisites: CM 501, CM 505 and CM 510.

RTF 520 Advanced Media Production in the Digital Age (4)

Advanced production techniques in videography, editing and multimedia production. Prerequisite: CM 501, CM 505, CM 510, CM 515.

CM 535 Media Entrepreneurship (3)

Fund-raising, promotional and business planning for media projects, including the use of

JOUR 544 Effective Website Design and Strategy (4)

Techniques for creating and promoting multimedia websites. Prerequisite: CM 501, CM 505 and CM 510.

RTF 564 Documentary Production (same as RTF 452) (4)

The course will cover proposal writing, research, shooting, editing and packaging of short documentaries. This is a hands-on course that requires outside classroom activities. Four hours of lecture per week with studio and field hours to be. Prerequisite: CM 501, CM 505, CM 515 and CM 520.

Academic Concentrations Curriculum Summary

HEALTH COMMUNICATION (Total 33 CHRS)

1. Foundation Courses (12 CHRS)

CM 526 Introduction to Graduate Studies in Communication (3)

Required during first term of M.A. study. Fundamentals of scholarly research and writing at the graduate level.

CM 533 Theory and Process of Communication (3)

Concepts in communication theory; examination of theories and principles relating to the communication process. Required for the Master of Arts degree in Communication.

(COURSE IN THE INVENTORY)

CM 534 Introduction to Graduate Research (3)

Introduction to historical, experimental, descriptive and creative methodologies in communication; design and implementation of research topics. Required for the Master of Arts degree in Communication (COURSE IN THE INVENTORY)

SC 552 Intercultural Communication. (3)

Considers rules, meaning, uncertainty reduction, development communication, and comparative approaches to intercultural communication. Examines methodological issues.

2. Required Courses (12 CHRS)

SC 562 Health Communication (3)

Focus on the social, economic, and political factors influencing beliefs and attitudes related to health and illness. Examines the primary relationships in healthcare settings and the role of mass media in health.

SC 563 Health Communication Campaigns (3)

this course exposes students to principles of health communication and campaigns. The emphasis will be on both seminal and recent research trends. As part of the exploration of contextual topics, types of health campaigns will be examined, and students will have an opportunity to design a campaign.

SC 565 Health and Mass Media (3)

This course examines the prevalence and nature of mass media messages concerning health, including various ways in which health issues are portrayed through entertainment, news media, and advertising. Students will learn about the frequency and nature of health messages in different media formats and the effects these messages have on viewers.

CM 698 Research Project (Thesis) (3)

Directed individual study on specific communication thesis topic. (Prerequisite: CM 634 and consent of instructor. (May be repeated twice).

3. Elective (9 CHRS)

Choose from the following courses:

SC 552 Organizational Communication (same as current SC 552) (3)

Introduction to organizational communication. Specific objectives include development of historical progress, examination of major research issues such as information flow, network

analysis, communication overload and underload, exploration of theoretical foundations in organizational decision making, dimensions and levels of communication behavior in complex organizations. (COURSE IN THE INVENTORY)

SC 549 Seminar in Interpersonal Communication (same as SC 549) (3)

This seminar explores advanced models, theories, and practice of communication within specific relational contexts. Surveys various approaches to conflict resolution. (COURSE IN THE INVENTORY)

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CM 550 Qualitative Methods in Communication Research (3)

An introduction to qualitative research methods in communication studies. Provides an overview of several techniques, and issues in gathering, analyzing, writing up, and using qualitative data.

CM 551 Social Media, Culture and Communication (3)

The history, practices, tools, legal and ethical issues related to social media. Emphasis on students' exploration of theories - public relations, communication and business - to help better understand and develop social media.

SC 555 Family Communication (3)

Acquaint students with some of the more common theoretical and methodological issues in research on family communication. The developmental life course of traditional U.S. families, the various types of families that comprise today's society. Specific topics include social support, communication and attraction, marriage, divorce, sibling relationships, step-families, the effect of spouses' occupations on the family, the influence of culture on family interaction, and communication in abusive families.

CM 559 Special Topics in Communication (3)

This is a course designed to address selected topics in communication. Topics and research preferences will vary. No more than six credit hours may be elected in special topics courses.

SC 560 Gender and Communication (3)

Students will be introduced to the complex ways in which communication and gender intersect. Attention will be given to the socially endorsed views of masculinity and femininity as taught to individuals through a variety of cultural means.

SC 568 Organizational Training & Development (3)

Covers methods and practice in communication training and development for organizations including pre-assessment, writing objectives, training techniques, post-training evaluation, feedback, implementation. The emphasis is on communication processes and outcomes for the trainer and trainee plus communication skill development within training modules.

SC 569 Communications and Organizational Crisis (3)

Key concepts, theoretical perspectives, essential skills and abilities, and critical thinking and problem solving skills necessary for effective crisis management within organizations. Topics will include issues management, risk management, relationship management, crisis planning and preparation, case studies, and developing crisis communication management plans.

SC 570 Communicating in the Global Workplace (3)

Introduction to communication issues that arise in the global workplace. The course develops an appreciation of the relationship among culture, communication, and ways of organizing and doing business.

SC 565 Health and Mass Media (3)

Prevalence and nature of mass media messages concerning health.

The various ways in which health issues are portrayed through entertainment, news media, and advertising. Frequency and nature of health messages in different media formats and the effects these messages have on viewers.

SC 567 Strategic Communication Management (3)

Introduces public relations and other public communication theories that aid in managing communication and responding to and counseling organizational management and marketing challenges. Explores the relationship between public relations, advertising, marketing communications and management of organizations.

SC 574 Communication Leadership in Multicultural Contexts (3)

Leadership as an influential message-centered process. Based on this perspective, the course examines the variables of message exchange (communicator role, message content and meaning, media, context, and culture) as they impact organizational goal achievement. Special attention is to understanding communication theory and extending social science research. Communication leadership scholarship within a context of diversity that includes culture, gender, race, ethnic, as well as additional diversity indices.

CM 561 Internet and Society

(3) Places new communication technology into historical, cultural, and theoretical perspective. Study of the “people” side of electronic communication in general and the Internet in particular.

CM 576 Race, Gender, Class and the Media (3)

This seminar will involve a survey of relevant literature concerning the interplay between race and mass media. During the course of the semester students will gain an understanding of the relationship between persons of color and the mass media. The course will focus on the mass media’s representation of these groups, including whether and/or how their representation has changed over time, what forces have affected their representation, and the current state of their representation.

CM 501 Master's Seminar in Mass Media Projects (3)
A preparatory course for researching, planning, and proposing the master's project. The examination and discussion of various media forms and to help students select a topic and design and produce the master's project. Pre-requisite: none.

CM 510 Visual Storytelling (4)
A developmental course in basic skills in media aesthetics, videography and editing using a variety of multimedia production tools. Prerequisite: none.

RTF 515 Writing for Film and Electronic Media (same as RTF 335) (3)
Covers the process of writing for visual media. Includes proposals, treatments, scripts, budgeting and scheduling. Prerequisites: CM 501, CM 505 and CM 510.

RTF 520 Advanced Media Production in the Digital Age (4)
Advanced production techniques in videography, editing and multimedia production. Prerequisite: CM 501, CM 505, CM 510, CM 515.

CM 535 Media Entrepreneurship (3)
Fund-raising, promotional and business planning for media projects, including the use of websites and social media.

JOUR 544 Effective Website Design and Strategy (4)
Techniques for creating and promoting multimedia websites. Prerequisite: CM 501, CM 505 and CM 510.

RTF 564 Documentary Production (same as RTF 452) (4)
The course will cover proposal writing, research, shooting, editing and packaging of short documentaries. This is a hands-on course that requires outside classroom activities. Four hours of lecture per week with studio and field hours to be. Prerequisite: CM 501, CM 505, CM 515 and CM 520.

ORGANIZATIONAL COMMUNICATION (TOTAL 33 CHRS)

1. Foundation Courses (12 CHRS)

CM 526 Introduction to Graduate Studies in Communication (3)
Required during first term of M.A. study. Fundamentals of scholarly research and writing at the graduate level.

CM 533 Theory and Process of Communication (3)
Concepts in communication theory; examination of theories and principles relating to the

communication process. Required for the Master of Arts degree in Communication.
(COURSE IN THE INVENTORY)

CM 534 Introduction to Graduate Research (3)
Introduction to historical, experimental, descriptive and creative methodologies in communication; design and implementation of research topics. Required for the Master of Arts degree in Communication (COURSE IN THE INVENTORY)

CM 552 Intercultural Communication. (3)
Considers rules, meaning, uncertainty reduction, development communication, and comparative approaches to intercultural communication. Examines methodological issues.

2. Required Courses (12 CHRS)

CM 552 Organizational Communication (3)
Introduction to organizational communication. Specific objectives include development of historical progress, examination of major research issues such as information flow, network analysis, communication overload and underload, exploration of theoretical foundations in organizational decision making, dimensions and levels of communication behavior in complex organizations.

CM 569 Communication and Organizational Crisis (3)
As communication technology and the proliferation of news outlets instantly informs the public about organizational missteps, organizations need to be aware of their reputation before, during, and after crises. This course will discuss what constitutes and causes organizational crises, how to avoid crises, what to do when a crisis hits, and how to learn from past crises and prevent future problems.

CMCS 560 Gender and Communication (3)
Students will be introduced to the complex ways in which communication and gender intersect. Attention will be given to the socially endorsed views of masculinity and femininity as taught to individuals through a variety of cultural means.

CM 698 Research Project (Thesis) (3)
Directed individual study on specific communication thesis topic. Prerequisite: CM 634 and consent of instructor. (May be repeated twice)

3. Elective (9 CHRS)

Choose from the following courses:

CM 549 Seminar in Interpersonal Communication (same as SC 549) (3)

This seminar explores advanced models, theories, and practice of communication within specific relational contexts. Individuals in this seminar also survey various approaches to conflict resolution. **(COURSE IN THE INVENTORY)**

CM 550 Qualitative Methods in Communication Research (3)

An introduction to qualitative research methods in communication studies. Provides students with an overview of techniques and issues in gathering, analyzing, writing-up, and using qualitative data.

CM 525 African-American Issues in Communication (3)

Study of historical and contemporary issues, relating to communicational aspects of African American culture and communication. The continuities between African and African-American culture and communication are examined.

CM 559 Special Topics in Communication (3)

Selected topics in communication. Topics and research preferences will vary with teachers and students. No more than six credit hours may be elected in special topics courses.

CM 568 Organizational Training & Development (3)

Methods and practice in communication training and development for organizations, including pre-assessment, writing objectives, training techniques, post-training evaluation, feedback, implementation. The emphasis is on communication processes and outcomes for the trainer and trainee plus communication skill development within training modules.

CM 570 Communicating in the Global Workplace (3)

This introductory course explores communication issues that arise in the global workplace. The course develops an appreciation of the relationship among culture, communication, and ways of organizing and doing business.

CM 551 Social Media, Culture and Communication (3)

The history, practices, tools, legal and ethical issues related to social media. Emphasis on students' exploration of theories -public relations, communication and business - to help better understand and develop social media.

CM 562 Health Communication (3)

Focus on the social, economic, and political factors influencing beliefs and attitudes related to health and illness. Examines the primary relationships in healthcare settings and the role of mass media in health.

CM 565 Health and Mass Media (3)

Prevalence and nature of mass media messages concerning health. This course examines the

various ways in which health issues are portrayed through entertainment, news media, and advertising. Students will learn about the frequency and nature of health messages in different media formats and the effects these messages have on viewers.

CM 567 Strategic Communication Management (3)

Introduces public relations and other public communication theories that aid in managing communication and responding to organizational management and marketing challenges. Explores the relationships among public relations, advertising, marketing communications and management of organizations.

CM 574 Communication Leadership in Multicultural Context (3)

Overview of the major concepts and theories of group and intergroup communication processes. Includes a comparative examination of “top-down” models developed in traditionally studied contexts with newer “bottom-up” models that address the unique (inter)group dynamics found in less formal settings. Major issues and concepts concerning communication in and between groups, teams, and communities of practice across a variety of contexts.

CM 555 Family Communication (3)

Common theoretical and methodological issues facing those who conduct research on family communication. The developmental life course of traditional U.S. families, the various types of families that comprise today’s society. Specific topics include social support, communication and attraction, marriage, divorce, sibling relationships, step-families, the effect of spouses’ occupations on the family, the influence of culture on family interaction, and communication in abusive families.

CM 561 Internet and Society

(3) Places new communication technology into historical, cultural, and theoretical perspective. Study of the “people” side of electronic communication in general and the Internet in particular.

CM 576 Race, Gender, Class & the Media (3)

This seminar will involve a survey of relevant literature concerning the interplay between race and mass media. During the course of the semester students will gain an understanding of the relationship between persons of color and the mass media. The course will focus on the mass media’s representation of these groups, including whether and/or how their representation has changed over time, what forces have affected their representation, and the current state of their representation.

RTF 510 Visual Storytelling (4)

A developmental course in basic skills in media aesthetics, videography and editing using a variety of multimedia production tools. Prerequisite: none.

RTF 515 Writing for Film and Electronic Media (same as RTF 335) (3)
Covers the process of writing for visual media. Includes proposals, treatments, scripts, budgeting and scheduling. Prerequisites: CM 501, CM 505 and CM 510.

RTF 520 Advanced Media Production in the Digital Age (4)
Advanced production techniques in videography, editing and multimedia production. Prerequisite: CM 501, CM 505, CM 510, CM 515.

CM 535 Media Entrepreneurship (3)
Fund-raising, promotional and business planning for media projects, including the use of websites and social media.

JOUR 544 Effective Website Design and Strategy (4)
Techniques for creating and promoting multimedia websites. Prerequisite: CM 501, CM 505 and CM 510.

RTF 564 Documentary Production (same as RTF 452) (4)
The course will cover proposal writing, research, shooting, editing and packaging of short documentaries. This is a hands-on course that requires outside classroom activities. Four hours of lecture per week with studio and field hours to be. Prerequisite: CM 501, CM 505, CM 515 and CM 520.

MEDIA STUDIES/RESEARCH AND THEORY (ACADEMIC TRACK) (TOTAL 33 CHRS)

1. Foundation Courses (12 CHRS)

CM 526 Introduction to Graduate Studies in Comm. (3)
Required during first term of M.A. study. Fundamentals of scholarly research and writing at the graduate level.

CM 533 Theory and Process of Communication (3)
Concepts in communication theory; examination of theories and principles relating to the communication process. Required for the Master of Arts degree in Communication.
(COURSE IN THE INVENTORY)

CM 534 Introduction to Graduate Research (3)
Introduction to historical, experimental, descriptive and creative methodologies in communication; design and implementation of research topics. Required for the Master of Arts degree in Communication **(COURSE IN THE INVENTORY)**

CM 552 Intercultural Communication (3)

Considers rules, meaning, uncertainty reduction, development communication, and comparative approaches to intercultural communication. Examines methodological issues.

2. Required Courses (12 CHRS)

CM 527 Mass Communication Effects (3)
The significance and impact of mass communication in contemporary society; critical review of the models and paradigms of media influence and influence processes.

CM 530 Media Law & Ethics (3)
Governmental, legal, regulatory and administrative policies, rules and procedures as they pertain to mass communication and public policy-making.

CM 576 Race, Gender, Class & the Media (3)
This seminar will involve a survey of relevant literature concerning the interplay between race and mass media. During the course of the semester students will gain an understanding of the relationship between persons of color and the mass media. The course will focus on the mass media's representation of these groups, including whether and/or how their representation has changed over time, what forces have affected their representation, and the current state of their representation.

Or

CM 577 Races and News (3)
Survey of relevant literature concerning the interplay between race and mass media, with special emphasis placed on news. During the course of the semester students will gain an understanding of the relationship between persons of color and the news and public affairs arena of mass media.

CM 698 Research Project (Thesis) (3)
Directed individual study on specific communication thesis topic. (Prerequisite: CM 634 and consent of instructor. (May be repeated twice)

3. Elective (9 CHRS)

Choose from the following courses:

SOC 554 Advanced Sociological Statistics (3)
Advanced statistical methods with emphasis on multiple regression techniques.
(COURSE IN THE INVENTORY)

CM 550 Qualitative Methods in Communication Research (3)
Introduction to qualitative research methods in communication studies. Overview of techniques for, and issues in gathering, analyzing, writing-up, and using qualitative data.

CM 551 Social Media, Culture and Communication. (3)
History, practices, tools, legal and ethical issues related to social media. Emphasis on students'

exploration of theories - public relations, communication and business - to help better understand and develop social media.

CM 561 Internet and Society (3)
Places new communication technology into historical, cultural, and theoretical perspective. Study of the “people” side of electronic communication in general and the Internet in particular.

CM 563 Health Communication Campaigns (3)
Principles of health communication and campaigns. Emphasis on both seminal and recent research trends Types of health campaigns will be examined, and students will have an opportunity to design a campaign.

CM 565 Health and Mass Media (3)
Prevalence and nature of mass media messages concerning health. Various ways in which health issues are portrayed through entertainment, news media, and advertising. Students will learn about the frequency and nature of health messages in different media formats and the effects these messages have on viewers.

CM 567 Strategic Communication Management (3)
Introduces public relations and other public communication theories that aid in managing communication and r to organizational management and marketing challenges. Explores the relationship between public relations, advertising, marketing communications and management of organizations.

CM 525 African-American Issues in Communication (3)
Study of historical and contemporary issues relating to communicational aspects of African American culture and communication. The continuities between African and African American culture and communication are examined.

CM 559 Special Topics in Communication (3)
Selected topics in communication. Topics and research preferences will vary with teachers and students. No more than six credit hours may be elected in special topics courses.

CM 578 African Americans and Film. (3)
Historical and contemporary portrayals of African Americans in film. Examines the cultural, social and political functions of film, its legitimization of race, interventions, and practices. Considers how film mediates and interrogates race and social relations in society.

CM 560 Gender and Communication (3)
Complex ways in which communication and gender intersect. Attention will be given to the socially endorsed views of masculinity and femininity as taught to individuals through a variety of cultural means.

RTF 510 Visual Storytelling (4)

A developmental course in basic skills in media aesthetics, videography and editing using a variety of multimedia production tools. Prerequisite: none.

RTF 515 Writing for Film and Electronic Media (same as RTF 335) (3)

Covers the process of writing for visual media. Includes proposals, treatments, scripts, budgeting and scheduling. Prerequisites: CM 501, CM 505 and CM 510.

RTF 520 Advanced Media Production in the Digital Age (4)

Advanced production techniques in videography, editing and multimedia production. Prerequisite: CM 501, CM 505, CM 510, CM 515.

CM 535 Media Entrepreneurship (3)

Fund-raising, promotional and business planning for media projects, including the use of websites and social media.

JOUR 544 Effective Website Design and Strategy (4)

Techniques for creating and promoting multimedia websites. Prerequisite: CM 501, CM 505 and CM 510.

RTF 564 Documentary Production (same as RTF 452) (4)

The course will cover proposal writing, research, shooting, editing and packaging of short documentaries. This is a hands-on course that requires outside classroom activities. Four hours of lecture per week with studio and field hours to be. Prerequisite: CM 501, CM 505, CM 515 and CM 520.

RTF 578 African Americans and Film. (3)

Historical and contemporary portrayals of African Americans in film. Examines the cultural, social and political functions of film, its legitimization of race, interventions, and practices. Considers how film mediates and interrogates race and social relations in society.