

Communication (COMM)

COMM 20 Fundamentals of Communication 3 Credits (3,0)

Writing and critical thinking skills. Preparation for English Composition (COMM 122). Constructing sentences, paragraphs, and essays without secondary sources. Grade of C or above required. No degree credit. Course cannot be dropped.

Course Offered at: Daytona Beach

COMM 20MLW Fundamentals of Communication for Multilingual Writers 3 Credits (3,0)

Writing and critical thinking skills. Preparation for English Composition (COMM 122). Constructing sentences, paragraphs, and essays without secondary sources. Grade of C or above required. No degree credit. Course cannot be dropped.

Course Offered at: Daytona Beach

COMM 104 Basic English 1 Credit (1,0)

Emphasis on improving conceptual and organizational skills, grammar, spelling, punctuation, and word choice; arranging ideas and supporting details in logical order; identifying topic and thesis statements; recognizing errors in pronoun usage and verb tenses; practicing editing and revising paragraphs; final essay applying learned skills. Course cannot be used to satisfy credit for General Education requirements.

Course Offered at: Worldwide, Asia

COMM 106 Introduction to Composition 3 Credits (3,0)

Basic principles of unity, support, and coherence in writing paragraphs and essays; focus on grammar, mechanics, punctuation, and sentence skills.

Daytona Beach Prerequisites: COMM 20

Course Offered at: Worldwide, Asia

COMM 122 English Composition 3 Credits (3,0)

Adapting communication for diverse audiences, purposes, and contexts through rhetorical thinking; composing processes, critical thinking, research, analysis, and documentation.

Daytona Beach Prerequisites: COMM 20

Worldwide Prerequisites: COMM 106

Course Offered at: Daytona Beach, Prescott, Worldwide, Asia

COMM 122MLW English Composition for Multilingual Writers 3 Credits (3,0)

Adapting communication for diverse audiences, purposes, and contexts through rhetorical thinking; composing processes, critical thinking, research, analysis, and documentation.

Daytona Beach Prerequisites: COMM 20MLW

Worldwide Prerequisites: COMM 106

Course Offered at: Daytona Beach, Prescott

COMM 180 Media Literacy 3 Credits (3,0)

Overview of mass media structure and effects; critical evaluation of messages and media outlets across various modalities.

Course Offered at: Daytona Beach, Worldwide

COMM 199 Special Topics in Communication 1-6 Credit (1-6,0)

Individual, independent, or directed studies of selected topics in communication.

Course Offered at: Daytona Beach, Prescott, Worldwide

COMM 217 Argumentation and Debate 3 Credits (3,0)

Exploration of argument as a communication activity. Construction of sound arguments in various contexts. Analysis of arguments and contribution to public dialogue on contemporary issues. Development of oral presentation and persuasion skills. Development of ethical oral presentation and persuasion skills.

Prerequisites: COMM 122

Course Offered at: Prescott

COMM 219 Speech 3 Credits (3,0)

Foundational theories and practices of communication, including public speaking, content, delivery, and design. Section emphasis may vary by instructor.

Prerequisites: COMM 122

Course Offered at: Daytona Beach, Prescott, Worldwide, Asia

COMM 221 Technical Communication 3 Credits (3,0)

Principles for effective technical communication. Practice using oral, written, nonverbal, visual, and/or digital communication strategies in formal and informal technical contexts.

Prerequisites: COMM 122

Course Offered at: Daytona Beach, Prescott, Worldwide, Asia

COMM 222 Business Communication 3 Credits (3,0)

Principles for effective business communication. Practice using oral, written, nonverbal, visual, and/or digital communication strategies in business contexts.

Prerequisites: COMM 122

Course Offered at: Daytona Beach, Prescott, Worldwide, Asia

COMM 223 Intelligence Communication 3 Credits (3,0)

Principles for effective intelligence communication. Practice using oral, written, nonverbal, visual, and/or digital communication strategies in the intelligence field.

Prerequisites: COMM 122

Course Offered at: Daytona Beach, Prescott

COMM 224 Collaborative Writing and Presenting 3 Credits (3,0)

Study of collaborative writing and presenting; best practices for team formation, management, planning, composing, and editing documents and presentations; team challenges, group conflict scenarios, reflection, and peer evaluation.

Prerequisites: COMM 122

Course Offered at: Worldwide, Asia

COMM 226 User Experience (UX) Writing 3 Credits (3,0)

How technical communication and user experience professionals use writing to address communication and design problems. Theories of user-centered design and inclusive design; industry tools used to idea, design, prototype, test, and revise UX writing; digital writing portfolios showcasing UX genres and content design.

Course Offered at: Prescott

COMM 230 Digital Photography 3 Credits (3,0)

Fundamental photographic skills through digital technologies; tools, techniques, and aesthetics of photographic applications in graphic design and interactive media.

Course Offered at: Worldwide

COMM 250 Introduction to Communication Theory 3 Credits (3,0)

Principles and contexts of human and media communication. History of communication studies. Communication theory related to perception, culture, identity, verbal and nonverbal communication, interpersonal and group communication, organizational communication, media, and persuasion.

Prerequisites: COMM 122

Course Offered at: Daytona Beach

COMM 260 Introduction to Media 3 Credits (3,0)

Structure of professional opportunities in media industries. Overview of social sciences related to media. Required for all Communication students.

Prerequisites: COMM 122

Course Offered at: Worldwide

COMM 265 Introduction to Newswriting and Reporting 3 Credits (3,0)

Fundamentals of news writing and reporting. Identifying news; conducting interviews; generating story ideas; writing and reporting using AP style, inverted pyramid, and five Ws. Overview of editorial department operations; legal, ethical, and cultural issues in news media; digital and social media evolution; newswriting strategies.

Prerequisites: COMM 122

Course Offered at: Daytona Beach, Worldwide, Asia

COMM 268 Sports Writing 3 Credits (3,0)

Interviewing, research, and writing skills for sports journalism. Practice in writing game stories, features, opinion pieces, and hard news sports articles using AP style.

Prerequisites: COMM 122

Course Offered at: Daytona Beach

COMM 270 Communication Research Theory and Methods 3 Credits (3,0)

Strategies for discovering and interpreting communication research. Exploration of qualitative, quantitative, and critical research theory and methods. Development of criteria for evaluating methodological and theoretical approaches to communication studies.

Prerequisites: COMM 122

Course Offered at: Daytona Beach, Worldwide

COMM 280 Rhetorical Strategies and Analysis 3 Credits (3,0)

Theory and practice of effective persuasion for shaping public opinion and policy. Study of Aristotelian rhetoric and its application in public discourse. Writing-intensive focus on composing rhetorical analysis essays.

Prerequisites: COMM 122

Course Offered at: Worldwide

COMM 285 Editing and Multimedia Production 3 Credits (3,0)

Editing practices across media platforms. Standard English grammar and style guides; basic page layout and desktop publishing; basic web and audiovisual content production.

Prerequisites: COMM 221 or COMM 222 or COMM 223

Course Offered at: Daytona Beach

COMM 299 Special Topics in Communication 1-6 Credit (1-6,0)

Individual, independent, or directed studies of selected topics in communication.

Course Offered at: Daytona Beach, Prescott, Worldwide

COMM 319 Advanced Speech 3 Credits (3,0)

Advanced public speaking skills, persuasive techniques, and presentation skills. Modern persuasive methods in person and on digital platforms.

Prerequisites: COMM 219

Course Offered at: Daytona Beach, Prescott

COMM 320 Mass Communication Law and Ethics 3 Credits (3,0)

Legal and ethical concepts underpinning mass media practices in the United States. Judicial processes; First Amendment freedoms; speech-related torts; professional practices of journalists and media professionals; ethical decision-making models.

Prerequisites: COMM 122

Course Offered at: Daytona Beach, Prescott, Worldwide

COMM 322 Aviation and Aerospace Communication 3 Credits (3,0)

Communication of news and issues in aviation and aerospace through journalistic writing and public speaking. Research, interview, and write about contemporary aviation issues. Special topics include safety, airport security, legal issues, and international aviation trends.

Prerequisites: COMM 122 and COMM 265

Course Offered at: Daytona Beach, Prescott, Worldwide, Asia

COMM 325 Mass Media and Current Events 3 Credits (3,0)

Study of mass media and society through the inspection of media coverage of a major news event or issue. Examination of the relationship between mass media and key players within a major news story as seen through real-time developments.

Prerequisites: Any 100 or 200 level HUMN course

Course Offered at: Daytona Beach, Prescott

COMM 326 Social Media Communication 3 Credits (3,0)

Comprehensive overview of social media communication. Historical development, influence on audience engagement and content creation; effect on professional communication over time. Professional digital identities.

Prerequisites: COMM 221 or COMM 222 or COMM 223

Course Offered at: Daytona Beach

COMM 330 Science and Technology Communication 3 Credits (3,0)

Public communication of science and technology using oral, written, and multimedia channels. Practice in evaluating sources, summarizing, synthesizing, and simplifying complex information.

Prerequisites: COMM 122

Course Offered at: Daytona Beach, Worldwide

COMM 332 Cross-Cultural Communication 3 Credits (3,0)

Communication across cultures and identities in interpersonal, social, professional, and media contexts. Strategies for cooperation and positive use of cultural differences.

Prerequisites: COMM 122

Course Offered at: Daytona Beach, Prescott, Worldwide

COMM 336 Travel Communication 3 Credits (3,0)

Theory and practice of travel communication in traditional and digital media. Research, review, and composition of written and digital works on travel.

Prerequisites: Any 100 or 200 level HUMN course

Course Offered at: Daytona Beach, Prescott

COMM 350 Environmental Communication 3 Credits (3,0)

Examination of a specific environmental issue. Student individual interests determine their research focus.

Prerequisites: COMM 122

Course Offered at: Daytona Beach, Prescott, Worldwide

COMM 355 Creative Writing 3 Credits (3,0)

Study and practice of creative composition, personal writing style, and examples of contemporary literature; emphasis on publication submission.

Prerequisites: COMM 122

Course Offered at: Daytona Beach, Prescott, Worldwide

COMM 360 Public Relations 3 Credits (3,0)

Principles and practices of public relations. Strategic goals and objectives supported by audience research. Development of strategies and tactics based on psychological theories of persuasion. Creation of promotional material including press releases, brochures, and social media campaigns.

Daytona Beach Prerequisites: COMM 219 and COMM 265

Worldwide Prerequisites: COMM 265

Course Offered at: Daytona Beach, Worldwide

COMM 362 Communication and Organizational Culture 3 Credits (3,0)

Analysis of organizational culture through theory and application of research methods in communication. Assessment of organizations to initiate change. Use of various research methods including reviews of publications, internal communication, speeches, and interviews.

Prerequisites: COMM 122

Course Offered at: Daytona Beach, Prescott, Worldwide

COMM 363 Communication and Society 3 Credits (3,0)

Examination of the relationship between communication practices, media, and society.

Prerequisites: COMM 122

Course Offered at: Daytona Beach, Prescott, Worldwide

COMM 364 Visual Design 3 Credits (3,0)

Principles of visual design for print and digital mediums. Topics include audience awareness, data presentation, photo editing, document design, typography, color theory, and composition. Analysis of graphical artifacts and creation of projects using professional design software.

Prerequisites: COMM 221 or COMM 222 or COMM 223

Course Offered at: Daytona Beach, Worldwide

COMM 365 Communication for Resilience 3 Credits (3,0)

Role of communication in building resilience at individual and organizational levels. Examination of communication practices and processes contributing to societal resilience in various types of crises.

Course Offered at: Worldwide

COMM 375 The Nature of Language 3 Credits (3,0)

Language as a system of meaning in the contexts of identity, structure, and function.

Prerequisites: Any 100 or 200 level HUMN course

Course Offered at: Daytona Beach, Prescott

COMM 399 Special Topics in Communication 1-6 Credit (1-6,0)

Individual, independent, or directed studies of selected topics in communication.

Course Offered at: Daytona Beach, Prescott, Worldwide

COMM 415 Nonverbal Communication 3 Credits (3,0)

Communication behaviors not involving written or spoken words. Personal appearance; vocal qualities; body language, including posture, gestures, facial and eye behaviors; use of space, territoriality, and touch. Research strategies for observing and analyzing nonverbal phenomena.

Prerequisites: COMM 219 and (COMM 221 or COMM 222 or COMM 223)

Course Offered at: Daytona Beach, Prescott, Worldwide

COMM 420 Advanced Technical Communication I 1 Credit (1,0)

Applied technical communication with an emphasis on engineering documentation. Participation in meetings; conducting briefings; resolving interpersonal conflicts; writing technical documents; making formal presentations.

Course Offered at: Prescott

COMM 430 Advanced Technical Communication

II 2 Credits (2,0)

Focus on formal technical reports and briefings in an engineering setting. Emphasis on public speaking and formal writing skills.

Course Offered at: Prescott

COMM 460 Crisis Communication 3 Credits (3,0)

Crisis communication and reputation management before, during, and after a crisis. Practical application of crisis communication theory through case studies. Development of crisis communication plans and effective media training to function as a media spokesperson. Mastery of writing and speaking in crisis communication.

Prerequisites: COMM 221 or COMM 222

Course Offered at: Daytona Beach, Worldwide

COMM 480 Advanced Seminar in Crisis and Risk Communication 3 Credits (3,0)

Advanced study of risk and crisis communication theory and practice. Organizational strategies, research methods for evaluation, role of media, and ethical issues in risk and crisis communication. Independent or directed studies of selected topics.

Prerequisites: COMM 460

Course Offered at: Worldwide

COMM 490 Senior Project 3 Credits (3,0)

Capstone experience for the communication program. Integration and exhibition of knowledge and communication skills. Project options include conference paper, website development, workshop creation, service-learning project, or empirical study. Creation of a professional e-portfolio.

Course Offered at: Worldwide

COMM 499 Special Topics in Communication 1-6 Credit (1-6,0)

Individual, independent, or directed studies of selected topics in communication.

Course Offered at: Daytona Beach, Prescott, Worldwide