Communication (COM)

Courses

COM 8 Developmental Writing for Non-Native Speakers of English 3 Credits (4.0)
A developmental course designed to help intermediate-level non-native speakers of English develop their English language proficiency. The emphasis is on writing and reading in academic settings. Students cannot withdraw from the course. The course must be passed with a grade of C or better. (Credit not applicable to any degree.)

COM 18 Fundamentals of Communication for Non-Native Speakers of English 3 Credits (4.0)
Implements writing and critical thinking skills of students for whom English is not a first language to prepare them for English Composition for Non-Native Speakers of English (COM 122NNS). Emphasizes construction of sentences, paragraphs, and essays that do not involve the integration of secondary sources. (A grade of C or above required to pass this course. Course cannot be dropped. Course credit not applicable to any degree).

Prerequisites: COM 8.

COM 20 Fundamentals of Communication 3 Credits (0.0)
Improves students' writing and critical thinking skills to prepare them for English Composition (COM 122). Emphasizes construction of sentences, paragraphs, and essays that do not involve the integration of secondary sources. (A grade of C or above required to pass this course. Course cannot be dropped. Course credit not applicable to any degree).

COM 122 English Composition 3 Credits (3.0)
This course focuses on the principles of using writing for thinking, as well as a tool for expressing ideas. It addresses the composing process, research and documentation, and rhetorical strategies for various audiences and purposes. Students develop their communicative, evaluative, critical thinking, and research writing abilities. Daytona Beach students need C or better is required.

Prerequisites: COM 20.

COM 199 Special Topics in Communication 1-6 Credit
Individual independent or directed studies of selected topics in communications.

COM 219 Speech 3 Credits (3.0)
A continuation of the study of communication and communication theory with emphasis on overcoming communication apprehension, developing listening skills, mastering oral performance, and writing about communication. Individual sections may focus on public speaking, group discussion, oral interpretation, or interpersonal communication. Section emphasis varies by instructor and is listed in the Schedule of Courses.

Prerequisites: COM 122.

COM 221 Technical Report Writing 3 Credits (3.0)
This course introduces students to the preparation of formal and informal technical reports, abstracts, proposals, instructions, professional correspondence and other forms of technical communication. Major emphasis is placed on the long technical report and the acquisition of advanced writing skills.

Prerequisites: HU 140 or HU 141 or HU 142 or HU 143 or HU 144 or HU 145 or HU 146.

COM 222 Business Communication 3 Credits (3.0)
An introduction to effective business communication. Topics in oral, written, nonverbal, and intercultural communication are covered. Research methods, effective speaking, and the preparation of letters, memoranda, and reports are emphasized.

Prerequisites: HU 140 or HU 141 or HU 142 or HU 143 or HU 144 or HU 145 or HU 146.

COM 225 Science and Technology Communication 3 Credits (3.0)
Introduces the practices of communicating news and issues in science and technology to a variety of publics through feature-style writing and public speaking. Includes readings from successful science and technology communicators, illustrating various solutions to writing about complex subjects. Practice in identifying science and technological stories, evaluating sources and information, and communication findings clearly, comprehensively and accurately for publication and speaking engagements.

Prerequisites: COM 221 or COM 222.

COM 230 Digital Photography 3 Credits (3.0)
This course introduces fundamental photographic skills through digital technologies. Emphasis is placed on the tools, techniques, and aesthetics of a range of photographic applications pertaining to graphic design and interactive media. Pre-Requisite: Sophomore Standing

Prerequisites: Sophomore Standing.

COM 260 Introduction to Media 3 Credits (3.0)
Professional opportunities in and social changes arising from mass media and new media technologies. Required of all Communication students. Must be taken within the first year of entering the program.

Prerequisites: COM 122.

COM 265 Introduction to News Writing 3 Credits (3.0)
COM 265 offers Communication majors theory and practice in the fundamentals of various journalistic genres: news reporting, features, interviews, spot news, page layout, interpretive journalism, and more. This course introduces students to use of the AP Stylebook, libel law, and ethical issues in journalism.

Prerequisites: COM 122.

COM 268 Sports Writing 3 Credits (3.0)
Training in interviewing, research, and writing skills and strategies employed by print sports journalists. This course involves rigorous practice in a variety of sports articles, including game stories, features, advance-depth writing, opinion, and hard news sports stories using Associated Press style.

Prerequisites: COM 122.

COM 299 Special Topics in Communication 1-6 Credit
Individual independent or directed studies of selected topics in communications.

COM 319 Advanced Speech 3 Credits (3.0)
This course continues the study of oral communication with emphasis on effective public speaking. It includes the analysis and practice of modern and traditional methods of persuasion within and beyond the classroom.

Prerequisites: COM 219.

COM 320 Mass Communication Law and Ethics 3 Credits (3.0)
The legal and ethical concepts underpinning mass media practices in the United States. Judicial processes; First Amendment freedoms; speech-related torts; professional practices and privileges of journalists and other media professionals; ethical models for decision-making.

Prerequisites: COM 221 or COM 222.

COM 322 Aviation and Aerospace Communication 3 Credits (3.0)
Practices of communicating news and issues in aviation and aerospace to a variety of publics through journalistic writing. Recognize news value of contemporary aviation issues, gain understanding of issues through research and interviews, and write about the issues. Students will identify publishing opportunities, with the ultimate goal to have one of more of their works published.

Prerequisites: COM 265 and COM 221 or COM 222.

COM 325 Mass Media and Current Events 3 Credits (3.0)
The study of mass media and society through inspection of media coverage of a major news event or issue. Course will examine the symbiotic relationship between mass media and advocates/players within a major news story as seen through real-time developments.

Prerequisites: Any course from HU 140 series.
Communications (COM)

COM 326 Social Media Communication 3 Credits (3,0)
Practice in managing effective social media content for specific target audiences in a professional capacity. Explore the relationship between audience, purpose, and content using social media formats. Develop criteria for evaluating each form of content, find examples, assess effectiveness, and practice professional social media skills.
Prerequisites: COM 221 or COM 222.

COM 326HYB Social Media Communication 3 Credits (3,0)
Practice in managing effective social media content for specific target audiences in a professional capacity. Explore the relationship between audience, purpose, and content using social media formats. Develop criteria for evaluating each form of content, find examples, assess effectiveness, and practice professional social media skills.
Prerequisites: COM 221 or COM 222.

COM 350 Environmental Communication 3 Credits (3,0)
An examination of a specific national and/or regional environmental issue, including such topics as climate change, pollution, conservation, policy-making and policy change. Students' individual interests determine their research focus.
Prerequisites: COM 221 or COM 222 or COM 225.

COM 360 Media Relations I 3 Credits (3,0)
The course focuses on different theories of persuasive communication and the construction of persuasive messages. Individual instructors may explore persuasive communication in public service and political campaigns, interpersonal communication, social movements, persuasive writing, or advertising. Students are evaluated on their ability to recognize, apply, and evaluate the communication theories used to design persuasive messages.
Prerequisites: COM 219 and COM 265.

COM 362 Communication and Organizational Culture 3 Credits (3,0)
Analysis of organizational culture, a study of theory, as well as survey and application of research methods in communication. Allows students to assess particular organizations and to increase their ability to initiate organizational change. Entails a variety of research methods, including reviews of house publications, internal communication, speeches and interview communication.
Prerequisites: COM 219 and COM 221.

COM 364 Visual Design 3 Credits (3,0)
Principles of visual design with an emphasis on understanding effective organization and presentation of information in print and digital mediums. Special topics include audience awareness, data presentation, visual aids, photo editing, document design, typography, color theory, and composition. Students analyze existing graphical artifacts and create projects focused on communicating ideas related to science and technology.
Prerequisites: COM 221 or COM 222.

COM 399 Special Topics in Communication 1-6 Credit
Individual independent or directed studies of selected topics in communications.

COM 412 Advanced Technical Writing 3 Credits (3,0)
Communication specific to the technical communication profession is studied, and students prepare at least one formal project suitable for inclusion in a career portfolio. The projects may include, but are not limited to, the following: technical manual, grant or business proposal, product development and documentation, multimedia training or product presentation, training modules, and corporate reports. Projects may be in paper, electronic, or combination of multimedia formats, depending on trends in the profession and use of technology. Professional technical communicators may serve as mentors or speakers.
Prerequisites: COM 221 or COM 222.

COM 415 Nonverbal Communication 3 Credits (3,0)
This course entails the study of communication behaviors and processes not involving the expression of written or spoken words, which contribute information to a message. Special attention is directed to the study of voice qualities; facial expression and body language; space, personal distance, and touch; the use of time and objects; and personal appearance. Study also involves non-verbal communication in applied settings, as well as research strategies for observing, measuring, and understanding non-verbal phenomena. Also offered as HU 415. Students receive either Communications or Humanities credit, but not both.
Prerequisites: COM 219 and COM 221 or COM 222.

COM 460 Media Relations II 3 Credits (3,0)
Mastery of writing and speaking genres in media relations with an emphasis on crisis communication.
Prerequisites: COM 221 or COM 222.

COM 499 Special Topics in Communication 1-6 Credit
Individual independent or directed studies of selected topics in communications.