Communication

Communication majors study a variety of offerings in liberal arts and technical communications leading to an Associate in Arts degree. The program provides a comprehensive overview of popular and evolving fields of communication and media literacy.

Students learn communication theory as it relates to culture, aesthetics and society. To graduate, students must show proficiency in written, oral and interpersonal communication, as well as technological competencies.

The program prepares students for transfer to four-year colleges and universities as communication majors or one of the following specializations: media, journalism, speech, film, radio and TV, new media, public relations or advertising.

For more information, please visit the Department of Communication (http://www.ccm.edu/academics/divdep/liberalarts/communication/default.aspx) webpage.

Degrees

AA Communication

(P1129)

General Education Foundation

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
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<tbody>
<tr>
<td>Communication</td>
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<tr>
<td>ENG-111</td>
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<td>ENG-112</td>
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<td>COM-109</td>
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<td>Math, Science, Technology</td>
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<td>MAT-130</td>
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<td>or MAT-120</td>
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<td>CMP-126</td>
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<td>Social Science</td>
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<td>General Psychology</td>
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<td>History 1</td>
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<td>ISA-110</td>
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General Education Foundation Credits 45

Core Courses

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<td>COM-101</td>
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<td>COM-111</td>
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<td>COM-115</td>
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<td>Restricted Electives (select three classes)</td>
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<td>COM-103</td>
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<td>COM-104</td>
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<td>COM-105</td>
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Total Credits 63

1 Students should consult their academic advisors when selecting these courses.

Faculty

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Courses

COM-101. Introduction to Communication. 3 Credits.
LECT 3 hrs.
Survey of the field of communication within a variety of contexts including: Interpersonal, Group, Organizational, Mass Media, Intercultural and International Communication.
Prerequisites: Placement basis or ENG-025 or ENG-022 or ENG-007.

COM-102. Advertising and Society. 3 Credits.
LECT 3 hrs.
This is a survey course that follows the advertising industry from the early days of the Industrial Revolution through modern social campaigns. There will be a strong emphasis on the cultural and societal effects of advertising messages on mass markets. There will also be a focus on advertising as a form of social communication, which has imbedded impacts on socio-economic, political and global communication. Students will acquire skills in media literacy and ethical reasoning with respect to advertising campaigns. By the end of the course students will be able to identify the current challenges to consumers and the advertising industry.
Prerequisites: Placement basis or ENG-007, ENG-022 or ENG-025.

COM-103. Introduction to Public Relations. 3 Credits.
LECT 3 hrs.
This course is a survey of the principles and practices in public relations. Students gain an understanding of the history, development and globalization of PR, the impact of PR criticism, the techniques and tactics of PR practitioners. They learn the concepts of "publics" and professionalism. Special emphasis is placed on the comprehension of the laws and ethics mandated for the PR industry and the goals and objectives necessary to the future credibility of PR.
Prerequisites: Placement basis or ENG-007, ENG-022 or ENG-025.

COM-104. Interpersonal Communication. 3 Credits.
LECT 3 hrs.
Students in this course discover how to communicate effectively in everyday relationships through the study of both theoretical frameworks and practical application. Topics include self-perception, cultural influences, verbal and nonverbal messages, conflict management, as well as an in-depth look at communication within the family unit, friendships, romantic partners and the workplace.
Prerequisites: Placement basis or ENG-025 or ENG-022 or ENG-007.

COM-105. Media Literacy. 3 Credits.
LECT 3 hrs.
Media Literacy prepares students to better understand the 21st century media environment. Topics covered include media form, media content, media effects and influence, and media industries. There will be a particular focus on developing stronger critical and analytical skills to better use media for personal and professional benefit. We will investigate media through several perspectives with a concentration on how media works and how to better navigate and manage the information we receive.
Prerequisites: Placement basis or ENG-007, ENG-022 or ENG-025.

COM-109. Speech Fundamentals. 3 Credits.
LECT 3 hrs.
This course introduces the fundamentals of organizing, outlining, and presenting narrative, informative and persuasive speeches. Specific attention is given to each student’s verbal and nonverbal delivery in the communication of ideas, as well as to the development of creative abilities, critical insights and listening skills.
Prerequisites: Placement Basis or ENG-007 or ENG-022 or ENG-025.

COM-111. Introduction to Journalism. 3 Credits.
LECT 3 hrs.
Instruction and practice in reporting and writing news stories across multimedia platforms. Topics include new media, writing, reporting, interviewing, researching, news judgment, Associated Press style, media ethics and media law. Students utilize computers in the classroom to research topics and complete assignments on deadline. The culmination of the course is an e-portfolio that utilizes a basic content management system and combines written articles with original photography. A one-time commitment of three hours of newspaper production is required.
Corequisites: ENG-111 or department permission.

COM-112. Advanced Journalism. 3 Credits.
LECT 3 hrs.
Instruction and practice in news reporting, computer-assisted reporting and writing techniques. Specialized topics include profile writing, government meetings, statistics/budgets, police, weather, tragedies, global issues, news conferences, speeches, media ethics and media law. Students utilize computers in the classroom to research topics and complete assignments on deadline. New media is incorporated throughout the semester. A one-time commitment of 6 hours of newspaper production on campus is required.
Prerequisites: COM-111 or permission of department chair.

COM-115. Introduction to the Mass Media. 3 Credits.
LECT 3 hrs.
Introduction to Mass Media is a survey course focusing on the history and consequences of mass media for the individual, society and culture. Specific areas of emphasis include the historical development of media forms, theories concerning the effects of media, and the evolving future of media. Special attention will also be paid to current events in the media and their social consequences.
Prerequisites: Placement basis or ENG-025 or ENG-022 or ENG-007.

COM-120. Broadcast Journalism. 3 Credits.
LECT 3 hrs.
Instruction and practice in broadcast reporting, writing and editing. Students utilize traditional broadcast skills within a multimedia environment. Topics include broadcast writing techniques and style, newscast organization, photojournalism, social media, new media, broadcast stories for online journalism, media ethics and media law. Students write broadcast scripts, maintain blogs and produce timed newscasts.
Prerequisites: COM-111.
COM-209. Editing and Publication Design. 3 Credits.
LECT 3 hrs.
Instruction and practice in copy editing, layout, design, headline writing, photo editing, news evaluation, media ethics and media law. Students utilize computers, Adobe Photoshop and Adobe InDesign to complete assignments, and they help produce the student newspaper.
Prerequisites: COM-111 or permission of department chair.

COM-228. Cooperative Work Experience Communication. 3 Credits.
COOP 3 hrs.
This course provides students in the Communications curriculum with job-oriented training and practical experience in a real work environment. This course is designed to supplement the students academic coursework and to facilitate the career development and exploration process.
Prerequisites: Permission of department chair
Corequisites: COM-229.

COM-229. Coop. Work Experience - Related Class. 1 Credit.
LECT 1 hr.
Prerequisites: Permission of Coordinator
Corequisites: COM-228.

COM-230. Communications Internship. 3 Credits.
LECT 3 hrs.
The Communication Internship offers practical experience working part-time for an approved communication agency, organization or business under the supervision of a Communication faculty. Alternatively, it can be used to complete a significant research project under the guidance of a Communication faculty member. Students must have second year status, GPA of 3.5 or higher.
Prerequisites: Permission of department chair.

COM-234. Introduction to Film. 3 Credits.
LECT 3 hrs.
Through the study of representative major works of world cinema, students are introduced to the history and development of film as a creative medium or artistic expression and mass communication. Topics include production practices, cinema as an industry, the relationship between history and cinema, the psychology of cinema, and socio-cultural factors related to cinema. Students are encouraged to approach film analytically and critically, to consciously examine the language and aesthetic forces of cinema, and to expand cinematic interest into realms beyond the Hollywood mainstream production.
Prerequisites: Placement basis or ENG-007 or ENG-025 or ENG-022.

COM-291. Special Topics in Communication. 3 Credits.
LECT 3 hrs.
An examination of selected topics or issues in Communication. Topics may differ each time the course is offered. Students should consult the assistant chair for further information.
Prerequisites: An introductory course in Communication.

COM-292. Special Topics in Communication. 3 Credits.
LECT 3 hrs.
An examination of selected topics or issues in Communication. Topics may differ each time the course is offered. Students should consult the department chair for further information.
Prerequisites: An introductory course in Communication.