

Communication

Communication majors are exposed to a variety of Liberal Arts offerings in addition to other discipline specific courses such as interpersonal communication, public relations, advertising, media production, journalism, and film. Successful completion of the curriculum leads to an Associate in Arts degree in Communication.

Students learn communication theory as it relates to the individual, society, culture, and aesthetics, and apply this knowledge to oral assignments, written assignments, and/or digital media projects.

The Associate in Arts degree is designed to prepare students for transfer to four-year colleges and universities as Communication majors in any of the following professional specializations: journalism, television production, film, speech, new media, public relations, or advertising.

For more information, please visit the [Department of Communication](http://www.ccm.edu/academics/divdep/liberal-arts/department-of-communication/) (<http://www.ccm.edu/academics/divdep/liberal-arts/department-of-communication/>) webpage.

Degrees

AA Communication

(P1129)

General Education Foundation

Communication	9
ENG-111 English Composition I	
ENG-112 English Composition II	
COM-109 Speech Fundamentals	
Math, Science, Technology	12
MAT-130 Probability and Statistics	
or MAT-120 Mathematics for Liberal Arts	
Lab Science Elective	
CMP-126 Computer Technology and Applications	
Social Science	6
General Psychology	
Social Science Elective	
Humanities	9
Language/Literature Sequence ¹	
Humanities Electives ¹	
History ¹	6
Diversity	3
ISA-110 Intercultural Communication	
General Education Foundation Credits	45
Core Courses	
COM-101 Introduction to Communication	3
COM-111 Introduction to Journalism	3
COM-115 Introduction to Mass Media	3
Restricted Electives (select three classes)	6
COM-102 Advertising and Society	
COM-103 Introduction to Public Relations	
COM-104 Interpersonal Communication	

COM-105 Media Literacy	
COM-112 Advanced Journalism	
COM-114 Media Aesthetics	
COM-120 Broadcast Journalism	
COM-209 Editing and Publication Design	
COM-211 Television Production I	
MKT-210 Social Media Analytics	
COM-212 Television Production II	
COM-213 Screenwriting	
COM-228 Cooperative Work Experience Communication	
COM-229 Coop. Work Experience - Related Class	
COM-230 Communications Internship	
COM-234 Introduction to Film	
COM-291 Special Topics in Communication	
COM-292 Special Topics in Communication	
MED-110 Multimedia I	
MKT-208 Social Media Marketing	
MKT-113 Principles of Marketing I	
PHO-213 Documentary Photography	
Core Courses Credits	15
Total Credits	60

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 45 hrs

Survey of the field of communication within a variety of contexts including: Interpersonal, Group, Organizational, Mass Media, Intercultural and International Communication.

COM-102. Advertising and Society. 3 Credits.

LECT 45 hrs

This is a survey course that follows the advertising industry from the early days of the Industrial Revolution through modern social media 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 embedded 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.

COM-103. Introduction to Public Relations. 3 Credits.

LECT 45 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.

COM-104. Interpersonal Communication. 3 Credits.

LECT 45 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.

COM-105. Media Literacy. 3 Credits.

LECT 45 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.

COM-109. Speech Fundamentals. 3 Credits.

LECT 45 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.

COM-111. Introduction to Journalism. 3 Credits.

LECT 45 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.

COM-112. Advanced Journalism. 3 Credits.

LECT 45 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-113. Professional Communication. 2 Credits.

LECT 30 hrs

This course will help students develop the oral and written communication skills required for success in the professional world. Students will survey various mediums and techniques of communication and outline the best uses of each. The course will cover the fundamentals of business and technical writing that includes memos, emails, reports, and professional correspondence. It will also emphasize resume development and interview preparation. The assignments will be most beneficial to business and engineering majors although all students are welcome to enroll.

Prerequisites: ENG-111 or ENG-111CL or ENG-111CW.

COM-114. Media Aesthetics. 3 Credits.

LECT 45 hrs

Media Aesthetics looks at the importance, influence and meaning of visual images designed for use in electronic media. Through current and historical examples, students learn the principles and significance of media aesthetics including light and color, space and structure, time and motion, and sound, and how they are used to optimize effective communication. Students learn how aesthetic elements of television and multimedia have been translated into vectors - forces that push or pull users in certain directions. Operationally, students learn how to interpret, order, clarify and intensify various communications including fiction, by applying appropriate aesthetic principles. Comparisons between television and multimedia images are closely examined. Students may apply knowledge of media aesthetics by producing projects using broadcast and digital media facilities.

Additional Fees: Course fee applies.

COM-115. Introduction to Mass Media. 3 Credits.

LECT 45 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.

COM-120. Broadcast Journalism. 3 Credits.

LECT 45 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**Additional Fees:** Course fee applies.**COM-209. Editing and Publication Design. 3 Credits.**

LECT 45 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**Corequisites:** COM-111**Additional Fees:** Course fee applies.**COM-211. Television Production I. 3 Credits.**

LECT 45 hrs

This course introduces students to the basic operation of a television studio and the production process. Students learn techniques and develop skills in various studio functions including camera, switching, sound, lighting, teleprompter, scriptwriting and directing. Collaboration and teamwork are emphasized.

Additional Fees: Course fee applies.**COM-212. Television Production II. 3 Credits.**

LECT 45 hrs

Students employ skills learned in Television Production I and learn advanced production skills including studio and remote producing, remote-location video shooting, digital editing, advanced special FX generation and switching, and set design via a "live on tape" production of an actual television program.

Prerequisites: COM-114 and COM-211**Corequisites:** MED-210**Additional Fees:** Course fee applies.**COM-213. Screenwriting. 3 Credits.**

LECT 45 hrs

Screenwriting is a course in creating and adapting stories for film. Theories of narrative and cinematic structure provide a foundation for students to create and explore characters, conflicts, relationships, and imaginary worlds of their own design. A particular focus on story structure and dialog guides all lessons and assignments and distinguishes this course as one that is applicable to both the study and performance of a wide variety of narrative and dramatic art forms.

Prerequisites: ENG-111 or ENG-111CL or ENG-111CW and COM-234.**COM-214. Sports Communication and Culture. 3 Credits.**

LECT 45 hrs

Sports Communication and Culture is a survey course that focuses on effective means of reporting and writing about sports teams, athletes, and important issues in the sports world, with a focus on collegiate and professional sports. There is an experiential learning requirement that asks students to attend collegiate and/or professional sports games in both a class setting and individually. Students are encouraged to submit their work to The Youngtown Edition, CCM's award-winning newspaper.

Additional Fees: Course fee applies.**COM-228. Cooperative Work Experience Communication. 3 Credits.**

COOP 45 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 student's 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 15 hrs

Emphasis is based on developing a typographic vocabulary, identifying and recognizing type fonts and exploring type as design elements. Students engage in the skills of hand lettering and compositional layout while addressing letter proportion, anatomy, structure and typographic space. Communication problems emphasize typography as the primary design focus.

Prerequisites: Permission of Coordinator**Corequisites:** COM-228.**COM-230. Communications Internship. 3 Credits.**

COOP 45 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 45 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.

COM-291. Special Topics in Communication. 3 Credits.

LECT 45 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.

COM-292. Special Topics in Communication. 3 Credits.

LECT 45 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.