

## COM

## Communication

- COM 101 INTRODUCTION TO COMMUNICATIONS. (3)**  
An introduction to the process of communication as a critical element in human interaction and in society. Designed to enhance effective communication and informed use of the mass media.
- COM 181 BASIC PUBLIC SPEAKING. (3)**  
A course designed to give the student platform experience in the fundamentals of effective speaking.
- COM 199 PRESENTATIONAL COMMUNICATION SKILLS. (1)**  
Introduces students to fundamental oral communication skills needed to prepare and present messages effectively. Note: This course will not substitute for the three-credit course COM 181, Basic Public Speaking. It will count toward partial completion of the oral communication skills component of the University Studies Program.
- COM 249 MASS MEDIA AND MASS CULTURE. (3)**  
An examination of the interplay between the technology and content of the mass communication media. Prereq: COM 101 or its equivalent.
- COM 252 INTRODUCTION TO INTERPERSONAL COMMUNICATION. (3)**  
This writing intensive course examines basic verbal and nonverbal concepts affecting the communication process between individuals in various interpersonal contexts. Course also requires participation in written and oral activities designed to develop and improve interpersonal skills. Topics may include: perspective-taking, relationship and conversation management, effective listening, conflict management, communication climate, communication anxiety, and cultural/gender differences in interpersonal communication.
- COM 281 COMMUNICATION IN SMALL GROUPS. (3)**  
A study of communication processes in small group situations. Topics include conflict, leadership, and decision-making. Students will participate in group discussion and develop skills in analyzing group performance.
- COM 285 APPLIED PHONETICS. (3)**  
Study of the phonetic structure of English language with requirement of mastery of international Phonetic Alphabet. Emphasis will be placed on phonetic transcription, and application will be made for students interested in general speech, speech correction, radio, television, and theatre.
- \*COM 287 PERSUASIVE SPEAKING. (3)**  
A study of the processes involved in attitude change, with emphasis on the preparation and delivery of persuasive messages. Prereq: CIS 110/WRD 110 or equivalent.
- COM 311 TAKING CONTROL OF YOUR HEALTH: PATIENT-PROVIDER COMMUNICATION. (3)**  
This course helps students explore, understand, and appreciate the patient-provider relationship through an examination and analysis of selected health communication case studies and related materials. It is also designed to improve communication skills with and among physicians, nurses, and allied health professionals.
- COM 312 LEARNING INTERCULTURAL COMMUNICATION THROUGH MEDIA AND FILM. (3)**  
This course examines intercultural and co-cultural divides using a skills-based approach. Students will be exposed to cultural communication situations and will apply skills using lecture, discussion, and various media (e.g., news, radio, film, blogs), equipping them with more effective skills for communicating with other groups, communities, and cultures.
- COM 313 INTERPERSONAL COMMUNICATION IN CLOSE RELATIONSHIPS. (3)**  
This course focuses on describing and explaining communication processes that occur within the context of close relationships. Three general topic areas include: (1) developing and escalating relationships, (2) satisfying relationships, and (3) coping with relational challenges.
- COM 314 THE DARK SIDE OF INTERPERSONAL COMMUNICATION AND RELATIONSHIPS. (3)**  
Provides an overview of research and theory related to the “dark side” of interpersonal communication and relationships. This course will cover topics such as secrets, bullying, cyberstalking, verbal abuse, and revenge between romantic partners, family members, friends, and sometimes strangers.

### **COM 315 UNDERSTANDING WORKPLACE COMMUNICATION IN A DIVERSE U.S. SOCIETY. (3)**

Understanding workplace communication in U.S. society requires an interdisciplinary approach in preparing students to developing an enlightened consideration of the complex and contextual nature of communication in organizations. The emphasis on community, culture and citizenship is designed to engage students using dynamic learning experiences such as debates and discussion over topics relevant to the role of communication and organizations in U.S. society.

### **COM 316 EMERGENCY AND DISASTER COMMUNICATION: HUMANITY IN A ZOMBIE APOCALYPSE. (3)**

The purpose of this course is to develop an applied humanistic understanding of communication and life skills for high-stress situations. Using the apocalypse as a metaphor for all-hazards scenarios, historical narratives of disaster and films and novels in the zombie genre are used to discuss emergency preparedness and survival strategies. Students will demonstrate an ability to analyze the rhetorical situation of apocalypse, engage in emergency and disaster planning, response, and recovery assignments, activities, and exercises including developing emergency evacuation plans, preparing emergency kits and bug-out bags, and exercising medical triage and first aid.

### **COM 317 COMMUNICATION IN FAMILY AND MARITAL RELATIONSHIPS. (3)**

The goal of this course is to provide you with an in-depth understanding of the communication processes that take place in families and marriage (which includes, straight, gay, and common-law relationships). Emphasis is placed on the theoretical explanations of communication processes and on their practical application through communication behaviors that enhance familial interactions. The course reviews communication theories and theories from allied disciplines that have been employed in scholarly research of families and marriages. What you learn in this course will improve the quality of your family and marriage communication and relationships.

### **COM 318 COMMUNICATION AND SPORT. (3)**

This course is designed to explore in depth the relationship between communication and sport. We will examine theories of communication and their connection to sport. The class will examine the relationship between sport and race, gender, class, violence, community, and society along how communication influences how we interact and engage them.

### **COM 325 INTRODUCTION TO ORGANIZATIONAL COMMUNICATION. (3)**

Designed to introduce students to basic concepts in the study of organizational communication. The course considers approaches to the practice and study of communication within organizational settings, including classical approach, human relations, human resources approaches, systems approaches, cultural approaches, and critical approaches. It also introduces specific issues within the study of organizational communication, including assimilation, decision-making, conflict, change, emotion, cultural diversity and communication technologies. Prereq: Communication major; others need departmental approval.

### **COM 326 COMMUNICATION STRATEGIES FOR PROFESSIONAL EXCELLENCE. (3)**

Communication Strategies for Professional Excellence introduces students to a variety of technical and business theories and practices designed to be applicable to business communication in the real world. This course is focused on communication strategies to use once the job has been secured, rather than those to get the job (i.e., resume, cover letter, interviewing). Specifically, the course teaches the fundamentals of good business communication, including protocols for writing media notices/releases, marketing copy, business letters, memoranda, electronic mail, thank you notes, apology letters, persuasive messages, and business plans. Throughout these writing assignments, you will also become acquainted with the strategies used by communication professionals such as functions of media, employee, community, government, investor, and consumer relations. In addition, there will be instruction in oral presentation and in depth practice on both an individual and a collaborative basis. Finally, students will also learn tactics for running a business meeting, dealing with organizational conflict, and finding ways to enhance their business communication through technically based media. Prereq: Upper Division standing in the Communication Major. ADDITIONALLY, completion of all COM BA/BS pre-major requirements. Specifically: COM 101, COM 249, COM 252, CIS or WRD 110, CIS or WRD 111. This course is a Graduation Composition and Communication Requirement (GCCR) course in certain programs, and hence is not likely to be eligible for automatic transfer credit to UK.

### **COM 350 LANGUAGE AND COMMUNICATION. (3)**

An introductory survey course covering syntactic, semantic and pragmatic aspects of language as they relate to communication. Language learning, sign typologies, psycholinguistics, and the nature of meaning are selected topic areas. Emphasis is on behavioral, communication approach. Not open to students who have completed a 300-level (or above) linguistic class.

### **COM 351 INTRODUCTION TO COMMUNICATION THEORY. (3)**

Considers various theoretical perspectives which lead to a more thorough understanding of communication processes. Begins with discussion of the development of theory and inquiry. Includes perspectives of systems, cognitive, behavioral, affective, symbolic interactionist, dramatic, cultural and social reality, interpretive and critical theories. Prereq: Upper Division standing in the Communication Major. ADDITIONALLY, completion of all COM BA/BS pre-major requirements. Specifically: COM 101, COM 249, COM 252, CIS or WRD 110, CIS or WRD 111. This course is a Graduation Composition and Communication Requirement (GCCR) course in certain programs, and hence is not likely to be eligible for automatic transfer credit to UK.

### **\*COM 352 INTERPERSONAL COMMUNICATION AND SOCIAL MEDIA. (3)**

With the proliferation of technologically advanced social media (e.g., facebook, chat, twitter) available at the fingertips of individuals through multiple channels (e.g., phone, ipad, laptop, online video games), interpersonal relationships are being affected. Negotiating this relatively new, understudied, and quickly evolving terrain can present relational difficulties for a variety of relationships types. Students in this class will gain a thorough understanding of multiple communication platforms and the communication theory that can explain the interactions occurring in each platform, as well as improve their mediated communication skills to enhance interpersonal relationships. Prereq: COM 252.

### **COM 365 INTRODUCTION TO COMMUNICATION RESEARCH METHODS. (3)**

An introduction to the methods of philosophy of scientific research into the origins, nature, and effects of communication processes. Provides skills necessary for designing research projects and for interpreting and critically evaluating research results. Prereq: STA 210.

### **COM 381 COMMUNICATION, LEADERSHIP, AND ENTREPRENEURSHIP. (3)**

This course provides an introduction to the study and practice of leadership from a entrepreneurial and communication perspective. Course activities will cover, 1) the basic concepts essential to personal skills development and organizational leadership behavior, 2) the theory component, and 3) the practical process of leadership and entrepreneurship. The course is designed to introduce students to leadership perspectives and the role communication plays in effective leadership and entrepreneurial strategies. The course explores communication variables involved when leaders attempt to influence members to achieve a goal. Topics include power, credibility, motivation, research on leader traits, styles, and situations, innovation strategies, organizational dynamics, creative problem solving, and current models of leadership. The different leadership challenges posed by different group and organizational types will also be explored.

### **\*COM 390 COMMUNICATION EDUCATION ABROAD (Subtitle required). (1-6)**

Communication education abroad is an academically rigorous and experientially rich opportunity for students to work with a UK faculty member by participating in a formal study abroad course, research program, or service project related to one or more of many communication theories, concepts, and skills. Any communication education abroad offering will be grounded firmly in the communication discipline in ways designed to enrich one's understanding of how individual and local communication norms and practices both shape and are shaped by global trends, communication, and interactions. Prereq: Approval from instructor.

### **COM 395 INDEPENDENT WORK. (1-3)**

Research and study of special topics in communication. The student proposes the specific study to be undertaken and formally contracts with a faculty supervisor for guidance and evaluation. Ordinarily, projects will require the production of written materials as a basis for the evaluation. May be repeated to a maximum of six credits. Prereq: Communication major, departmental approval, and completion of learning contract prior to registration.

### **COM 399 INTERNSHIP IN COMMUNICATION. (1-6)**

Provides field-based experience in communication through work in industry, government, education, etc. Pass-fail only. May be repeated to a maximum of six credits. A maximum of three credit hours may be counted toward the communication major. Prereq: Consent of Department Internship Director prior to registration, and completion of departmental learning contract.

### **COM 425 COMMUNICATION, NEGOTIATION, AND CONFLICT MANAGEMENT IN ORGANIZATIONS. (3)**

This course explores the role of communication in negotiation and conflict management in organizations. The course examines conflict theories and approaches, negotiation processes, and third party intervention through the study of strategies and tactics, interaction processes, phases and stages of negotiation development and conflict framing. The course examines strategies and tactics used in exchange of offers and counteroffers, salary negotiations, buying and selling of products, team bargaining, and multiparty negotiations. Prereq: COM 326 or COM 351.

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### **COM 449 SOCIAL PROCESSES AND EFFECTS OF MASS COMMUNICATION. (3)**

This course examines the relationship between the organization of modern society and its communication media with special emphasis on cultural processes and social change. The social-psychological bases of communication are studied within a context of theory and research. Prereq: COM 326 or COM 351.

### **COM 452 STUDIES IN INTERPERSONAL COMMUNICATION. (3)**

Examines current theory and research on the nature and development of interpersonal communication ability. Topics include: understanding strategic communicative relational communication elements, and cultural and institutional influences on the development of interpersonal communication. Prereq: COM 326 or COM 351.

### **\*COM 453 DIGITAL AND MASS COMMUNICATION MEDIA LITERACY. (3)**

A course designed to examine theory and research related to criticism of the mass media and to the relationship of digital and mass communication to contemporary social issues. Prereq: COM 249, and COM 326 or COM 351.

### **\*COM 454 HONORS SEMINAR IN COMMUNICATION (Subtitle required). (3)**

Intensive study of a communication topic in professional, theoretical, and research methodology areas of communication. This seminar WILL count toward a Communication major and toward credits for graduation. Prereq: COM 351, COM 365, and 3.3 COM GPA, or permission of the instructor.

### **COM 462 INTERCULTURAL COMMUNICATION. (3)**

An overview of problems, issues, processes and assumptions involved with communicating across cultures and co-cultures. Theories of cognition and communication will be used to explore and explain communication with people from diverse cultures. Differences in both verbal and nonverbal communication among different cultural groups will be discussed. Prereq: COM 326 or COM 351.

### **COM 471 INTRODUCTION TO HEALTH COMMUNICATION. (3)**

This course examines theory and research relevant to health communication including interpersonal, organizational, and mass communication approaches. Topics include the role of communication in general models of health and illness, the relationship between patients and healthcare providers, social support, and health campaigns.

### **COM 482 STUDIES IN PERSUASION. (3)**

This course examines theory and research of persuasion. Topics include message characteristics, credibility, compliance-gaining, decision-making and motivational appeals. Prereq: COM 326 or COM 351.

### **COM 525 ADVANCED ISSUES IN ORGANIZATIONAL COMMUNICATION (Subtitle required). (3)**

Examines theory and research relevant to understanding advanced issues in organizational communication. Topics may include strategies of innovation, organizing, networking, decision-making, globalization, technology, power, and diversity. Prereq: COM 326 or COM 351.

### **\*COM 535 RISK AND CRISIS COMMUNICATION. (3)**

This course examines strategic risk and crisis communication research, theory, and practices. Special emphasis is placed on crisis planning, media relationships, image restoration, ethical responses, and organizational learning. Prereq: COM 326 or COM 351.

### **COM 553 CRITICAL ANALYSIS OF COMMUNICATION AND PERSUASION IN POPULAR CULTURE. (3)**

This course focuses on what and how popular culture entertainment media functions to communicate and persuade. Forms to be examined may include films/movies, television programs, music, cartoons, and/or comics. Ultimately, students will be equipped with tools to make educated decisions as critical consumers of the messages conveyed in popular culture entertainment media. Prereq: COM 326 or COM 351.

### **\*COM 571 INTERPERSONAL COMMUNICATION IN HEALTH CONTEXTS. (3)**

Examines theory and research relevant to the role of interpersonal communication in managing mental and physical health. Topics related to interaction in health contexts include: communicating identity in health and illness, health and personal relationships, health care provider/patient communication, medical decision-making, and interpersonal health education and prevention efforts. Prereq: COM 471, and COM 326 or COM 351.

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**\*COM 572 HEALTH COMMUNICATION CAMPAIGNS AND COMMUNITIES. (3)**

This course focuses on the role of the mass media in contemporary public health campaigns. Most class sessions focus on the application of theory and research to the design of these campaigns. Earlier studies examining the role of the mass media in health campaigns indicated that the mass media played a small and rather insignificant role in changing health behaviors. However, more recent studies indicate that careful targeting combined with formative research often yield successful behavior change. Prereq: COM 326 or COM 351.

**COM 581 TEAMWORK AND LEADERSHIP IN ORGANIZATIONS. (3)**

Examines theory and research on the nature and development of small group communication. Topics include leadership, interpersonal relations and roles, goals, and decision-making in multiple organizational contexts. Communication major or permission of instructor required for enrollment. Prereq: COM 325 AND completion of the major graduation communication and composition in the communication major requirement (COM 326 or COM 351).

**COM 584 TEACHING OF COMMUNICATION. (3)**

This course uses communication research and theory to develop effective instructors of communication. Topics include instructor identity, course development, teaching communication contexts (e.g., small group, intercultural, persuasion, speech) in diverse settings (e.g., classroom, organizational training), managing learners, and learning assessment. Prereq: COM 326 or COM 351.

**COM 591 SPECIAL TOPICS IN COMMUNICATION (Subtitle required). (1-3)**

Intensive study of a specialized topic area in communication. May be repeated to a maximum of six credits under different subtitles. Prereq: COM 326 or COM 351.