

## COMMUNICATION STUDIES

*College of Social & Behavioral Sciences and Social Work*

|                             |  |              |
|-----------------------------|--|--------------|
| Gary Krug,<br>Interim Chair | 229 Communications Building            | 509.359.2313 |
|                             | EWU Spokane, for master's program only |              |
| BA                          | Minor                                  | MS           |

**Faculty:**

P. Chantrill, S. Hering, E. Kissling, I. Klyukanov, G. Krug, J. Ratliff, H. Robinson, S. Scott, P. Shields, V. Shields, G. Sinekopova, J. Stafford, S. Stearns

### UNDERGRADUATE PROGRAMS

CMST faculty designed this degree to offer you an exciting and fulfilling educational experience while simultaneously preparing you for a changing world.

The Bachelor of Arts Communication Studies offers you two options: 1. Communication Studies and 2. Communication Studies in Public Relations. Each option provides you with an introduction to concepts in communication and the social sciences. These degrees are similar with the exception of the elective component. The Public Relations option requires 66 credits for completion and has no required minor. The general Communication Studies option requires 59 credits for completion and requires a minor.

For the BA Communication Studies, you begin with two general introductory courses, CMST 207 *Communication, Community and Citizenship* and CMST 208 *Mass Media and the Information Society*. These are followed by CMST 309 *Communication and Information*. Two other required classes are CSBS 310 and CSBS 330 which introduce general social science concepts and methods.

As you progress in your education, you will choose one course from each of the emphasis areas of communication: Rhetorical and Cultural Studies, Organizational and Leadership Studies and Language and Social Interaction Studies. In addition, if you choose the Communication Studies option (#1 below), you will choose a minimum of 14 elective credits. If you choose the Communication Studies in Public Relations option (#2 below), instead of electives you will take JRNM 332, JRNM 451, JRNM 452 and JRNM 453 and either TECH 360 or TECH 368. Either BA option in Communication Studies culminates in a senior capstone course which allows you to synthesize your knowledge and skills.

**All students are welcome to apply for a major in Communication Studies. Requirements for graduation from Communication Studies are:**

1. two years of one foreign language at the high school level or one year of one foreign language at the college level;
2. a minimum cumulative **GPA** of 2.0 by graduation.

For transfer students, the Department of Communication Studies accepts up to 25 transfer credits, from comparable courses, toward our BA.

Students are advised that the university GER requirements for Gender/Cultural Diversity and International Studies require additional courses that are not required in the degree.

CMST 200 cannot be taken for credit toward the majors.

The program has two degree options in the BA: Communication Studies and Communication Studies in Public Relations.

### BACHELOR OF ARTS (BA)

**STUDENT LEARNING OUTCOMES – STUDENTS WILL:**

- demonstrate an understanding of communications combined with skills in using contemporary technologies;
- present material in written, oral and multi-media formats;
- participate in community activities such as debate, internships or others that demonstrate applications of communications study and training;
- analyze the relationship between politics, economics, experience and communications media in international settings and will understand intercultural bases for communications;
- understand major theoretical positions and implications central to the discipline. Additionally, students will demonstrate competencies in at least two research methodologies.

### COMMUNICATION STUDIES (59 CREDITS)

**Foundation (30 credits)**

- CMST 207 Communication, Community and Citizenship (5)
- CMST 208 Mass Media in the Information Society (5)
- CMST 309 Communication and Information (5)
- CMST 490 Senior Capstone Seminar: Communications Studies (5)
- CSBS 310 Foundations of Social and Behavioral Science Theory (5)
- CSBS 330 Integrated Social Science Methods (5)

**Core areas (15 credits)**

Students will choose one class from each of the following three areas for a total of 15 credits:

**Rhetorical and Cultural Studies**—Focus on symbolic actions that exercise influence over human life. Emphases are on interpretive research as well as cultural, narrative and rhetorical analyses of cultural phenomena and artifacts.

- CMST 450 Rhetorical Theory and Criticism (5)
- CMST 451 Argumentation and Persuasion (5)
- CMST 452 Cultural Studies (5)
- CMST 458 Topics in Image, Messages and Meaning (5)

**Organizational and Leadership Studies**—Focus on structures and practices influencing communication in private and public institutions. Emphasizes humanistic and social science approaches to leadership in all forms of social organizations.

- CMST 430 Communication and Organizations (5)
- CMST 431 Communication Law and Ethics (5)
- CMST 432 Media Systems and Communication Technology (5)
- CMST 438 Topics in Leadership and Strategic Communication (5)

**Language and Social Interaction Studies**—Focus on sign systems such as language, gesture, film, etc. in human interaction. Emphasizes social scientific research approaches to interaction and language use in face-to-face and small group settings.

- CMST 410 Language and Social Interaction (5)
- CMST 411 Negotiation Skills and Strategies (5)
- CMST 413 Communication and Personal Relationships (5)
- CMST 418 Topics in Semiotics (5)

**Electives (14 credits)**

- 14 credits from any classes within the Department of Communication Studies
- or from the Public Relations sequence in Journalism (JRNM 451, 452 and 453)
- or from advanced CSBS methods classes (CSBS 320 or CSBS 331).

*Note:* CMST 200 cannot be taken for credit towards the Communication Studies Majors.

|                                      |                   |
|--------------------------------------|-------------------|
| <b>Required foundation credits</b>   | <b>30 credits</b> |
| <b>Required core credits</b>         | <b>15 credits</b> |
| <b>Elective credits</b>              | <b>14 credits</b> |
| <b>Total credits for above major</b> | <b>59 credits</b> |

*Note:* A minor is required for this degree. After your required and minor courses are completed, you may need additional hours to meet the university requirement of 180 hours. You should choose these courses with your needs in mind from either the communication studies offerings or other university offerings. Generally these courses should be 300 and 400 level courses.

## COMMUNICATION IN PUBLIC RELATIONS OPTION (66 CREDITS)

Students seeking a degree in Communication in Public Relations Option must complete the Foundation and Core Area requirements for the BA in Communications Studies, plus the Public Relations Core requirements.

### Public Relations Core Requirements (17 credits)

- JRNM 332 News Writing (5)
- JRNM 451 Introduction to Public Relations Theory (4)
- JRNM 452 Advanced Public Relations Theory (4)
- JRNM 453 Public Relations Writing (4)

### Choose one of the following (4 credits)

- DESN 360 Publishing for Print and the World Wide Web (4)
- or DESN 368 Web Design (4)

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|--|-------------------|
| <b>Required foundation credits</b>       | <b>30 credits</b> |
| <b>Required core credits</b>             | <b>15 credits</b> |
| <b>Required public relations credits</b> | <b>21 credits</b> |
| <b>Total credits for above option</b>    | <b>66 credits</b> |

*Note:* CMST 200 cannot be taken for credit towards the Communication Studies Majors.

## CERTIFICATE

### LEADERSHIP CERTIFICATE (22–25 CREDITS)

The purpose of the Leadership Certificate is to educate and empower students to become proactive leaders in our society regardless of chosen profession. The Certificate provides an interdisciplinary course of study with a focus on the theoretical and experiential understanding of leadership. Students will benefit from a broad spectrum of classes that entail a leadership component. Collectively, these courses will provide a rich compilation of perspectives on leadership. Students will also benefit from the thorough examination and critique of their evolving leadership style.

Acceptance to the certificate program requires that students have at least a 2.5 cumulative grade point average. Students must maintain a cumulative grade point average in the certificate of 2.7 with no single course grade falling below 2.5.

**Prerequisites**—students must complete the following courses before admission to the certificate program:

- ENGL 101 College Composition (5) (or equivalent)
- One **GECR** course from Humanities and Fine Arts  
(PHIL 213 Moral Issues in America (5) recommended)
- One **GECR** course from Social Sciences  
(SOCL 101 Introduction to Sociology (5) recommended)

### Required Courses—Basic Leadership—select from the following (2–3 credits)

- CSBS 200 Introduction to Leadership (3)
- MLSC 203 Basic Military Team Building III (2)
- Any other course (minimum 2 credits) that focuses on leadership skills (e.g., residential life leadership classes or student government leadership workshops). The certificate advisor will determine whether the course in question qualifies as a leadership basics course.

### Theory and Philosophy—select from the following (4–5 credits)

- CMST 438 Topics in Leadership and Strategic Communication (5)
- ITGS 400 Interdisciplinary Senior Capstone: Journeys in Leadership (4)
- ITGS 400 Interdisciplinary Senior Capstone: Creating Change (4)

### List 1: Group and Organization—select from the following (5 credits)

- CMST 250 Small Group Communication (5)
- CMST 430 Communication in Organizations (5)
- PSYC 381 Social Psychology (5)
- SOCI 481 Social Psychology (5)

### List 2: Leadership Concepts—select from the following (9–10 credits)

- CEDP 315 Psychology of Human Relations (4)
  - CEDP 316 Psychology of Adjustment (5)
  - CMST 210 Interpersonal Communication (5)
  - CMST 250 Small Group Communication (5)
  - CMST 312 Nonverbal Communication (1–5)
  - CMST 340 Intercultural Communication (5)
  - CMST 397 Workshop in Communication Studies (1–5)
  - CMST 400 Message Design (5)
  - CMST 413 Communication and Personal Relationships (5)
  - CMST/WMST 414 Gender and Communication (5)
  - CMST 430 Communicating in Organizations (5)
  - CMST 431 Communication Law and Ethics (5)
  - CMST 440 International Communication (5)
  - CMST 451 Argumentation and Persuasion (5)
  - HLED 201 Introduction to Health and Wellness (3)
  - HLED 381 Mind/Body/Spirit Health (3)
  - IBUS/MGMT 471 Multinational People Management (4)
  - MGMT 326 Organization Theory and Behavior (4)
  - MLSC 401 Military Science and Officership I (2)
  - PHIL 411 Theory of Knowledge (5)
  - PSYC 431 Stress and Coping (3)
  - SOCI 471 Sociology of Work (5)
  - SOCI 482 Identity and Power (5)
  - XXXX 496/497/498 Topics class—requires prior approval of the certificate advisor
- RESTRICTIONS ON SELECTING COURSES FROM ACROSS LISTS 1 and 2:**  
Two courses must be at the 400 level. No more than 5 credits can be taken from the student's major area. The course selected from List 1 cannot also satisfy a List 2 course option.

*Note:* Some courses on Lists 1 and 2 have prerequisites that are not included in the Leadership Certificate program. Please review the Graduate and Undergraduate Catalog for pre-requisite information.

### All students must complete the portfolio assessment course (2 credits)

- CSBS 494, Leadership Portfolio (2)

|  |                     |
|--|---------------------|
| <b>Basic Leadership</b>                            | <b>2–3 credits</b>  |
| <b>Theory and Philosophy</b>                       | <b>4–5 credits</b>  |
| <b>Group and Organization</b>                      | <b>5 credits</b>    |
| <b>Leadership Concepts</b>                         | <b>9–10 credits</b> |
| <b>Leadership Portfolio</b>                        | <b>2 credits</b>    |
| <b>Minimum total credits for above certificate</b> | <b>22 credits</b>   |

## MINOR

### COMMUNICATION STUDIES MINOR (19–20 CREDITS)

Choose courses that total at least 19 credits from Communication Studies course offerings with at least one 5 credit course from the 400-level offerings, excluding CMST 499.

|  |                   |
|--|-------------------|
| <b>Minimum total credits for above minor</b> | <b>19 credits</b> |
|--|-------------------|

## GRADUATE PROGRAM

Peter Shields, Director | 229 Communications Building | 509.359.4947

### STUDENT LEARNING OUTCOMES – STUDENTS WILL:

- deploy various written, oral and electronic media in creating and presenting original work;
- analyze various cultural products through the application of contemporary communications theories and methods.

The Department of Communication Studies administers the Master of Science in Communications and cooperates in the Master of Arts in College Instruction and in individualized interdisciplinary programs. Students interested in post-secondary teaching should refer to the College Instruction section in this catalog. The MS in Communications program is also described below. Proposed individualized interdisciplinary programs should be developed in consultation with a Communication Studies graduate advisor 509.359.4947.

### MASTER OF SCIENCE IN COMMUNICATIONS

The Master of Science in Communications Program is an interdisciplinary professional program. It addresses the growing need for theory-grounded communication professionals in business, government and the non-profit sector, including: public relations practitioners, advertising writers, educators, graphic designers, consultants, training and development professionals, media policy experts, print and electronic journalists—and indeed anyone who must know how to create, manage and assess communication initiatives in a global environment. The MSC program offers students a strong foundation in communication theory and methodology and encourages application in such emphasis areas as organizational, technological, instructional and cultural communication.

The program is designed for career-oriented individuals who want to advance in their chosen fields or to move from their undergraduate programs to the competitive job markets. The MSC program's rigorous coverage of communication theory and methodology also provides a strong foundation for those intending to pursue doctoral studies.

Applicants are admitted to the program throughout the academic year. In addition to the general university requirements for admission to graduate studies, applicants must submit the following directly to the MSC office: a written essay of no more than 1000 words describing their background and goals and how the program will help actualize those goals; résumé; at least two letters of recommendation. The MSC Director's recommendation for admission, based on an interview with the applicant, is required. Applicants must submit a GRE general score; the verbal section score will be given special consideration. If an undergraduate statistics course is not taken before admission to the program, it must be taken prior to taking the research methods sequence. Based on their credentials and entrance requirements, applicants may be asked to take some classes in addition to the courses in the program in order to correct deficiencies. At least one year's successful professional experience will enhance application.

**Courses leading to the MS degree in communications are offered by the following programs:**

|  |                                      |
|--|--------------------------------------|
| Business Administration                              | College Instruction                  |
| Communication Studies                                | Computer Science                     |
| Counseling, Educational and Developmental Psychology | Education                            |
| Visual Communication Design                          | Journalism                           |
| Public Administration                                | Rhetoric and Technical Communication |

#### Core courses (31 credits)

##### Introductory Course

CMST 568 Introduction to Graduate Studies (2)

##### Theory Courses

CMST 501 Advanced Communication Theory (5)  
CMST 502 Contemporary Trends in Communication Studies (5)

##### Methodology Courses

CMST 520 Communication Inquiry (5)  
CMST 521 Research Design and Analysis I (5)  
CMST 522 Research Design and Analysis II (5)

##### Technology Course

TECH 504 Communication Technologies (4)  
or CMST 504 Communication Systems (4)

### Interdisciplinary Component

Students will choose a minimum of two courses from at least two of the following four emphasis areas—organizational, technological, instructional and cultural communication. One of these two courses must be the required course in the emphasis area. Suggested course offerings for each emphasis area are given below. Deviations from the suggested offerings must be petitioned in writing to and approved by, the graduate faculty advisor and the MSC Director.

### ORGANIZATIONAL COMMUNICATION

**Focus:** Role of communication within and between complex organizational systems and their strategic publics.

#### Required:

CMST 530 Communication in Organizations (5)

#### Electives:

BADM 541 Managerial Communications (4)  
CEDP 504 Theories of Human Development (4)  
CEDP 544 Counseling Theory and Techniques (4)  
CEDP 545 Appraisal in Mental Health Counseling (4)  
CMST 438 Topics in Leadership and Strategic Communication (5)  
CMST 539 Special Topics (1–5)  
CMST 550 Problems in Contemporary Public Communication (5)  
CMST 569 Thesis Preparation (1)  
CMST 578 Seminar in Consulting Processes (2)  
CMST 598 Communication Seminar (1–5)  
ENGL 568 Technical Communication: Practice, Theory and Pedagogy (3)  
JRNM 451 Introduction to Public Relations Theory (4)  
JRNM 452 Advanced Public Relations Theory (4)  
JRNM 453 Public Relations Writing (4)  
JRNM 498 Seminar in Journalism Problems (1–5)  
PADM 503 Concepts and Values of Public Service (4)  
PADM 511 Public Sector Organization Theory and Dynamics (4)  
PADM 517 Professional Employment (2)  
PADM 525 Public Sector Grants-Writing and Administration (4)  
PADM 571 Entrepreneurship: Journey or Destination (4)

### TECHNOLOGICAL COMMUNICATION

**Focus:** Role of established and emerging forms of electronically-mediated communication in local, national and global settings.

#### Required:

TECH 504 Communication Technologies (4)  
or CMST 504 Communication Systems (4)

#### Electives:

CMST 539 Special Topics (1–5)  
CMST 569 Thesis Preparation (1)  
CMST 598 Communication Seminar (1–5)  
CSCD 439 Seminar/ CSCD 539 Topics in Computer Science (4)  
CSCD 539 Topics in Computer Science: Multimedia Techniques (4)  
DESN 463 Visual Communications Design 3 (5)  
ENGL 503 Information Design (5)  
ENGL 504 Instructions and Procedure (5)  
TECH 550 Computer Graphics (4)  
TECH 599 Independent Study: Advanced Web Design (4)

### INSTRUCTIONAL COMMUNICATION

**Focus:** Role of communication as developmental phenomenon in any learning environment.

#### Required:

CEDP 504 Theories of Human Development (4)  
or CMST 578 Seminar in Consulting Processes (2)

#### Electives:

CEDP 502 Applied Behavior Analysis I (4)  
CEDP 503 Applied Learning Theory and Behavior Modification (4)  
CEDP 515 Advanced Educational Psychology (4)  
CEDP 544 Counseling Theory and Techniques (4)  
CEDP 545 Appraisal in Mental Health Counseling (4)  
CEDP 581 Consultation in the Counseling Profession (2)  
CMST 539 Special Topics (1–5)  
CMST 550 Problems in Contemporary Public Communication (5)  
CMST 569 Thesis Preparation (1)  
CMST 598 Communication Seminar (1–5)  
COIN 571 Survey of Post-Secondary Education (4)  
COIN 572 Strategies for Teaching Adults (4)  
EDUC 505 Current Issues in Education (4)  
EDUC 507 Philosophy and Organization of the American School (4)  
EDUC 530 Foundations of Educational Communication and Information Technology (4)  
EDUC 533 Instructional Systems Development (4)

## CULTURAL COMMUNICATION

*Focus:* Role of culture and communication in the formation and transformation of meanings and power in human life.

### Required:

CMST 570 Communication and Cultural Studies (5)

### Electives:

CMST 411 Negotiation Skills and Strategies (5)  
 CMST 414 Gender and Communication (5)  
 CMST 440 International Communication (5)  
 CMST 539 Special Topics (1-5)  
 CMST 550 Problems in Contemporary Public Communication (5)  
 CMST 569 Thesis Preparation (1)  
 CMST 598 Communication Seminar (1-5)  
 ENGL 555 Contemporary Composition Theory (5)  
 ENGL 568 Technical Communication: Practice, Theory and Pedagogy (3)  
 ENGL 573 History of Rhetoric (5)  
 ENGL 575 Contemporary Rhetorical Theories (5)  
 SOWK 555 Conflict Management (4)  
 WMST 410 Feminist Theory (4)

## FINAL COMPREHENSIVE EXAMINATION OPTIONS

Before the awarding of the master's degree, each student will successfully complete one of two options: (A) A thesis or other research project; (B) A written examination. Both options also involve an oral examination component.

**Option A:** The thesis or research project will be selected in consultation with the student's faculty advisor. Each student shall complete an oral examination, which will focus primarily on the master's thesis or project but which may also include questions to demonstrate competence in all areas included in the program of that student. Students will provide copies of their master's thesis or project to the oral examination committee at least two weeks in advance of the scheduled oral examination. The oral examination committee will consist of at least two graduate faculty members representing the interdisciplinary content of the student's program and a third member designated by the Graduate Office. Students who select Option A are strongly encouraged to take CMST 569 *Thesis Preparation*.

**Option B:** The written examination is designed to test students' competence across the breadth of their program. Over the course of 4.5 hours, the student will address questions on theory (1.75 hours), methodology and method (1.75 hours) and one emphasis (1 hour). The student will approach prospective committee members to ensure they are willing to provide examination questions. The MSC Director will provide copies of the student's written answers to the examination committee at least two weeks in advance of the scheduled oral examination. The written and oral examination committee will consist of four graduate faculty members: two from Communication Studies, one of whom will chair the committee; one from a unit other than Communication Studies that contributes to the MSC; and a faculty member designated by the Graduate Office.

For options A and B, the final oral examination will be open to interested faculty and students and may be open to questions from non-committee members at the discretion of the committee. The final oral examination for option A will be no longer than 2 hours. The final oral examination for option B will be no longer than 1.5 hours. With respect to option A, the oral examination will not be held over vacation periods or during summer quarter except by advance approval of all committee members. The same holds true for the written and oral examinations in option B.

### Option A:

|  |                    |
|--|--------------------|
| <i>Required core credits</i>               | <b>31 credits</b>  |
| <i>Interdisciplinary component credits</i> | <b>26 credits</b>  |
| <i>Research component</i>                  | <b>2-6 credits</b> |
| <i>Minimum total</i>                       | <b>63 credits</b>  |

### Option B:

|  |                    |
|--|--------------------|
| <i>Required core credits</i>               | <b>31 credits</b>  |
| <i>Interdisciplinary component credits</i> | <b>27 credits</b>  |
| <i>Research component</i>                  | <b>2-5 credits</b> |
| <i>Minimum total</i>                       | <b>63 credits</b>  |

## Communication Studies Courses

*Terms offered:* fall, winter, spring, summer (FWSU). If no terms are indicated check with the department or EagleNET.

### CMST 200 Introduction to Speech Communication (4) FWSU

Analyzes verbal interaction, barriers to communication, effective listening and the application of fundamental principles to one-to-one, small group and one-to-many experiences.

### CMST 201 Public Speaking (5) FWSU

This course is the study of the basic principles of public communication. This is a course in design, delivery, organization and presentation of speeches for public groups with an emphasis on informative and persuasive speeches, message delivery and presentation of visual aids.

### CMST 207 Communications, Community and Citizenship (5) F

This course is designed to develop critical thinking skills as exhibited in reasoning and argumentation, with a further goal of examining how the power of an individual's public voice can affect society. The course begins with a study of the rhetorical tradition of reasoning and argumentation, including elements of ethics. As the course progresses students will analyze, from historical to modern times, examples of individuals using their public voice and the resulting impact upon society. The course will culminate with students creating a reasoned, ethical argument as a final project.

### CMST 208 Mass Media & The Information Society (5)

[satisfies the GEGR for social sciences, list 2, anthropology, geography, psychology and sociology].

This course introduces students to the range of historical, cultural, economic and social issues affected by the development and continued evolution of mass media. Books, magazines, sound and video recording, the development of electronic media and of the internet provide the context for examinations of media uses and effects, media policy and law and social effects of media.

### CMST 210 Interpersonal Communication (5) WS

This course is an exploration of the human communication process. It includes the perceptual and attribution processes surrounding messages, the construction of verbal and nonverbal messages, the functions of messages in interaction and the role of interpersonal communication processes on a variety of interpersonal relationship types.

### CMST 250 Small Group Communication (5) FW

This course focuses upon theories, concepts and skills to improve small group communication with application to various task-oriented groups. This course emphasizes problem-solving communication and participant-leadership skills.

### CMST 300 Visual Literacy (5)

This course helps students develop the set of skills needed to critically interpret images of the past and present and produce images that effectively communicate a message to an audience. This includes an awareness of technology's role in the creation and dissemination of visual communication along with the role of persuasive strategies to target visual consumers. Students will both analyze and produce rhetorical-visual images and develop the skills needed to manage visual representation in a cultural context. (Cross-listed DESN 300)

### CMST 301 Political Communication (5)

How Americans use oral and television communication to confront and change their environment. Emphasis on American speakers in American political contexts. Topics vary.

### CMST 305 Message Delivery (4)

*Prerequisite:* junior standing.

Analysis and application of message delivery techniques, focusing on voice and articulation, modes of delivery and style, communication apprehension, situational factors and visual support.

**CMST 309 Communication and Information (5) FS**

An introduction to the history and development of communication theory. This is the first course in the communication major as well as the first course in communication theory. Topics include theory development, observation techniques, a survey of theories and ethical questions.

**CMST 312 Nonverbal Communication (1-5) FS**

This course is a variable credit course and will be offered from one to five credits. Topics that may be covered include the other-than-words side of human interaction within different cultures, genders, relationships and situations. There will be an emphasis on the basic theories of nonverbal communication and the interaction between nonverbal and verbal communication.

**CMST 326 Debate (1-3)**

The in-class portion of this course teaches how to create, analyze and critique ideas and how to build or defend a reasoned argument. The out-of-class competition portion of this course includes individual events, such as informative and persuasive speaking and oral interpretation. *(This course may be repeated for a total of 6 credits applied toward the CMST major or minor.)*

**CMST 331 Interviewing (5) FWS**

This course is an introduction to the principles of interviewing theory and practice. The communication components of interviewing are examined from both the interviewer's and the interviewee's perspective. Topics include the process of planning, managing and analyzing the interview. Then, a variety of topical interviews such as selection, performance review, counseling, discipline, termination, focus groups, research, information gathering, information giving, media, sales and client intake are examined through this process in an organizational and communication context.

**CMST 335 Conference Management (4)**

Focuses on the analytical and critical investigation of the communication process in the conference setting as a means of enhancing communication effectiveness. Provides hands-on experience in selecting a conference theme, designing a public conference, recruiting resource people, advertising the conference, registering participants and conducting the conference.

**CMST 340 Intercultural Communication (5) FWSU**  
[satisfies cultural and gender diversity university graduation requirement]

Study of the basic principles of face-to-face interaction in intercultural and cross-ethnic situations. Topics include perception, stereotypes, prejudice, world views, ethnocentrism, racism, the attribution process and uncertainty reduction.

**CMST 351 Communicative Reasoning (5)**

Logical development and support of arguments, analysis of evidence, briefing of arguments and practice in debate. In addition, this course is designed to prepare students to use practical reasoning applied to persuasive communication situations, to give students a general background on the basic principles of argumentation and to engage critical and analytical thinking skills in order to identify, understand and resolve communication problems.

**CMST 395 Field Work in Communication Studies (1-5) FWSU**

*Prerequisite: permission of the instructor, department chair and college dean.*

Directed student participation in the communication processes or problems of an industry, a political campaign or a non-profit organization.

**CMST 396 Experimental Course in Communication Studies (1-15) FWSU**

**CMST 397 Workshop in Communication Studies (1-5) FWSU**

Training programs or workshops emphasizing practical knowledge and skills. Topics vary.

**CMST 399 Special Studies (1-5) FWSU**

*Prerequisite: permission of the instructor, department chair and college dean.*

Subjects reflect recent developments in the field of human communication.

**CMST 400 Message Design (5)**

An investigation of message construction for large, public audiences. Stress on invention, organization and style. Includes speech writing and written message design.

**CMST 410 Language and Social Interaction (5)**

A study of language and communication from two aspects: form and strategy. The formal study entails the examination of patterns, rules and structures of language, conversation and discourse. The strategy study focuses on the use of language and communication for accomplishing identity goals, relational goals and instrumental goals.

**CMST 411 Negotiation Skills and Strategies (5)**

The basic premise of this course is that one needs strong negotiation and analytical skills for effective communication. Hence, the goal of this course is to help the student to understand the theory of negotiation and to master its main strategies. The course will allow the student to develop negotiation skills experientially and to appreciate the nature and role of effective negotiation. The course is relevant to any student pursuing a career in a social science field since, as a working professional, the student will face many conflict problems that can be best resolved through effective negotiation.

**CMST 413 Communication and Personal Relationships (5)**

An advanced examination of the verbal and nonverbal communication processes in the development, maintenance, breakdown and repair of personal relationships, including romantic, friendship and family relationships.

**CMST 414 Gender and Communication (5)**

*Prerequisite: one 300-level course in Communication or Women's Studies or permission of the instructor.*

[satisfies cultural and gender diversity university graduation requirement]

This course examines current research on the interactions among language, gender and communication in contemporary social and cultural contexts. (Cross-listed WMST 414)

**CMST 418 Topics in Semiotics (5)**

The basic premise of this course is that communication is a process whereby meanings are generated and interpreted through signs. Hence, the overall goal of the course is to show how the process of generation and interpretation of meaning can be studied from the perspective of semiotics, i.e., the discipline that studies signs and their meanings. The course provides a general introduction to the nature, role and kinds of signs in communication. The subject matter of semiotics, or sign theory, is illustrated in such areas as language, myth, media, etc.

**CMST 419 Sex, Sexuality and Communication (5)**

*Prerequisite: one WMST course or CMST course.*

This seminar examines the construction of sexuality and sexual identity through communication, with a focus on the relationship between public policy and private sexuality. (Cross-listed WMST 419)

**CMST 420 Health Communication (5)**

This course surveys theory, research and practice in health communication and health literacy. Topics include clinician-patient interaction, family communication, group and organizational communication, mass media and web-based campaigns.

**CMST 430 Communication in Organizations (5) FW**

The study of communication systems, channels, networks and barriers; the role of communication in organizational assessment and change; the relationship between communication practices and organizational effectiveness, corporate image and credibility.

**CMST 431 Communication Law and Ethics (5)**

This course examines the legal limitations on human communication, as well as the rights and responsibilities of professional communicators.

**CMST 432 Media Systems and Communication Technology (5)**

This course is designed to allow students to explore mass media systems and technology and their interaction with and upon society. Students will learn the historical perspective of media systems and technology along with issues of media convergence upon our lives, specifically upon our communication.

**CMST 438 Topics in Leadership and Strategic Communication (5) W**

This course is a variable topic course focusing on leadership and/or strategic communication. Areas which might be covered include skills training, readings in the knowledge and techniques of leadership and the effective use of strategic communication. This course is designed to be both a theory and application course.

**CMST 440 International Communication (5)**  
[satisfies international studies university graduation requirement]

A study of culturally conditioned communication behavior as it affects intercultural relationships between people from different nations. Includes value and belief orientations, language and thought, speech styles, world views, nonverbal codes, communication breakdowns and acculturation.

**CMST 450 Rhetorical Theory and Criticism (5)**

This course will survey contemporary theories of rhetorical communication and analyze areas of methodological controversy. We will discuss topics such as communication's role in defining humanity, power and communication, marginal groups and public discourse, gender/sex and rhetoric, evidence and public policy argument and the impact of emerging communication technologies on methodological applications. We will operate from the assumption that language reflects, selects and deflects reality in its construction of how we perceive the world.

**CMST 451 Argumentation and Persuasion (5)**

This course is designed to introduce students to a variety of theoretical perspectives and views of argumentation and persuasion, with a particular focus on both logical development and support of arguments and effective persuasion in today's world. Students examine current texts and images to see how to create powerful persuasive messages. Students create and critique arguments and persuasive messages necessary for effective performance as a producer and consumer of persuasive communication.

**CMST 452 Cultural Studies (5)**

This course is designed as an introduction to theoretical, historical developments and current issues of cultural studies as an interdisciplinary subject. In this course key topics in culture and communication will be discussed, such as language, representation, subjectivity, power, ideology, identity, modernity and post-modernity and globalization.

**CMST 458 Topics in Image, Messages and Meaning (5)**

This course allows students to learn effective visual and written communication in the creation of meaning. Students will be offered the opportunity to gain knowledge and build on this information by evaluating others' efforts at message design and then by creating their own effective image and/or message to convey meaning.

**CMST 475 Electronic Surveillance and Privacy (5)**

The course examines the social implications of a world in which everyday life is increasingly subject to electronic surveillance. The course begins with a survey of the theoretical and policy approaches to understanding the growth of electronic surveillance and its consequences. As the course progresses, students will conduct in-depth analyses of various modes of surveillance. The course concludes with a critical assessment of regulatory approaches to surveillance.

**CMST 480 Pre-Internship Workshop (2)**

Must be taken at least one quarter before internship. May be taken as early as the first quarter of the junior year.

**CMST 481 Internship Workshop (2) FWSU**

Must be taken at the same time as the internship, CMST 495.

**CMST 490 Senior Capstone Seminar:  
Communications Studies (5)**

[satisfies senior capstone university graduation requirement]  
Senior Capstone is a required course for all students graduating with degrees in Communication Studies. Communication topics integrated into course content will include audiences, codes, interaction, power and influence, strategy, ethics, messages and contexts. In a seminar format and focused on contemporary issues relating to communication, the course will focus on the professional development of communication studies students. Students will also prepare and defend a portfolio.

**CMST 495 Internship (3-15) FWSU**

*Prerequisite:* CMST 480. Must be taken concurrently with CMST 481; permission of the instructor, department chair and college dean.

Directly supervised student practicum in the internal and/or external communication processes of a business or professional organization.

**CMST 496 Experimental Course in  
Communication Studies (1-5) FWSU**

See EagleNET for current listings.

**CMST 497 Workshop in Communication Studies  
(1-5) FWSU**

Training programs or workshops designed to give you practical knowledge and skills in specific areas of communication.

**CMST 498 Seminar in Communication Studies  
(1-5) FWSU**

Major speech communication issues in the areas of public address, group communication, rhetorical theory, speech education, speech criticism, argumentation, persuasion or intercultural communication. (*May be repeated for credit.*)

**CMST 499 Special Studies in Communication  
Studies (1-5) FWSU**

*Prerequisites:* junior standing, permission of the instructor, department chair and college dean.

Individual study projects in a selected area of human communication.

**CMST 501 Advanced Communication Theory (5)**

This advanced course emphasizes the role of theory in the process of communication inquiry. The course covers a variety of communication theories, reflecting the diverse aspects of the field. In the course communication is analyzed from several theoretical standpoints: as message transfer, as practical art, as mediation by signs, as sharing of experiences, as socio-cultural order and as arrangement of power. The course shows how advanced theory can be used in the analysis of traditional and emerging communication contexts.

**CMST 502 Contemporary Trends in  
Communication Studies (5)**

*Prerequisite:* CMST 501.

A survey of the progress of research in communication theory and the exploration of the directions the research will take in the 21<sup>st</sup> century.

**CMST 504 Communication Systems (4)**

The course consolidates and extends existing knowledge of media and mass communications as institutions and sets of practices. The interlinkage of media forms, institutional constraints, ideologies, law and economics are explored as these affect the construction and interpretation of specific media messages.

**CMST 520 Communication Inquiry (5)**

This course is designed to provide students with knowledge of the history and philosophy of science. This course is the first in a three part sequence on research methods. This course provides the theoretical basis of research methodology.

**CMST 521 Research Design and Analysis I (5)**

*Prerequisites:* completion of a statistics course (undergraduate or graduate level) and CMST 520.

This course is designed to present experimental and survey methodologies, with a special emphasis upon knowing when to choose which method, how to apply the method and how to interpret the results. Computer statistical analyses are a requirement of this course. Information on how to write quantitative research reports will also be presented and students will be expected to write a quantitative research report.

**CMST 522 Research Design and Analysis II (5)**

*Prerequisites:* completion of a statistics course (undergraduate or graduate level) and CMST 520.

This course is designed to present a minimum of three qualitative methods, with a special focus upon acquiring the ability to apply and understand the results from these methods. Computer programs and basic statistical analysis may be a requirement of this course. Information on how to write qualitative research reports will also be presented and students will be expected to write a qualitative research report.

**CMST 530 Communication in Organizations (5)**

The focus is on communication systems, channels, networks and barriers. Also included is a consideration of the role of communication in organizational change, auditing organizational communications, the relationship between communication and organizational effectiveness and communication training programs.

**CMST 539 Special Topics (1-5)**

**CMST 550 Problems in Contemporary Public  
Communication (5)**

Problems inherent in adjusting ideas to people in the United States primarily during the last 15 years. Discussion of rhetorical strategy and tactics included in public apologetics, demagoguery, conflict, public argument and persuasion.

**CMST 568 Introduction to Graduate Studies (2)**

*Prerequisite:* graduate standing or permission of the instructor.

The course is designed to introduce new students to the expectations of our graduate program. Students will learn to write a review of the literature, meet faculty members and learn of the various interdisciplinary concepts of study available in the program.

**CMST 569 Thesis Preparation (1)**

*Prerequisite:* 10 credit hours of graduate coursework.

The class is designed as a workshop to help MSC students develop a proposal for their master's thesis or research project. Students in other programs may find it useful as well.

**CMST 570 Communication and Cultural Studies  
(5)**

*Prerequisite:* admission to a graduate program or the instructor's permission.

This course examines the post-structuralist and interdisciplinary roots of cultural studies and explores the theoretical and methodological problems and issues central to cultural studies scholarship, including the construct of subcultures and the relationship of power to the cultural formations of identity and difference, institutions, ideologies, artifacts, consumption and production. Skills and methods covered include: social change advocacy, critical analysis, writing, presentation and the synthesis, conceptualization and evaluation of how we theorize about, interpret and critique cultural artifacts and practices.

**CMST 578 Seminar in Consulting Processes (2)**

This course is designed to present the types of professional consulting and general approaches to consulting methodology. It outlines the basic knowledge, skills and resources that are tools for consulting; introduces the nature and role of change; and helps students to evaluate their own consulting skills and to design a program to improve them.

**CMST 596 Experimental Course (1-5)**

**CMST 597 Workshops (1-5)**

*Note:* only one workshop course for up to 3 credits may be used to fulfill graduate degree requirements.

**CMST 598 Seminar (1-5)**

**CMST 599 Independent Study (1-5)**

*Prerequisite:* permission of the instructor, department chair and college dean.

Individual study projects in a selected area of human communication.

**CMST 600 Thesis (1-6)**

*Prerequisite:* admission to Master of Science in Communications; permission of the instructor, department chair and college dean.

Independent research study under the direction of a graduate advisory committee.

**CMST 601 Graduate Research in Communication  
Studies (1-6)**

*Prerequisite:* permission of the instructor, department chair and college dean.

**CMST 602 Exam Preparation (1-2)**

*Prerequisite:* submission and approval of candidacy form, permission of the instructor, department chair and college dean.

Directed course of reading and study under the direction of a faculty member serving on the student's comprehensive examination committee (Option B).