

Communication

Communication Degree

Students may earn either a Bachelor of Arts or Bachelor of Science in Communication. Students majoring in Communication are often interested in careers in media, public relations, journalism, marketing, advertising, event planning, sports, politics, and law. Students are also prepared to enter and succeed in graduate school should they choose to pursue that option upon graduation. Students develop and improve skills such as researching, writing, editing, listening, speaking, interpersonal communication, and reasoning.

Students have the opportunity to intern with organizations off campus in order to gain experience. Students may also take practicum courses, which allow them to earn credit working for the campus radio station, Eagle Radio; the campus newspaper, The Collegian; and shooting, editing, and finishing video projects. In recent years students have interned for a local magazine, radio station, and the State of Missouri.

CMU has three student organizations for Communication: Lambda Pi Eta, the national honor society of the National Communication Association (Advisor: Dr. Kristin Cherry); Pi Kappa Delta, a national honorary fraternity in speech and debate (Advisor: Prof. Collin Brink), and The Scholarly Communication Society (Advisor: Dr. Kristin Cherry).

CMU has two pre-law chapters: Phi Alpha Delta is the national pre-law fraternity, and the Pre-Law Club is for upperclassmen who plan to enter the law profession (Advisor: Dr. John Carter).

CMU has a chapter of Pi Gamma Mu, an international social science honor society (Advisor: Dr. Kristin Cherry).

Communication Minor

Eighteen (18) hours in Communication, other than those counted toward the major. The minor must include nine (9) hours of upper-division (300/400) coursework.

Communication Courses

CT101 Public Speaking. 3 hours. Students study the theory of speech communication to develop skills in public-speaking situations. Topics include the speech-communication process, ethics, listening, intercultural considerations, speech-topic selection, audience analysis, research, use of evidence in a speech, speech organization, language usage, speech delivery, presentation aids, and the types of public speaking. Students present introductory, impromptu, commemorative, informative, and persuasive speeches as well as group presentations to improve their public-speaking skills Required of all students and must be taken during the first three semesters of enrollment at CMU. Fall and Spring. 4/12

CT190 Special Topics. 1-5 hours. Introductory course on a topic not included in the regular curriculum. Prerequisite: Instructor's permission.

CT201 Public Relations. 3 hours. Students study the role, process, strategy, tactics, and application of public relations in the corporate, governmental, political, non-profit, sports, entertainment, and travel fields. Topics include the history of public relations, ethics, careers in public relations, public opinion, persuasion, conflict management, and legal issues. Students learn how to research, plan, communicate, and evaluate a public-relations campaign. Students create news releases, media alerts, media kits, pitch letters, audio news releases, video news releases, speeches, and other public-relations tactics. Even-numbered Falls. 3/12

CT205 Public Relations Writing. 3 hours. Students learn and practice the skills necessary for success in the many forms of modern public relations. Students develop skills in researching, writing, editing, and recording for public relations through the study of and creation of public-relation tools such as annual reports, audio news releases, brochures, media alerts, media kits, news releases, opinion-editorial pieces, press releases, pitch letters, public service announcements, speeches, and video news releases. Students also learn critical-thinking skills by using audience analysis to target the message for the intended audience or public. Student work will result in a public-relations portfolio. Prerequisites: EN120 (or EN110/EN111) and CT201. 3/12

CT217 Journalism. 3 hours. Students are introduced to the journalism field while learning how to research, write, and edit news stories. Topics include the history of journalism, types of journalism, news gathering methods, and types of stories such as news, features, and editorial columns. Students enrolled in the course learn research, writing, and editing skills while producing the student newspaper, The Collegian. Cross-listed with EN217. Fall.

CT230 Mass Media. 3 hours. Students study the history and effects of mass media, including books, magazines, newspapers, music, movies, radio, television, blogs, social media, and other internet-based media. Topics include mass media theories and how

they apply to areas in the media such as advertising, journalism, and public relations. Students read and discuss important topics and current trends in mass media. Odd-numbered springs. 3/12

CT232 Audio Production. 3 hours. Students study how to research, write, edit, record, and broadcast in audio-based media such as radio, music, television, film, and the internet. Topics include the equipment and programs used in audio production, the use of sound effects and music, voice-overs and narration, audio mixing, and news and sports broadcasting. Students will record and broadcast public-service announcements, news reports, sports broadcasts, music productions, and other productions contained within the field. This course requires of the student a two-hour shift on the campus radio station. Fall. 3/12

CT234 Video Production. 1 hour. Students study how to research, write, edit, and record video for use in television, film, and the internet. Topics include the equipment and programs used in video production, video shooting and editing, and video production in news, entertainment, and sports broadcasts. Students will shoot, edit, and produce short videos for use in several formats such as promotional announcements, commercials, music videos, and interviews. Fall and Spring. 3/12

CT260 Special Problems. 1-5 hours. Independent study or research on a subject of interest to an individual student. Prerequisite: Instructor's permission.

CT265 Media Convergence. 3 hours. Students study the evolving interconnectedness of the types of media. Topics include the creation of content for use in print, audio, video, and internet-based media such as blogs, podcasting, and social-networking websites. Students learn research, writing, producing, and editing skills for all types of media. Prerequisite: EN120 (or EN110/EN111). Even-numbered Springs. 3/12

CT268 Internship and Field Experiences. 1-5 hours.

CT280 Public Relations Events. 3 hours. Students study the use of events as a form of promotion for individuals, organizations, products, or places. Topics include the planning, implementing, promoting, and evaluation of events. Budgeting, legal issues, logistics, crowd safety, and event proposals are also discussed. Students discuss readings from the textbook, analyze actual events, and create an actual event to better understand how events serve a promotional need. Prerequisite: CT201 or permission of the instructor. Fall of odd-numbered years.

CT290 Special Topics. 1-5 hours. Intermediate-level course on a topic not included in the regular curriculum. Prerequisite: Instructor's permission.

CT306 Media Law. 3 hours. Students study the law as it relates to the First Amendment, journalism, and business. Topics include political speech, obscenity, campus speech, defamation, privacy, news, broadcasting, intellectual property, advertising, and public relations. Students investigate, discuss, and debate the issues surrounding these topics. Prerequisite: CT101. Springs on a rotating basis. 3/12

CT310 Argumentation and Debate. 3 hours. Students study the elements and process of forming arguments and debates. Topics include the types of debates; use of evidence and reasoning; and researching, organizing, writing, presenting, and evaluating debates. Students improve their critical thinking, speaking, and advocacy skills by researching important issues of the day and transforming that information into a persuasive, logical argument. Prerequisite: CT101. Even-numbered Springs. 3/12

CT320 Interpersonal Communication. 3 hours. Students study the different methods of analyzing the self and one-on-one relationships within the context of interpersonal communication. Topics include the communication process, perception, self-concept, cultural effects, gender effects, emotions, language, listening techniques, verbal and nonverbal communication, intimacy, power, interpersonal conflict, and relational communication. Discussion, journal entries, in-class activities, and outside assignments help students understand and assess their interpersonal communication skills. Odd-numbered Springs. 3/12

CT325 Advanced Public Speaking. 3 hours. Students study the theory of speech communication to further develop their skills in researching, writing, and presenting speeches in public-speaking situations. Topics include the types of speeches, methods of delivery, persuasive theory, persuasive techniques, rhetorical criticism, political speeches, and interviewing skills. Students present individual informative, persuasive, and special-occasion speeches as well as group presentations. Prerequisite: CT101. Springs on a rotating basis. 3/12

CT330 Business Communication. 3 hours. Students study written and oral communication used in for-profit, non-profit, and governmental organizations. Topics include the writing of memoranda, proposals, reports, speeches, résumés, cover letters, and grants. Students improve their writing, speaking, leadership, team-building, and interviewing skills through discussion, assignments, and external class projects. Prerequisite: EN120 (or EN110/EN111). Springs on a rotating basis. 3/12

CT331 Research Design and Data Analysis in the Social Sciences. 3 hours. An introduction to research design, social measurement, analytic strategies and applied statistical techniques relevant to the interpretation of social phenomena. Cross-listed with CJ/HI/PS/PY/SO331. Spring. 3/12

CT345 Small-Group Communication. 3 hours. Students study the theories and processes of small-group communication. Topics include group development, problem-solving, and decision-making; leadership; listening; conflict resolution; and virtual groups. In-class discussion, group exercises, projects, and presentations help students improve their leadership, team-building, and presentation skills. Prerequisite: CT101. Even-numbered Springs. 3/12

CT360 Special Problems. 1-5 hours. Independent study or research on a subject of interest to an individual student. Prerequisite: Instructor's permission.

CT368 Internship and Field Experiences. 1-5 hours each semester.

CT386 Media Planning. 3 hours. Students learn how to research, plan, execute, and evaluate a media plan for an organization. Topics include different types of media, audience measurement, measurement tools, evolving technologies, market segmentation, media strategy, media buying, and evaluation techniques. Students use the knowledge learned through readings and in-class discussion to create a comprehensive media plan for a real or hypothetical organization. Even-numbered Falls. 3/12

CT388 Public Relations Campaigns. 3 hours. Students study public-relations campaigns to learn how decision-makers in the public and private sectors research, plan, execute, and evaluate communication campaigns. Topics include cases in media relations, internal communications, community relations, public affairs, governmental relations, investor relations, consumer relations, and international public relations. Students use their knowledge of public-relations theories, strategies, and techniques to create a public-relations campaign for an existing or hypothetical organization. Students also study events used in campaigns as a form of promotion for individuals, organization, products, or places. Topics include the planning, implementation, promotion, and evaluation of events. Students plan an event as part of a public-relations campaign. Prerequisite: CT201 and CT205. Odd-numbered Falls. 3/12

CT390 Special Topics. 1-5 hours. Advanced course on a topic not included in the regular curriculum. Prerequisite: Instructor's permission.

CT 480 Senior Thesis. 3 hours. (Capstone) This is the capstone course for Communication majors. Open only to Juniors and Seniors majoring in Communication. This course is a Senior thesis seminar. Students must complete either (1) a directed research paper or (2) an approved audio/video project with a written research component and defend it before the faculty of the Division of Social Sciences. Fall.