

COMMUNICATIONS (COMM)

COMM 1307 Intro to Mass Communication

Credits: 3 (3-0-0)

An examination of the structures, functions, and historical development of the major mass media industries, as well as the impact they have had on American Society. TSI Restriction(s): Reading, Math, and Writing

Restrictions: Graduate level students may not enroll.

COMM 1335 Survey of Radio/TV

Credits: 3 (3-0-0)

This is a survey course focusing on historical, technical, and governmental aspects of the broadcast industry. Topics such as programming, sales, ratings, and public broadcasting will be introduced. This course is required for Radio and Television Broadcasting majors. TSI Restriction(s): Reading, Math, and Writing

Prerequisites: COMM 1307.

Restrictions: Prerequisite: COMM 1307. Graduate level students may not enroll.

COMM 2300 Multimedia Literacy

Credits: 3 (3-0-0)

Students in this course obtain practical skills and acquire working knowledge of the textual, aural and visual content-producing methods and formats in use by mass media. Using a relevant software foundation that includes smartphone applications, Audacity, Adobe Photoshop, InDesign, and Illustrator, students create content as well as analyze and critique professional media, based on an understanding of the function, roles and legal/ethical responsibilities of mass media in society. TSI Restriction(s): Reading, Math, and Writing

Prerequisites: COMM 1307.

Restrictions: Prerequisite: COMM 1307. Graduate level students may not enroll.

COMM 2305 News Editing

Credits: 3 (3-0-0)

Editing and layout processes, with emphasis on accuracy and fairness, including the principles and techniques of design. TSI Restriction(s): Reading, Math, and Writing

Prerequisites: COMM 2311.

Restrictions: Prerequisite: COMM 2311. Graduate level students may not enroll.

COMM 2311 Media Writing

Credits: 3 (3-0-0)

Fundamentals of writing for the mass media. Includes instruction in professional methods and techniques for gathering, processing, and delivering content. TSI Restriction(s): Reading, Math, and Writing

Prerequisites: COMM 1307.

Restrictions: Prerequisite: COMM 1307. Graduate level students may not enroll.

COMM 2327 Introduction to Advertising

Credits: 3 (3-0-0)

Fundamentals of advertising including marketing theory and strategy, copywriting, design, and selection of media. TSI Restriction(s): Reading, Math, and Writing

Prerequisites: COMM 1307.

Restrictions: Prerequisite: COMM 1307. Graduate level students may not enroll.

COMM 2330 Intro to Public Relations

Credits: 3 (3-0-0)

Exploration of the history and development of public relations. Presentation of the theory behind and process of public relations, including the planning, implementation, and evaluation of PR campaigns. TSI Restriction(s): Reading, Math, and Writing

Prerequisites: COMM 1307.

Restrictions: Prerequisite: COMM 1307. Graduate level students may not enroll.

COMM 2339 Writing for Radio/TV/Film

Credits: 3 (3-0-0)

An introduction to a range of methodologies for developing ideas, scripts and structural tactics for broadcast and short videos. Emphasis will be placed on traditional storytelling strategies, as well as experimental scripting and alternative notational techniques. TSI Restriction(s): Reading, Math, and Writing

Prerequisites: COMM 1335.

Restrictions: Prerequisite: COMM 1335. Graduate level students may not enroll.

COMM 3101 Jag Tracks III: Communication

Credit: 1 (1-0-0)

The objective of COMM 3101 is to help students investigate the historical profession. Students will discover their place within their own Communication major's disciplinary practices and values. TSI Restriction(s): Reading, Math, and Writing

Prerequisites: Junior or senior standing, COMM major.

Restrictions: Prerequisite: UNIV 2101. Enrollment limited to students with a semester level of Junior or Senior. Enrollment is limited to students with a major in Communications.

COMM 3301 Reporting

Credits: 3 (2-1-0)

Theory and practice in news gathering and writing; types and techniques of public affairs reporting. Assignments include coverage of university departments and activities, municipal and county government, schools and courts either with the university newspaper or other university publication approved by Department Chair. Requires use of computers as editing terminals and databases. TSI Restriction(s): Reading, Math, and Writing

Prerequisites: COMM 2305.

Restrictions: Prerequisite: COMM 2305. Graduate level students may not enroll.

COMM 3303 Computer Assisted Journalism**Credits:** 3 (3-0-0)

This course introduces students to the techniques of computer-assisted reporting, using the computer as a tool for news gathering and data analysis. Students will review statistics and mathematical relationships, such as percentage change, and analyze data using a spreadsheet. Students will learn about the legal aspects of computer-assisted reporting.

Prerequisites: COMM 2305.**Restrictions:** Prerequisite: COMM 2305. Graduate level students may not enroll.**COMM 3304 Multimedia Storytelling****Credits:** 3 (3-0-0)

An introduction to basic elements of multimedia journalistic storytelling, including audio, video, slideshows, and online journalism formats. TSI Restriction(s): Reading, Math, and Writing

Prerequisites: COMM 2305.**Restrictions:** Prerequisite: COMM 2305. Graduate level students may not enroll.**COMM 3305 Web Design Principles****Credits:** 3 (3-0-0)

This hands-on roll-up-your-sleeves course covers CSS, JavaScript, and PHP needed in an online newsroom. The course covers fundamental design principals such as grid-based Web design, color, typography, and data visualization tools. Each student in the course will work their way up to creating a personal portfolio site in WordPress. Critical thinking will be encouraged through class interactions, projects, and online postings. TSI Restriction(s): Reading, Math, and Writing

Prerequisites: Junior or senior standing.**Restrictions:** Enrollment limited to students with a semester level of Junior or Senior. Graduate level students may not enroll.**COMM 3307 Video Storytelling****Credits:** 3 (3-0-0)

This class provides students with the theoretical and technical principles to produce non-fiction content for television and online video platforms. Throughout the course, students conceive and produce different types of digital video content for Jaguar Student Media. Formerly RTVF 3307. TSI Restriction(s): Reading, Math, and Writing

Prerequisites: SPCH 1315, COMM 2300.**Restrictions:****COMM 3308 Radio and TV News and Script****Credits:** 3 (2-3-0)

Writing correctness, clarity, and style in radio and television: includes collecting, writing and editing news, continuity, drama, address and commercial copy.

Prerequisites: COMM 2305 TSI Restriction(s): Reading, and Writing**Restrictions:** Graduate level students may not enroll.**COMM 3310 Social Media for Journalists****Credits:** 3 (3-0-0)

The purpose of this course is to provide journalism students with a hands-on opportunity to learn about the social media tools (1) that are being used now by many professional journalists and (2) that will be required to work in the field of professional journalism in the future. Students will be required to create and maintain classroom accounts on various social media platforms including Twitter, Instagram, and Wordpress. TSI Restriction(s): Reading, and Writing

Prerequisites: COMM 3301.**Restrictions:** Prerequisite: COMM 1307. Graduate level students may not enroll.**COMM 3340 Professional Presentation****Credits:** 3 (3-0-0)

Fundamentals of professional presentations including organizational culture competencies, business correspondence, problem solving, and persuasive proposals. Emphasis on the integration of oral presentation with written, graphic, and other media materials.

Prerequisites: COMM 2305.**Restrictions:** Prerequisite: COMM 2305. Graduate level students may not enroll.**COMM 3350 Theories of Communication****Credits:** 3 (3-0-0)

This course is designed to introduce students to the world of communication theory. Communication theory allows students to learn about communication research, which in turn allows them to learn more about the different ways that people communicate with each other. In this course, students will discuss what researchers have found over the years about how, why, and to what effect people communicate with each other. TSI Restriction(s): Reading, and Writing

Prerequisites: Junior or senior standing.**Restrictions:** Enrollment limited to students with a semester level of Junior or Senior. Graduate level students may not enroll.**COMM 3351 Media Effects****Credits:** 3 (3-0-0)

This course is designed to introduce students to theory, research methods, and research findings concerning the impact of the mass media on the individuals who consume it and on society in general. Course content includes: (1) An introduction to theory and how theory is used to generate research questions; (2) an introduction to research methods and the use of statistics; (3) a discussion of effects models and research paradigms; (4) examples of early classic media research and theory development; and (5) examples of contemporary media theory and effects studies. TSI Restriction(s): Reading, and Writing

Prerequisites: Junior or senior standing.**Restrictions:** Enrollment limited to students with a semester level of Junior or Senior. Graduate level students may not enroll.

COMM 3360 Intercultural Communication**Credits:** 3 (3-0-0)

A theoretical and practical survey of the communication between different co-cultures in the United State and different cultures of the world. This course will examine distinctive cultural orientations, behaviors, expectations, and values that affect our ability to communicate effectively with people from diverse cultures and co-cultures. Students will also learn the similarities, differences, and connections between intercultural communication in different dimensions (interpersonal, intrapersonal, public, mass, social media).

Prerequisites: SPCH 1315, TSI Restriction(s): Reading, and Writing**Restrictions:** Graduate level students may not enroll.**COMM 4101 Jag Tracks IV: Communication****Credit:** 1 (1-0-0)

The focus of COMM 4101 is discovering students' place in a professional field where students will demonstrate knowledge of a professional. TSI Restriction(s): Reading, Math, and Writing

Prerequisites: Senior standing, COMM major.**Restrictions:** Enrollment limited to students with a semester level of Senior. Enrollment is limited to students with a major in Communications.**COMM 4194 Portfolio & Prof Development****Credit:** 1 (1-0-0)

This capstone course will cover the contemporary job market, interviewing skills, and how to build a personal brand through the development of a digital portfolio.

Prerequisites: Senior standing; completion of 18 COMM, COMJ, or COMS hours; and successful completion of all 3000-level and below COMM and COMJ required courses.**Restrictions:** Enrollment limited to students with a semester level of Senior. Graduate level students may not enroll.**COMM 4301 Reporting II- Mesquite****Credits:** 3 (3-0-0)

Advanced Theory and practice in news gathering and writing; types and techniques of public affairs reporting. Lab assignments include coverage of university departments and activities for The Mesquite, the student-produced campus newspaper of Texas A&M University-San Antonio. Course may be repeated for a maximum of 6 semester hours of credit. TSI Restriction(s): Reading, Math, and Writing

Prerequisites: COMM 3301.**Restrictions:** Prerequisite: COMM 3301. Graduate level students may not enroll.**Repeat Status:** Course may be repeated 1 time(s).**COMM 4302 TV News****Credits:** 3 (3-0-0)

This course provides technical preparation for intermediate and advanced television and online production work. Students will be coached through the process of producing a weekly television news program and its contents. Formerly RTVF 4301. TSI Restriction(s): Reading, Math, and Writing

Prerequisites: COMJ 4335, COMM 2300.**Restrictions:****COMM 4306 Selected Topics in Comm****Credits:** 3 (3-0-0)

The study of literature and research in areas of communication. Includes such topics as international press, or yearbook production, semantics and history of public address. May be repeated once for credit when the topic varies. TSI Restriction(s): Reading, Math, and Writing

Prerequisites: 6 semester hours of communication, journalism and/or speech.**Restrictions:** Graduate level students may not enroll.**Repeat Status:** Course may be repeated 1 time(s).**COMM 4309 Minorities in the Media****Credits:** 3 (3-0-0)

This course uses documentaries and films, readings and discussions, research assignments, and group projects to increase understanding of racial and ethnic minorities and media in U.S society. Specifically, this course will increase understanding of the historical context of racial and ethnic minorities in the U.S.; increase knowledge about media and journalism in society; improve skills for evaluating media representation and coverage of racial and ethnic minorities; develop knowledge about journalism and communication theories and their application to racial and ethnic minorities and the media; improve research proficiency. Formerly RTVF 4309. TSI Restriction(s): Reading, Math, and Writing

Prerequisites: SPCH 1315, COMM 1335, Junior or senior standing.**Restrictions:** Enrollment limited to students with a semester level of Junior or Senior. Graduate level students may not enroll.**COMM 4310 Persuasion****Credits:** 3 (3-0-0)

This course is a study of motivational appeals and social scientific approaches to creating and evaluating persuasive messages. Emphasis will be on applying theories to both analyzing examples and creating appeals under different circumstances. The components and functions of different forms of persuasion will be carefully reviewed at different levels (cognition, affection, and behavior). TSI Restriction(s): Reading, and Writing

Prerequisites: Junior or senior standing.**Restrictions:** Enrollment limited to students with a semester level of Junior or Senior. Graduate level students may not enroll.**COMM 4315 Media Ethics****Credits:** 3 (3-0-0)

This course will (1) examine philosophical and moral problems relating to the current state of the mass media and (2) use the case study method to analyze ethical decision-making processes. Topics will include ethical concerns and dilemmas in news, advertising, public relations and entertainment. TSI Restriction(s): Reading, Math, and Writing

Prerequisites: Junior or senior standing.**Restrictions:** Enrollment limited to students with a semester level of Junior or Senior. Graduate level students may not enroll.**COMM 4316 TV News****Credits:** 3 (3-0-0)**Restrictions:**

COMM 4317 Mass Media Public and the Law**Credits:** 3 (3-0-0)

Legal and ethical limitations and responsibilities of the mass media, relationship and interaction between broadcaster, governmental regulatory agencies and the public. TSI Restriction(s): Reading, Math, and Writing

Prerequisites: 6 semester hours of journalism and/or radio-TV and junior or senior standing.

Restrictions: Enrollment limited to students with a semester level of Junior or Senior. Graduate level students may not enroll.

COMM 4391 Independent Study in Comm**Credits:** 3 (0-0-3)

Intensive work in a special area of the student's major or minor. A maximum of 6 semester hours of credit in independent study may be applied toward graduation. TSI Restriction(s): Reading, Math, and Writing

Prerequisites: Junior or senior standing.

Restrictions: Enrollment limited to students with a semester level of Junior or Senior. Graduate level students may not enroll.

Repeat Status: Course may be repeated 1 time(s).

COMM 4392 Internship**Credits:** 3 (3-0-0)

Supervised professional experience in a media outlet, public relations office or other media-related setting. Jointly supervised by on-campus faculty and off-campus representatives at the internship site. Student may repeat this class for a maximum of six semester credit hours. TSI Restriction(s): Reading, Math, and Writing

Prerequisites: COMM 2305 and approval of communication faculty.

Restrictions: Prerequisite: COMM 2305. Graduate level students may not enroll.

Repeat Status: Course may be repeated 1 time(s).

COMM 4393 Senior Communications Seminar**Credits:** 3 (3-0-0)

Designed as the capstone course for Communications majors. By working on a capstone project that draws on prior coursework, students not only utilize their critical thinking skills in synthesizing previous coursework, but also extend and develop their own original ideas. TSI Restriction(s): Reading, Math, and Writing

Prerequisites: Senior standing; completion of 18 COMM, COMJ, or COMS hours; and successful completion of all 3000-level and below COMM and COMJ required courses.

Restrictions: Enrollment limited to students with a semester level of Senior. Graduate level students may not enroll.