

DEPARTMENT OF COMMUNICATION

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Two major curricula are available to students through the Department of Communication: the communication major and the journalism and broadcasting major.

In addition to the major, the department offers an 18-credit minor in communication studies.

MAJOR IN COMMUNICATION BA OR BS COMMUNICATION STUDIES TRACK

The major in communication studies explores communication in a variety of contexts ranging from interpersonal communication to mass persuasion and the social influence of media. The major enables students to investigate a variety of communication activities with learning experiences in theory, application of theory, and performance. The major's two available specialties permit students to develop a program of study in those aspects of communication studies that suit their academic interests and career goals.

Majors concentrating in the communication studies track are required to complete one of two 27-credit specialties, a 9-credit common core and **either a minor or a second major in a discipline other than communication or journalism and broadcasting.**

Requirements

Students must complete 36 credits in the program, with at least 21 credits in courses numbered 300–499. The student majoring in communication studies, in addition to completing the 9-credit communication studies core, must select one of the two 27-credit specialties offered in the major. At least 15 of the 36 credits in communication studies must be taken at The College at Brockport.

Successful completion of the major requires students to complete, *with a grade of “C” or better*, CMC 201 Public Speaking.

I. Communication Studies Core (18 credits required; 6 credits must be in upper-division courses)

A. Required Course:		Credits
CMC 201	Public Speaking	3

B. Required Skills Course (one of the following courses selected by advisement):

		Credits
CMC 209	Speech Composition and Presentation	3
CMC 312	Argumentation and Debate	3
CMC 317	Interviewing	3
CMC 319	Propaganda and Persuasion	3
CMC 415	Dynamic Speaking in Professional Contexts	3
CMC 483	Communication Training and Development	3

II. Communication Studies Major Specialties (27 credits required; 15 credits must be in upper-division courses)

A. Public and Mediated Communication Specialty

Required Courses (9 credits):		Credits
One of the following:		
CMC 211	Protest and Public Opinion	3
OR		
CMC 219	Advertising, Mass Persuasion and the Consumer	3
AND		
CMC 411	Rhetorical Criticism	3
CMC 492	Theories of Rhetoric	3
(completion of CMC 411 highly recommended before enrolling in CMC 492)		

Elective courses selected from Public and Mediated Communication (9 credits):

		Credits
CMC 332	Public Relations Principles and Practices	3
CMC 334	Public Relations Methods and Cases	3
CMC 372	Film as Social Commentary	3
CMC 410	Speakers, Campaigns, and Movements	3
CMC 417	Political Rhetoric in the Information Age	3
CMC 419	Freedom of Expression	3
CMC 463	Media and Society	3
CMC 467	Mass Communication Theory and Research	3

Elective courses from Interpersonal and Organizational Communication (9 credits):

		Credits
CMC 273	Interpersonal Communication	3
CMC 377	Organizational Communication	3
CMC 473	Theories of Communication	3
CMC 478	Advanced Organizational Communication	3
CMC 479	Conflict Management through Communication	3
CMC 480	Advanced Interpersonal Communication	3

B. Interpersonal and Organizational Communication Specialty

Required Courses (9 credits):		Credits
CMC 273	Interpersonal Communication	3
CMC 377	Organizational Communication	3
CMC 473	Theories of Communication	3

Elective Courses selected from Interpersonal and Organizational Communication

(9 credits):		Credits
CMC 316	Interpersonal Communication in Business and the Professions	3
CMC 332	Public Relations Practices and Principles	3
CMC 334	Public Relations Methods and Cases	3
CMC 432	Public Relations Campaigns	3
CMC 472	Group Leadership	3
CMC 475	Communication Internship	3
CMC 478	Advanced Organizational Communication	3
CMC 479	Conflict Management Through Communication	3
CMC 480	Advanced Interpersonal Communication	3

Elective courses selected from Public and Mediated Communication (9 credits):

		Credits
CMC 211	Protest and Public Opinion	3
OR		
CMC 219	Advertising, Mass Persuasion and the Consumer	3
CMC 410	Speakers, Campaigns and Movements	3
CMC 411	Rhetorical Criticism	3
CMC 417	Political Rhetoric in the Information Age	3
CMC 419	Freedom of Expression	3
CMC 463	Media and Society	3
CMC 492	Theories of Rhetoric	3

III. Required Minor or Second Major in Outside Discipline (other than communication or journalism and broadcasting)

All students pursuing the major in communication studies must also complete a minor (normally 18-21 credits) or a second major (normally 30-36 credits) in a discipline other than communication, broadcasting or journalism.

In lieu of a minor or second major in another discipline, students may elect, *with departmental approval*, a contractual program consisting of a minimum of 18 credits in courses in an area not identified as a formal minor or major at The College at Brockport. Study of a foreign language other than French or Spanish (in which minors are offered), bilingual-multicultural studies, or foreign cultural studies are encouraged for such a program.

Minor in Communication Studies (18 credits)

The minor in communication studies requires successful completion of the 9 credit hour Communication Studies skills core and either the 9 credit hour Public and Mediated Communication core or the 9 credit hour Interpersonal and Organizational Communication core. CMC 201, Public Speaking, must be completed with a grade of "C" or better.

MAJOR IN JOURNALISM AND BROADCASTING BA OR BS IN JOURNALISM AND BROADCASTING

Administered by the Department of Communication, the major in journalism and broadcasting prepares students for careers in newspaper, magazine, broadcast and wire service journalism; public and community relations; public information; advertising; corporate communications; television and radio station positions, cable companies, independent production studios, corporate media centers and government service.

The major in journalism and broadcasting consists of at least 39 credits of course work in journalism and broadcasting courses within the Department of Communication, **together with a requirement that students complete a minor or second major (or, with department approval, a contractual program of study not constituting a minor or second major) in a disciplinary area outside the Department of Communication.** Completion of all requirements for the major thus requires a minimum of 54 credits of required and elective courses. At least 15 of the 39 credits required in journalism and broadcasting courses must be taken at the College at Brockport.

Successful completion of the major in journalism and broadcasting requires students to complete, *with a grade of "C" or better*, the following courses : CMC 200 Intro to Digital Video/Audio, CMC 242 Fundamentals of Media, and either CMC 224 Newswriting or CMC 243 Media Writing (or their approved transfer equivalents).

Journalism and Broadcasting Major Requirements

I. Journalism/Broadcasting Core (21 credits):		Credits
CMC 200	Intro to Digital Video/Audio	3
CMC 242	Fundamentals of Media	3

EITHER

CMC 224	Newswriting	3
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OR

CMC 243	Media Writing	3
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CMC 348	Video Production	3
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CMC 467	Mass Communication Theory and Research	3
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CMC 468	Media Law and Ethics	3
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CMC 496	Contemporary Media Issues and Problems	3
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II. Journalism and Broadcasting Concentrations: (18 credits)**Concentration 1: Media Production****Credits**

CMC 343	Broadcasting Announcing	3
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CMC 346	Audio Production	3
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Select ONE of the following:

CMC 324	Advanced Media Writing	3
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OR

CMC 327	Web Publication and Design	3
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Select TWO of the following:

CMC 353	Media Sales and Marketing	3
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CMC 358	Advanced Editing	3
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CMC 445	Advanced Audio Production	3
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CMC 446	Advanced Video Production	3
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CMC 448	Live TV Production	3
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CMC 450	Preparation for Documentary Production	3
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CMC 451	Documentary Production	3
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CMC 455	Graphics DVD Authoring	3
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Select ONE of the following:

CMC 319	Propaganda and Persuasion	3
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CMC 372	Film as Social Commentary	3
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CMC 377	Organizational Communication	3
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CMC 412	Communication Technology and Social Change	3
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CMC 463	Media and Society	3
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Concentration 2: Electronic and Print Journalism**Credits**

CMC 324	Advanced Media Writing	3
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CMC 327	Web Publication and Design	3
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Select THREE of the following:

CMC 321	Mass Media Reporting and Research	3
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CMC 322	Editorial Methods	3
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CMC 325	Feature Writing	3
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CMC 361	Sports Writing	3
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CMC 366	Electronic Journalism	3
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CMC 448	Live TV Production	3
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CMC 466	Advanced Electronic Journalism	3
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Select ONE of the following:

CMC 372	Film as Social Commentary	3
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CMC 412	Communication Technology and Social Change	3
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CMC 438	History of American Journalism	3
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CMC 463	Media and Society	3
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Concentration 3. Public Relations**Credits**

CMC 228	Public Relations Writing	3
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CMC 332	Public Relations Principles	3
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CMC 334	Public Relations Methods and Cases	3
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Select ONE of the following:

CMC 415	Dynamic Speaking in Professional Context	3
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OR

CMC 432	Public Relations Campaigns	3
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Select TWO of the following:

CMC 219	Advertising, Mass Persuasion and the Consumer	3
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OR

CMC 309	Speech Composition and Presentation	3
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CMC 319	Propaganda and Persuasion	3
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CMC 324	Advanced Media Writing	3
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CMC 325	Feature Writing	3
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CMC 327	Web Publication and Design	3
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CMC 353	Media Sales and Marketing	3
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CMC 377	Organizational Communication	3
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Concentration 4: Concentration Media Studies **Credits**

CMC 372	Film as Social Commentary	3
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CMC 412	Communication Technology and Cultural Change	3
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CMC 463	Media and Society	3
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Select THREE of the following:

CMC 211	Protest and Public Opinion	3
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OR

CMC 219	Advertising Mass Persuasion and the Consumer	3
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CMC 319	Propaganda and Persuasion	3
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CMC 410	Speakers, Campaigns and Movements	3
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CMC 417	Political Rhetoric in the Information Age	3
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CMC 419	Freedom of Expression	3
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CMC 438	History of American Journalism	3
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III. Required Minor or Second Major in Outside Discipline (other than communication, broadcasting, journalism)

All students pursuing the major in journalism and broadcasting must also complete a minor (normally 18-21 credits) or a second major (normally 30-36 credits) in a disciplinary area outside of the department of communication.

In lieu of a minor or second major in another discipline, students may elect, *with department approval*, a contractual program consisting of a minimum of 18 credits of courses in an area not identified as a formal minor or major at The College at Brockport. Study of a foreign language other than Spanish or French (in which minors are offered), bilingual-multicultural studies or foreign cultural studies are encouraged for such a program.

DEPARTMENT OF COMMUNICATION COURSES

CMC 200 Intro to Digital Video and Audio (B). Introduces students to the fundamental terminology, concepts and techniques of digital videography and digital audio. Introduces students to various technical aspects of video and audio production. Examines the basic techniques of production, including camera operation, tripods, lenses, framing and composition, lighting and editing. Presents the basics of the audio production process; including sound recording, basic mixing concepts and digital audio recording. *3 Cr. Every Semester.*

CMC 201 Public Speaking (A,Y). A course in the development of effective informational, persuasive, and special occasion speaking. Attention given to analysis of audience, occasion, speech composition, oral delivery, and development of critical listening skills. *3 Cr. Every Semester.*

CMC 211 Protest and Public Opinion (A,D,H,W,Y). Examines rhetorical transactions of group conflict; persuasive use of symbols; effects of mass media; and the process of theory-building in rhetorical studies. *3 Cr. Every Semester.*

CMC 219 Advertising, Mass Persuasion and the Consumer (A,H,Y). Explores the role and influence of advertising and mass persuasion in today's society, theories of persuasion and persuasive techniques commonly employed in advertising and mass persuasion, techniques of persuasive manipulation and its neutralization, and ethics in persuasion. *3 Cr. Every Semester.*

CMC 224 Newswriting and Reporting (A). Provides instruction in the elements of writing news for print and broadcast; types, style and structure of news stories; and the lead. Covers fundamentals of news gathering, newswriting and news judgment. Studies news sources, field work, research and interviewing techniques. Strongly encourages participation in student campus-community news media. *3 Cr. Every Semester.*

CMC 228 Writing for Public Relations (A). Instruction and practice in all aspects of public relations, publicity and institutional advertising writing for print and broadcast media. Covers writing news releases, backgrounders, brochures and flyers, speeches, radio and television materials and reports. *3 Cr.*

CMC 242 Fundamentals of Media (A). Provides an introduction to media. Studies basic principles and historical, economic, technological and ethical aspects of media. Requires readings in fundamental theory and current practices. *3 Cr. Every Semester.*

CMC 243 Media Writing (A). A beginning course in writing for electronic media, concentrated on radio, TV and Internet news, commercials and public service announcements. *3 Cr. Every Semester.*

CMC 273 Interpersonal Communication (A,S). Introduces students to the theory and process of interpersonal communication, examining and applying the concepts and principles basic to interpersonal encounters. Acquaints students with the essentials of communication transactions in experiential learning opportunities that lead to effective skills; intimate, inter-gender, families; professional and intercultural relationships. *3 Cr. Every Semester.*

CMC 304 Teaching Assistant I. Prerequisite: Instructor's permission. Teaching assistants help faculty with a designated course. Responsibilities are determined by the faculty member but may include assisting with grading, working with students outside the classroom, directing student productions, and supervising labs. Students should have passed the class for which they will be a teaching assistant prior to taking this course. *Offered as a directed study.*

CMC 309 Speech Composition and Presentation (A). Prerequisite: CMC 201. For students who wish to go beyond the basics of public speaking. Assists the speaker who wishes to overcome the apathetic or hostile audience, and helps the speaker learn how to motivate those who express sympathy, but are without commitment to an idea. Examines ethics and ghostwriting. *3 Cr. Fall.*

CMC 312 Argumentation and Debate (A,Y). Provides for the preparation and defense of logical argument, response to attacks by opponents, construction of cross-examination, undergoing cross-examination, research and support of arguments, and recognition and refutation of fallacies. *3 Cr.*

CMC 316 Interpersonal Communication in Business and the Professions (A). Covers the principles of interpersonal communication in organizations, facts and principles of organizational communication, participation in and analysis of lab learning experiences, and the synthesis and use of facts and principles to analyze the communication patterns illustrated in reality-based case studies and in data gathered through field observations. *3 Cr. Every Semester.*

CMC 317 Interviewing (A). Provides an introduction to principles of effective interviewing. Focuses on specific purposes, types, and the skills applied to different interview situations. Includes assignments for analysis, preparation, conducting and assessing of interviews. *3 Cr. Every Semester.*

CMC 319 Propaganda and Persuasion (A).

Theories, principles and methods of persuasion; role and function of persuasion and propaganda in contemporary society. Develop critical thinking and listening skills necessary for persuasive communication; skills in preparing and presenting persuasive messages; a concept of ethical persuasion. 3 Cr. Every Semester.

CMC 321 Media Reporting and Research (A).

Prerequisite: either CMC 224 or CMC 243. An advanced media writing course covering and providing extended practice in essential skills of reporting and writing for print, broadcast and online news media, and writing for public relations and advertising. Emphasizes use of online sources and databases in gathering and reporting information. 3 Cr. Spring.

CMC 322 Editorial Methods and Practices (B).

Prerequisite: CMC 224 or CMC 243. Studies editorial processes and practices in print and electronic publishing with emphasis on assignment editing, copy editing and editorial judgment. Requires preparation editing material for print and electronic publication; copy correction and improvement; evaluation of news and news values; news and copy display and make-up. Uses student-prepared copy and wire copy. Strongly encourages participation on student campus/community newspaper. 3 Cr.

CMC 324 Advanced Media Writing (A).

Prerequisite: CMC 224 or CMC 243. An advanced course in writing for print broadcast, online and public relations media, emphasizing the commonalities and differences among writing formats, mechanics and approaches of each medium. Embraces and provides practice in the use of the variety of media technologies available to writers. Assumes basic proficiency in writing for at least one medium. 3 Cr. Every Semester.

CMC 325 Feature Writing (A).

Prerequisite: CMC 224 or CMC 243. Continues and extends instruction and practice in writing for all media forms and in a variety of formats. Provides guided practice in writing features, public affairs, opinion and other media content types and practice in gathering, interpreting and synthesizing information from a wide variety of sources, including print and electronic databases. 3 Cr. Every Semester.

CMC 327 Web Publication and Design (A).

Prerequisite: either CMC 224 or CMC 243. Introduces the basic elements of both print and Web publication design and production: headlines, text, photos and illustrations, type manipulation and use, charts and graphs, Web site links, hypertext, sound, video and other emerging publication technologies. 3 Cr. Every Semester.

CMC 332 Public Relations Principles and Practices (A).

Covers the principles, practices, media and methods of public relations and information. Emphasizes public relations functions, communication and publicity techniques. Analyzes relations with publics such as the press, employees, stockholders, and consumers. 3 Cr. Spring.

CMC 334 Public Relations Methods and Cases (A).

Prerequisite: CMC 332. Provides an introduction to, demonstration in, and application of public relations techniques, tools and procedures to both hypothetical and actual public relations cases. Emphasizes action and communication techniques and practices used in public relations planning, production of informational and persuasive messages, and evaluation of action and communication activities. 3 Cr. Fall.

CMC 343 Broadcast Announcing (B,Y).

Course fee. *Corequisite:* CMC 200. Covers basic broadcast announcing with an emphasis on preparation and presentation of news, editorial content, commercials, public service announcements, and dramatic and narrative content. 3 Cr. Every Semester.

CMC 346 Audio Production (B).

Prerequisite: CMC200; *Corequisites:* CMC224 or CMC243; *Course Fee.* Covers the principles and practices of audio production while providing practical experience. Includes assigned projects on production of music, news and public affairs programming, remote taping, editing, and recording. May include audio for video and internet. 3 Cr. Every Semester.

CMC 348 Video Production (B,Y).

Prerequisite: CMC200; *Course Fee.* Covers the principles and practices of television production, with projects designed for television broadcast. Requires students to produce and direct both in-studio and field projects. 3 Cr. Every Semester.

CMC 353 Media Sales and Marketing (B).

Explores techniques and problems of modern media sales marketing and programming. Requires projects to develop latest methods in broadcast and online commercial marketing, planning, audience analysis and programming in both radio and television. 3 Cr. Spring.

CMC 358 Advanced Editing (B).

Prerequisite: CMC200; *Course Fee.* Focuses on advanced editing techniques in non-linear editing systems. Includes advanced field shooting to provide source material for editing. Students may learn synchronous sound and video, multi-camera music video and dialog editing. 3 Cr. Fall.

CMC 361 Sports Writing (A).

Prerequisite: CMC224 or CMC243. Examines the style and approach to covering sports events and writing newspaper stories about those events, as well as

how writing about sports has evolved with the advent of the Internet and the extensive television coverage. Provides students with interviewing and note-taking techniques necessary in covering sports. Provides details of sports terminology that are both acceptable and not acceptable in writing sports stories. Provides opportunities to cover live sports events on campus. *3 Cr. Fall.*

CMC 365 Newspaper Practicum (B). *Prerequisite:* *Instructor's permission.* Open to students serving on editorial or executive board of, or in designated positions of major editorial, advertising, managerial or production responsibility with, the student campus-community newspaper. May not be used to satisfy requirement for completion of major. May be repeated for maximum of 12 credits. *1-6 Cr. Every Semester.*

CMC 366 Electronic Journalism (B,Y). *Prerequisite:* *CMC224 or CMC243; Course Fee.* Provides extensive hands-on experience in researching, writing, and presenting news events for radio, television and Web. Teaches writing in formats for all media. Emphasizes responsibility in accuracy in reporting, use of primary sources, news preparation and presentation. Student-produced news programs distributed via iTunes U online. *Fall 3 Cr. Fall.*

CMC 372 Film as Social Commentary (A,D). Explores the film as persuasive communication, explicit and hidden messages of films, the inherent messages of specific film genres, and rhetorical analysis as a means to discover film messages. *3 Cr. Fall.*

CMC 377 Organizational Communication (B). *Prerequisite:* *either CMC 273 or CMC 316.* Integrates communication theories with practice of communication in organizations. Emphasizes communication roles and culture of organizations as a force in organizational philosophy and world view. Provides practice in diagnosing and improving organizational communication systems. *3 Cr. Every Semester.*

CMC 399 Independent Study in Communication (A). To be decided prior to registration in consultation with the instructor-sponsor and in accordance with the procedures of the Office of Academic Advisement. *1-6 Cr. By Arrangement.*

CMC 404 Teaching Assistant II. *Prerequisites:* *CMC 304 and instructor's permission.* Teaching assistants help faculty with a designated course. Responsibilities are determined by the faculty member but may include assisting with grading, working with students outside the classroom, directing student productions, and supervising labs. Students should have passed the class for which they will be a teaching assistant prior to taking this course. *Offered as a directed study.*

CMC 410 Speakers, Campaigns and Movements (A,D,W,Y). Surveys significant historical and contemporary speakers, persuasive campaigns and rhetorical movements, with special attention to the introduction of women to the speaking platform and to historical and contemporary spokespersons and movements on behalf of racial and gender equality. *3 Cr. Spring.*

CMC 411 Rhetorical Criticism (A). Explores methods of rhetorical criticism and application of methods of criticism to rhetorical discourse, including verbal and visual forms of persuasion. *3 Cr. Spring.*

CMC 412 Communication Technology and Cultural Change (A). Traces the development of communication technologies and the impact they have on culture, and the way people make sense of and structure their world. Explores specific media technologies of oral, scribal, print, electronic cultures. Examines how the media introduced in these period alters both the form and the content of communication, and therefore, of knowledge and power. Anchored in the concepts of Harold Innis and Marshal McLuhan, the course also draws on readings from a variety of disciplinary perspectives. *3 Cr. Fall.*

CMC 413 Nonverbal Communication (A). Explores multisensory communication codes for human interaction through channels such as para-language, space, time, body, and artifacts. Takes a functional approach considering purpose and context to determine the situational characteristics and codes. *3 Cr.*

CMC 415 Dynamic Speaking in Professional Contexts (A). *Prerequisite:* *CMC201.* Introduces students to a variety of speaking occasions that they might encounter professionally and encourages them to develop advanced speaking skills, such as being conversational with audiences, navigating interruptions and questions, leading discussions and using presentational software appropriately and effectively. *3 Cr. Fall.*

CMC 417 Political Rhetoric in the Information Age (A,W,Y). Critically examines significant 20th-century American political speeches and campaigns. Explores the ways in which individuals and institutions use media to exercise power and influence opinion through the use of verbal and visual symbols. Places special emphasis on representations of gender in political rhetoric. *3 Cr. Fall.*

CMC 418 Intercultural Communication (A). Explores cultural similarities and differences affecting communication and intercultural competencies for interaction between cultural groups and individuals along gender, ethnic, and national lines. *3 Cr.*

CMC 419 Freedom of Expression (A,D,I,W,Y).

Critically examines the First Amendment by exploring its historical foundations and significant legal, political and philosophical arguments. Explores a variety of contemporary controversies concerning an individual's right to freedom of verbal and nonverbal expression, including hate speech, incitement to violence and obscenity. Examines controversies in a variety of contexts, including the public speaking platform, print, television and the Internet. *3 Cr. Fall.*

CMC 432 Public Relations Campaigns (A).

Prerequisite: CMC 332. Focuses on the treatment of an organization's public relations and information, including situation analysis and research, program and campaign planning, development of communications materials and activities, and program management. Provides experience in planning and executing public relations campaigns and programs. *3 Cr. Spring.*

CMC 438 History of American Journalism (A).

Prerequisite: CMC 242. Covers the evolution and development of the media of American journalism from their beginnings in England and Colonial America to the present, and the dominant personalities who helped shape them, relating them to their social, political and economic environments. *3 Cr.*

CMC 445 Advanced Audio Production (A).

Prerequisite: CMC 346. *Course fee.* Covers advanced principles and practices of audio productions while providing practical experience. Includes assigned projects, studio work and digital production. May also include audio for video and the Internet. *3 Cr. Spring.*

CMC 446 Advanced Video Production (B,Y).

Prerequisite: CMC 348. *Course fee.* Provides extensive experience in gathering, writing, anchoring, editing and producing weekly newscasts for campus cable channel. Covers electronic journalism practices with an emphasis on convergence newsgathering; working in audio, broadcast and Web formats. *3 Cr. Spring.*

CMC 450 Preparation for Documentary Production (A).

Prepares students to conceptualize and develop their own documentary film production. Focuses on the skills necessary to: develop the idea, seek funding, plan production, and write and present a proposal. Main objective is to produce an effective non-fiction film. Reviews and analyzes the general history of documentary filmmaking. Examines expository, observational, interactive and hybrid styles in non-fiction filmmaking. Analyzes techniques that contribute to effective storytelling and visual communication. Students should plan to take both CMC450 and CMC452 in the same academic year. *3 Cr.*

CMC 451 Documentary Production (A).

Prerequisite: CMC450: *Course fee.* Using the video project designed and developed in CMC450, students produce, shoot, capture and organize source material, create basic effects and titles, develop sequences, organize and edit raw materials into a completed non-fiction film. Screens various films for the expressed purpose of analyzing the editing techniques used by the filmmakers. A public screening component is required for successful completion of the class. Students should plan to take both CMC450 and CMC452 in the same academic year. *3 Cr. Odd Spring.*

CMC 455 Graphic Design and DVD Authoring (B).

Teaches Graphics and DVD authoring from beginning to end. Includes design elements, spatial relationships, typography and imagery as they apply to practical visual solutions for DVD Authoring, Lower Thirds for News, Image Design and Formation, Still and Motion Menus. Instructs students in Wraps, Labels, Inserts and Full Screen Graphics. Also teaches graphic design skills employing traditional and digital tools, materials and procedures employed in the communication arts industry. Focuses on combining visual solutions with technical skills to solve graphical problems. *3 Cr. Spring.*

CMC 463 Media and Society (A).

Covers significant phases, issues and controversies in the historical development of mass communication in the United States. Emphasizes contemporary media relationships with, and impact on, intellectual, socio-political, economic and technological aspects of, culture and society. Considers daily and other periodical press, radio, television and film. *3 Cr. Spring.*

CMC 466 Advanced Electronic Journalism (B,Y).

Prerequisite: CMC 366. *Course fee.* Provides extensive experience in gathering, writing, anchoring, editing and producing weekly newscasts for campus cable channel. Covers electronic journalism practices with an emphasis on convergence newsgathering; working in audio, broadcast and Web formats. *3 Cr. Spring.*

CMC 467 Theories of Mass Communication (A).

Prerequisite: junior status. Examines and critiques the theoretical and research literature describing and explaining mass communication purposes, processes, messages, media, audiences, settings and effects at the individual, group and societal levels. Gives attention to the cognitive, attitudinal and behavioral outcomes of mass communication in social, political, economic and other societal domains. *3 Cr.*

CMC 468 Mass Communication Law and Ethics (A).

Studies the legal considerations and issues affecting media communication in all its forms,

including computer database, Internet and “new media” issues. Emphasizes defamation and libel, privacy privilege, copyright and trademark law, contempt, obscenity, fairness and responsibility in media practice. Examines both governmental regulation and controls and self-regulatory media codes. 3 Cr.

CMC 472 Group Leadership (A). Examines group processes, relationships and leadership in task-oriented groups, such as committees, task forces, teams, and problem-solving groups. Includes topics such as analysis of group processes, agenda planning, motivation of participation, conflict management, team building, and group leadership styles and techniques. 3 Cr. Spring.

CMC 473 Theories of Communication (A). Covers classical and contemporary theories of human communication, research and practical applications of theory, relation of theoretical concepts to instances of communication behavior, and identification of salient communication theses. 3 Cr. Every Semester.

CMC 475 Communication Internship (B). *Prerequisite: Instructor's permission and junior status.* Provides a supervised practicum in professional organization appropriate to the student's academic program. Applications are accepted the preceding semester for internship experience. For minimum GPA requirements and other information consult www.brockport.edu/cmc/internships.html. 3 Cr.

CMC 478 Advanced Organizational Communication (A). *Prerequisite: CMC377.* Examines key elements of organizational communication, with a particular focus on how theories can be applied to address real communication problems faced by organizations. Students will analyze a variety of case studies on communication in organizational settings on topics including culture, leadership, ethics, power, employee socialization, participation, organizational knowledge and crisis communication. 3 Cr.

CMC 479 Conflict Management (A). Covers interpersonal conflict and its essential characteristics; evolution of the study of social conflict; perspectives from which social conflict is viewed, including psychological, social-psychological, sociological, economic, political and mathematical; the sources, conditions and consequences of social conflict in a given social setting; and skills of conflict management. 3 Cr.

CMC 480 Advanced Interpersonal Communication (A). *Prerequisite: CMC273.* Involves an in-depth examination of the process of interpersonal communication with a focus on major theories of interpersonal communication. Topics include methods of researching interpersonal communication, perception, verbal and nonverbal messages, listening, conflict, and relationship development and maintenance. 3 Cr. Fall.

CMC 483 Communication Training and Development (A,Y). *Prerequisite: Instructor's permission.* Introduces communication training with emphasis on practice in designing, facilitating, and evaluating a workshop presentation in an organizational setting. 3 Cr.

CMC 490 Special Studies (A). An umbrella course enabling the instructor to define the course focus and subject matter to address a topic or topics not covered in other communication courses. May be repeated for credit under different topics course title. Additional information can be obtained from Communication department office. 1-3 Cr.

CMC 492 Theories of Rhetoric (A). Provides an intensive study of classical and contemporary theories of persuasion and social influence. Gives attention to the application of theory to the practice of social influence. 3 Cr. Fall.

CMC 496 Contemporary Media Issues (B). *Prerequisite: CMC 242 and junior status.* Provides an in-depth study of one or more instructor-selected contemporary issues or problems in journalism, public relations and/or mass communication. Issues and problems selected will vary with each offering and may be either conceptual or applied. 3 Cr. Every Semester.

CMC 499 Independent Study in Communication (A). *Prerequisite: Instructor's permission.* To be decided prior to registration in consultation with the instructor-sponsor and in accordance with the procedures of the Office of Academic Advisement. 1-6 Cr. By Arrangement.