

## **Communication and Culture Concentration (New as of 2014)**

Courses and Activities Mapped to Communication and Culture Concentration - 2013

<b>1. Apply research and critical thinking skills in an argument or discussion</b> Apply research skills and critical thinking skills in a sustained argument or discussion.		<b>2. Understand the social and ethical implications of persuasion in socio-political contexts</b> Demonstrate an understanding of the social and ethical implications of persuasion in socio-political contexts.		<b>3. Understand hegemonic forces in the construction and interpretation of cultural texts</b> Demonstrate an understanding of the hegemonic forces of gender, race, class, age, and sexual orientation in the construction and interpretation of cultural texts.		<b>4. Understand ethnographic and critical theories of formation and analysis of texts</b> Demonstrate an understanding of ethnographic and critical theories of communication in the formation and analysis of texts.	
<b>1.1 Identify the component parts of an argument</b>	<b>1.2 Support argumentative claims</b> Support argumentative claims with appropriate evidence and cogent reasoning.	<b>2.1 Explain the standard ethical perspectives applicable to public persuasion</b>	<b>2.2 Explain the role of context in the generation of persuasive texts</b>	<b>3.1 Explain the historical underpinnings of hegemonic practices</b> Explain the historical underpinnings of hegemonic practices in the United States and/or in other cultures.	<b>3.2 Explain how power relationships constrain contemporary social interactions and texts</b> Explain how power relationships constrain contemporary social interactions and texts in the United States and/or in other cultures.	<b>4.1 Apply ethnographic theory</b> Apply ethnographic theory in a sustained analysis of a cultural artifact or text.	<b>4.2 Apply critical theory</b> Apply critical theory in a sustained analysis of a cultural artifact or text.

Courses and Learning Activities								
COMM 381 Political Communication	I		R	R	I	I		I
COMM 383 Communication in Everyday Life	P	I	I	I	I	I	I	
COMM 428 Media and Identity		P	P	P		P	P	P
COMM 455 Organizational Communication	R				P	R		
COMM 483 Gender Communication		R			R	R	R	R

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## **Communication Core (New as of 2014)**

Courses and Activities Mapped to Core Communication - 2013

1. Conduct research Demonstrate the ability to conduct primary research in Communication.			2. Evaluate secondary research Demonstrate the ability to evaluate secondary research in Communication.		3. Understand communication processes Demonstrate an understanding of communication processes.		4. Understand the social construction of reality Demonstrate an understanding of the concept of the social construction of reality.		5. Understand mediated communication Demonstrate an understanding of mediated communication.		
1.1 Locate texts Locate academic and creative texts published in scholarly, trade, and creative forums.	1.2 Analyze texts Analyze academic and creative texts published in scholarly, trade, and creative forums.	1.3 Cite texts Cite academic and creative texts published in scholarly, trade, and creative forums.	2.1 Analyze methodologies and approaches to research Analyze and critique specific methodologies and approaches to communication research.	2.2 Conduct research Conduct communication research using appropriate quantitative and/or qualitative methodologies and approaches.	3.1 Produce texts Produce texts for appropriate audiences.	3.2 Analyze communication Analyze communication in various contexts.	4.1 Explain the relationship between symbols and meaning	4.2 Explain the role of power in communicating cultural meaning	5.1 Explain the historical development of media and technology	5.2 Explain the political-economic milieu of media	5.3 Explain the mutual influence of media and culture

### Courses and Learning Activities


COMM 204 Media and Society	I	I	I	I	I	I	I	I	I	I	I	I
COMM 209 Introduction to Research in Communication	I	I	I	I	I							
COMM 211 Interpersonal Communication							P	I	I			I
COMM 220 Audio Production						I	I			P		
COMM 290 Media Writing	P	P	P	P	P	P	P	P	P	R	P	P
COMM 303 Advanced Communication Research	R	R	R	R	R							
COMM 312 Persuasion Theories		R	R			R		R	P		R	R
COMM 459 Law and Responsibilities of Broadcast Communications							R		R		R	R

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## Media Studies Concentration (New as of 2014)

Courses and Activities Mapped to Media Studies Concentration - 2013

1. Explain the interactive relationships between media industries and society		2. Plan and conduct research Demonstrate an ability to plan and conduct research on mediated communication.			3. Produce effectively-structured stories Demonstrate an ability to produce effectively-structured stories for electronic mass media.		
1.1 Explain the effects of economic factors on media products Explain the effects of economic factors on the creation and distribution of media products.	1.2 Explain the effects of media products upon cultural perceptions Explain the effects of media products upon cultural perceptions of gender, race, religion, age, and nationality.	2.1 Locate and analyze existing research Locate and analyze existing research on mediated communication.	2.2 Explain the limitations of media effects research	2.3 Analyze moving-image stories Analyze moving-image stories using interpretive theories.	3.1 Create a script or plan Demonstrate the ability to create a usable, well-structured script or plan.	3.2 Plan the shooting of electronic projects Demonstrate the ability to plan the shooting of electronic projects using storyboarding or shooting scripts.	3.3 Structure a story in post-production Demonstrate the ability to structure a story in post-production (digital editing.)

### Courses and Learning Activities

COMM 320 Multimedia Production II	I	I		I		P	P	P
COMM 336 Digital Storytelling			I		I	I	I	I
COMM 420 Multimedia Production III						R	R	R
COMM 433 Media Criticism	P	P	R	R	P			
COMM 468 Media Theory	R	R	P	P	R			

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## Journalism Concentration (New as of 2014)

Courses and Activities Mapped to Journalism Concentration - 2013

1. Understand how journalism is shaped by culture Demonstrate an understanding of how journalism is shaped by cultural and societal forces.				2. Demonstrate proficiency the skill sets related to journalism Demonstrate proficiency in the various skill sets related to producing journalistic media texts.		
1.1 Explain journalism's role in democracy and American history Explain journalism's role in democracy, broadly, and in American history, specifically.	1.2 Explain journalism's role and responsibility Explain journalism's role and responsibilities in terms of representations of race, class, gender, and underrepresented peoples.	1.3 Explain the legal and ethical considerations Explain the legal and ethical considerations that must be accounted for in the creation of journalistic content.	1.4 Explain economic forces that shape journalistic texts Explain the economic forces that shape journalistic texts and limit journalists.	2.1 Demonstrate proficiency in dominant media platforms and their tools Demonstrate proficiency in dominant media platforms and their related technological tools (hardware and software), as well as adaptability to emerging media technologies.	2.2 Demonstrate proficiency in information gathering skills Demonstrate proficiency in information gathering skills, including sourcing, interviewing, and recording information accurately.	2.3 Produce journalistic texts Produce journalistic texts that meet professional standards and market place demands.

Courses and Learning Activities							
COMM 308 Introduction to Journalism	I	I	I	I			
COMM 309 Reporting I	P	P	P	P	I	I	I
COMM 327 Publications Design/DTP	P	P	P	P	P	P	P
COMM 409 Reporting II	R	R	R	R	R	R	R
COMM 422 Production Colloquium	R	R	R	R	R	R	R

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## Public Relations Concentration (New as of 2014)

Courses and Activities Mapped to Public Relations Concentration - 2013

<b>1. Understand the public relations planning process</b> Demonstrate an understanding of the dynamic, non-linear public relations planning process.		<b>2. Understand the legal and ethical standards</b> Demonstrate an understanding of the public relations profession's legal and ethical standards		<b>3. Produce texts for public relations purposes</b> Demonstrate an ability to produce clear, persuasive texts for public relations purposes.	
<b>1.1 Explain the public relations campaign process</b> Explain the public relations campaign processes of research, planning, communication/execution, and evaluation.	<b>1.2 Explain the relationship function of public relations planning</b>	<b>2.1 Apply ethical framework</b> Apply ethical frameworks to address public relations dilemmas.	<b>2.2 Explain the core principles of the PRSA Code of Ethics</b>	<b>3.1 Produce texts</b> Produce public relations texts that meet professional (PRSA) standards.	<b>3.2 Demonstrate proficiency in information gathering skills</b> Demonstrate proficiency in information gathering skills; to include identifying sources, performing accurate sourcing, applying ethics, conducting interviews, and recording information accurately.

### Courses and Learning Activities

COMM 309 Reporting I					I	I
COMM 368 Public Relations	I	I	I	I	P	P
COMM 455 Organizational Communication			P	P		
COMM 466 Contemporary Issues in Public Relations	P	P	R	R		
COMM 470 Public Relations Campaign Planning	R	R			R	R

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## Health Communication Concentration (New as of 2014)

Courses and Activities Mapped to Health Communication Concentration - 2013

1. Understand the social construction of health and illness Demonstrate an understanding of the social construction of health and illness.			2. Understand the power of media Demonstrate an understanding of the power of media to impact understandings of health, illness, risk, and disease.		3. Understand theories Demonstrate an understanding of various theories used to examine health behaviors and inform health communication practices.		4. Develop applied health communication projects Apply communication concepts to develop applied health communication projects.			
1.1 Explain the role of power in the practitioner-patient dyad	1.2 Explain the impact of culture on health and illness meanings and behaviors	1.3 Explain how health and illness shape perceptions of self and other	2.1 Explain how media shape ideas about health and illness	2.2 Apply mass communication theories to the analysis of health communication texts	3.1 Apply communication theory to examine health contexts and materials Apply communication and health communication theory to examine health contexts and materials meant to impact understandings of health, illness, disease, and risk.	3.2 Apply communication theory to explain how behavior is influenced Apply communication and health communication theory to explain how behavior is influenced by cognitive and peripheral cues, emotion, and self-efficacy.	4.1 Conduct a review of the literature Apply research skills to conduct a review of literature on a health communication topic.	4.2 Apply appropriate theoretical lens Apply appropriate theoretical lens to study a health communication issue, topic, or campaign.	4.3 Develop and conduct a study Develop and conduct a study of health-related issues or topics, using various methods of research and appropriate methodological selection.	4.4 Present an applied health communication project Prepare and present a comprehensive applied health communication project.

Courses and Learning Activities											
COMM 326 Introduction to Health Communication	I	I	I	I	I	I	I	I	I	I	I
COMM 328 Health Communication Theory	P	R	R	P	P	P	P	P	P	P	P
COMM 333 Applied Health Communication				R	R	R	R	R	R	R	R
COMM 455 Organizational Communication	R	P	P			P	P	P	P		
COMM 470 Public Relations Campaign Planning								R	R	R	R

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**BA/BS Communication Map**

Courses and Activities Mapped to BA/BS in Communication Outcome Set - OLD

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Outcome	1 Core outcomes Core Outcomes.						2 Electronics Media Outcomes Electronics Media Outcomes.			3 Communication and Culture				4 Journalism Outcomes Journalism Outcomes.					5 Public Relations Outcomes Public Relations Outcomes.					6 Health Communication				
	Outcome 1.1: Academic texts	Outcome 1.2: Evaluate communication practices	Outcome 1.3: Ethical and legal communication	Outcome 1.4: Communication and social construction	Outcome 1.5: Scholarly research	Outcome 1.6: Structure of communication organizations	Outcome 1.7: Analyzing influences	Outcome 2.1: Define media terms and phrases	Outcome 2.2: Applying research methods	Outcome 2.3: Production and writing techniques	Outcome 3.1: Importance of context	Outcome 3.2: Culture as concept	Outcome 3.3: Evaluate textual content	Outcome 3.4: Investigate relationship between culture/comm.	Outcome 4.1: Identify and gather news	Outcome 4.2: Edit effectively	Outcome 4.3: Through knowledge of multimedia delivery	Outcome 4.4: Editing and professional standards	Outcome 4.5: Industry standards of objectivity	Outcome 5.1: Strategic planning	Outcome 5.2: Utilize research methods	Outcome 5.3: Develop a proposal	Outcome 5.4: Ethical framework	Outcome 5.5: Cooperative communication	Outcome 6.1: Change regarding health campaigns	Outcome 6.2: Utilize research methods	Outcome 6.3: Investigate health communication	Outcome 6.4: Professionalism in health communication
COMM 204 Media and Society	I	I		I	I	I		I	I	I																		
COMM 209 Introduction to Research in Communication	I	I	I	I	I	I																						
COMM 214 D No description or course name found.			I		I			P	R																			
COMM 215 Business and Professional Communication	I	I	I	I	I	I				I	I	I	I															
COMM 220 Audio Production		I	I		I			I																				
COMM 269 Introduction to Public Relations	I	I	I	I	I														I	I			I	I				
COMM 288 Sports Broadcasting		P	I		I			I																				
COMM 290 Media Writing	I	I	I	I	I	I								I	I	I	I	I										
COMM 303 Communication Research Methods	I	I	I	P	I	I				I	I	I	I															
COMM 309 Reporting I	I	P	P	P	R	P								P	P	P	P	P										
COMM 311 Interpersonal Communication	P	P	P	P	P	P				P	P	P	P															
COMM 329 Public Relations Tactics	P	P	P	P	P														P	P	P	P						
COMM 330 Fundamentals of Television Production	I	P	P	I	P	P		I	I	I																		
COMM 339 Media Organizations	R	P			P	R		R	P																			
COMM 343 Fundamentals of Visual Imaging	I	I	P	I	R	I		I	I	I																		
COMM 409 Reporting II	R	R	R	R		R								R	R	P	R	R										
COMM 414 F COMM 414 - Issues	I	P	P	P	P	R								P	P	P	P	P										
COMM 414 P COMM - Issues	R	P		R		R																						
COMM 414O COMM 414 - Issues	R	R	P	P	R	R				P	P	P	P															
COMM 428 Media and Identity	I	P	P		R	I		P	R	R																		
COMM 433 Media Criticism	P	R	R	P	I	R		R	R	R																		
COMM 445 No description or course name found.		P	P	P	I																							
COMM 455 Organizational Communication	R	R		P	R	R				R	R	R	R															
COMM 459 Law and Responsibilities of Broadcast Communications	R	P		R		R									P													
COMM 469 Public Relations Case Studies	R	R	R	R	R	R													R	R	R	R	R					
COMM 470 Public Relations Campaign Planning	R	R	R	R	R														R	R	R	R	R					
COMM 479 Communication Ethics	R	R	R	R	R	R		P	R	R																		
COMM 482 Communication Internship		R		R	R	R																						

**Core-Courses and Learning Activities**

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