

COMM 3320: Health Communication

3 Credit Hours

Prerequisite: Must be a declared major in the School of Communication and Media. Non-majors: 30+ credit hours and permission from the School of Communication and Media.

This course introduces theoretical and applied aspects of health communication. Current health issues are examined in varied communication contexts, such as interpersonal, group, organizational, and mediated communication. This course analyzes provider-patient communication, intercultural communication and health beliefs, and health messages in the media. A variety of contemporary public health issues are presented. The course also examines the effectiveness of prevention messages using identified communication strategies.

COMM 3340: Digital Media Production

3 Credit Hours

Prerequisite: COMM 2230, must be a declared major in the School of Communication and Media; Non-majors: permission of the School.

This course focuses on the application and impact of digital media technology and how it has changed the production experience in a journalistic context. The course addresses the principles of shooting, sound characteristics, ergonomics, and basic techniques for field recording (time-code, miking, shot composition, and mixing). Audio and video formats are examined in the context of non-linear post-production.

COMM 3350: Editing for Today's Media

3 Credit Hours

Prerequisite: Must be a declared major in the School of Communication and Media. Non-majors: 30+ credit hours and permission from the School of Communication and Media.

This course explores the role of the copy editor in print, broadcast, and online media, with a focus on developing the skills required to be an effective editor in the age of convergence. Through lecture, guest speakers, and in-class and out-of-class assignments, students will gain effective experience in copy editing, and the use of graphics, type, headlines, and layout to produce effective news and feature stories, and public relations materials.