EASTERN OREGON UNIVERSITY

Communication Studies

Eastern Oregon University offers an online and on-campus interdisciplinary Communication Studies program leading to a Bachelor of Sciences or a Bachelor of Arts degree.

Students can choose the Communication Studies Major or Minor and select elective paths that explore the scope of human communication. For example: speech, interpersonal, business and new media communication.

Students in the Communication Studies program engage in discourse focused on accomplishing goals that respond to the needs of diverse audiences and contexts, and that build and manage personal and community relationships. Students are prepared for entry into communication-related fields such as advertising, public relations, mass media, technology, government, education, organizations, health care, entertainment, broadcasting and consulting agencies, or for entry into more specialized graduate programs.

REQUIREMENTS FOR THE BACHELOR OF SCIENCE OR BACHELOR OF ARTS IN COMMUNICATION STUDIES

- Complete EOU graduation requirements.
- A grade of “C-” or better is required for each course counting towards the major.
- A cumulative GPA of C [2.00] is required for completion of the major.
- A minimum of 60 credit hours is required for the major.

Program requirements:

Complete the following courses. 46 credits

COM 111 - Interpersonal Communication (3)
COM 112 - Public Speaking (3)
COM 125 - Foundation Digital Media (4)
COM 215 - Conflict Management (3) (UWR)
COM 235 - Nonverbal Communication (3)
COM 250 - Communication In Society (3)
COM 260 - Foundation Of Mass Media (4)
COM 325 - Intercultural Communication (3) (DPD)
COM 335 - Are You Listening (3)
COM 340 - Interviewing Strategies (3)
COM 345 - Adv Principle & Practice (4)
COM 350 - Public Relations P&P (4) (UWR)
COM 360 - Media Theory (4) (UWR)
COM 385 - Communication Law (3)
COM 395 - Communication Ethics (4)

COM 452 - Advanced New Media (4)
COM 498 - Research & Seminar (2)
COM 499 - Capstone (3)

Electives:

Complete 9 credits in the following courses

BA 312 - Principles of Marketing (5)
BA 451 - Human Resources Management (4)
COM 211 - Small Group Communication (3)
COM 214 - Oral Interpretation (3)
COM 252 - New Media (4)
COM 262 - Communication Design (4)
COM 264 - Video (4)
COM 305 - Relationship Communication (3)
COM 319 - Leadership Communication (2)
COM 320 - Speaking in Modern Organization (3)

REQUIREMENTS FOR COMMUNICATION MINOR:

A minimum of 30 graded credit hours in communication is required, with a minimum of 15 upper division with a minimum grade of “C”. A minimum of 12 credits applied to the minor must be taken at Eastern Oregon University.

Lower Division Electives:

Maximum 15 graded credits in COM

Upper Division Electives:

Minimum 15 graded credits in COM

COMMUNICATION COURSE DESCRIPTIONS

COM 110 - Selected Topics (Credits: 1 to 6)

COM 111 - Interpersonal Com*GTW (Credits: 3)
Gen Ed Core-Gateway
A games and theory approach to communication between individuals and in small groups. Emphasis is on meaningful interaction with employment of theory as needed.

COM 112 - Public Speaking*GTW (Credits: 3)
Gen Ed Core-Gateway
Theory of and practice in techniques of informing and presenting information to an audience, emphasizing the use of visual aids. Topics include informative, persuasive, extemporaneous and group speeches.

COM 125 - Foundations of Digital Media*APC (Credits: 4)
Gen Ed Core-Artistic Process & Creation
Foundations of Digital Media introduces the fundamental technologies and creative processes used in the design and production of new media.

COM 152 - Intro to Web Design *APC (Credits: 4)
Gen Ed Core-Artistic Process & Creation
Introduction to Web Design introduces the underlying principles, basic methodologies, and fundamental concepts of web and new media design. From conception to comprehensive layout, topics include the fundamentals of digital design, developing a problem definition, target audience, content assessment, information architecture, page layout, typography, color, digital images, and design presentation.
COM 210 - Selected Topics (Credits: 1 to 6)

COM 211 - Small Group Communication (Credits: 3)
This course introduces small group dynamics and democratic decision-making in small group process. Students learn to articulate ideas, resolve conflict, take leadership, respect diversity, and sustain group cohesiveness.

COM 214 - Oral Interpretation*APC (Credits: 3)
Gen Ed Core-Artistic Process & Creation
Introduces basic physical and vocal performance techniques used in presentations that may include short stories, essays, poetry and theatre. All performance works will be script-in-hand. No exact memorization is expected.

COM 215 - Conflict Management*AEH (Credits: 3)
Gen Ed Core-Aesthetics & Humanities
Institutional Graduation Requirement - UWR
This course will analyze and apply conflict management concepts, principles, strategies, and techniques to our daily lives. This is done in order to foster a happier, healthier work, home and community environment for ourselves, our families, friends, and associates.

COM 220 - Group Discussion (Credits: 3)
This course introduces small group dynamics and democratic decision-making in a small group process. Students learn to articulate ideas, resolve conflicts, take leadership, respect diversity, and sustain group cohesiveness.

COM 225 - Nonverbal Communication (Credits: 3)
This course provides students with the ability to observe, describe, and interpret, nonverbal behaviors accurately. Students also increase their ability to manage their own nonverbal behaviors effectively for a desired outcome. Prerequisites: None. An interpersonal communication course is suggested.

COM 250 - Communication & Society (Credits: 3)
This course surveys the dialectical relationships between communication behavior and the quality of human affairs at interpersonal, small group, organizational, national, and global levels, with emphasis on how individual perception, cognition, and identity interact with societal power in various communication contexts/genres. Major concepts/theories such as self-esteem, stereotype threats, cognitive representation, political incorrectness, cultivation, hegemony, and pseudo-anonymity will be discussed.

COM 252 - New Media*APC (Credits: 4)
Gen Ed Core-Artistic Process & Creation
New Media explores current trends and topics of website design and development, focusing on the basic technologies and creative processes applied in the creation of websites and new media.

COM 260 - Foundations of Mass Media (Credits: 4)
This course adopts a critical/cultural approach to survey the relationship between communication innovations and human affairs at large. Specifically, this course examines the evolution of media technology in the United States and its impact on the ethos of national culture. Major issues such as media representation, media consumption, media acculturation, and media consolidation will be discussed.

COM 262 - Communication Design*APC (Credits: 4)
Gen Ed Core-Artistic Process & Creation
Communication Design explores intermediate principles, processes and theory applied in the design of 2-D and 3-D graphics for new media platforms and screen-based media.

COM 264 - Video*APC (Credits: 4)
Explores the fundamental techniques, technology, creative processes and theory applied in the creation of digital video for web based new media products.

COM 295 - Communication Research (Credits: 3)
This course will analyze and apply conflict management concepts, principles, strategies, and techniques to our daily lives. This is done in order to foster a happier, healthier work, home and community environment for ourselves, our families, friends, and associates.

COM 310 - Selected Topics (Credits: 1 to 6)
Selected communication topics will be explored in this course.

COM 319 - Leadership Communication (Credits: 2)
This course introduces and guides students to explore the interpersonal, small group, organizational, national, and global levels, with emphasis on how individual perception, cognition, and identity interact with societal power in various communication contexts/genres. Major concepts/theories such as self-esteem, stereotype threats, cognitive representation, political incorrectness, cultivation, hegemony, and pseudo-anonymity will be discussed.

COM 320 - Speaking in Modern Org*AEH (Credits: 3)
Gen Ed Core-Aesthetics & Humanities
Students develop speaking skills shown to assist them most in daily on the job situations. Prerequisite: College level public speaking course, equivalent, or consent of instructor. Student must have at least sophomore standing to register for this course.

COM 325 - Intercultural Communication*AEH (Credits: 3)
Gen Ed Core-Aesthetics & Humanities
Institutional Graduation Requirement - DPD
This course examines how communication behavior differs among cultures in various contexts such as workplace, school, healthcare, and diplomacy. Students learn to be adaptive different worldviews, meaning system, stereotypes, and ethnocentric behavior. Major issues such as identity, ethnocentrism, and multiculturalism will be discussed. Prerequisite: Must have at least sophomore standing to register for this course.
COM 330 - Are You Listening*AEH (Credits: 3)
Gen Ed Core-Aesthetics & Humanities
This course provides students with the theoretical foundation and the practical skills to examine and alter their ability to listen within the personal and professional setting. Prerequisite: None. COM 111 recommended. Student must have at least sophomore standing to register for this course.

COM 335 - Com, Gender & Culture*AEH (Credits: 2)
Gen Ed Core-Aesthetics & Humanities
Institutional Graduation Requirement - DPD
The goal of this course is for students to increase their understanding of women and men in the communication process and to implement diverse communication styles as they relate to gendered communication. Placing communication in context, this class will glean knowledge from history and anthropology of cultures built by men and women around the world. Exploring how communication, gender and culture interweave to influence perceptions and create expectations of gender roles, we ask how social “progress” has affected gender and the way we communicate. Students will be compelled to set a new vision for women and men living in a global community. Student must have at least sophomore standing to register for this course.

COM 340 - Interviewing Strategies *AEH (Credits: 3)
Gen Ed Core-Aesthetics & Humanities
Students examine communication theory, design, and use practical interviewing skills required to gain accurate information in a variety of settings. Ethical and legal aspects of interviewing people are emphasized. Interview types include survey, employee selection, probing, counseling, healthcare, and media. Students master interview competencies intended for careers in fire services, management, health care, education, media, or anyone interested in gaining accurate information.

COM 345 - Advertising Principles & Practice (Credits: 4)
This course introduces the concepts, history, theories, legal/ethical issues, and routine practices of advertising as a medium of information in modern society. Students learn how advertising meshes with the ethos of our national culture, how advertising works in the market economy, how advertising appeals to consumers, and how to create selling ad copy.

COM 347 - Com at End Of Life*AEH (Credits: 2)
Gen Ed Core-Aesthetics & Humanities
This class emphasizes the interpersonal and intercultural communication skills necessary for relating to others in the situation of death. One of the most essential things in life is to establish an unafraid, heartfelt communication with others, and it is never more important than with a dying person. Those who are dying often speak in symbolic language, recognizing this symbolism may enable us to reassure and better understand death as the last stage in our growth. Student must have at least sophomore standing to register for this course.

COM 350 - Public Relations Principles & Practice (Credits: 4)
Institutional Graduation Requirement - UWR
This course introduces basic concepts, theories, issues, and routine practices of public relations as a communication profession in the contemporary world. It examines how organizations as well as individuals can ethically and scientifically build productive, mutually beneficial relationships with various stakeholders and the general public through effective communication.

COM 360 - Media Theory (Credits: 4)
Institutional Graduation Requirement - UWR
This course adopts the “big picture” approach to explore the elements of media process such as regulation, production, representation, and consumption. With this approach, students get a better understanding of the relationship between media and society, especially the relationships between media and ideology, media representation and social inequality, and media ownership and political power. Furthermore, students develop skills in ideological analysis of media content.

COM 385 - Communication Law (Credits: 3)
This course explains legal problems, such as libel, copyright infringement, privacy violation, obscenity, deception, and prejudicial publicity, etc., in public communication. Students learn to apply the First Amendment principle to mass mediated communication and how to navigate through legal questions in the context of professional communication.

COM 395 - Communication Ethics (Credits: 4)
This course introduces moral philosophy and ethical reasoning for students of mass media communication. Students learn to appreciate the moral foundation of media law and the principle of social responsibility required of free media. More important, they learn to weigh competing principles and values to render a decision with a degree of moral certainty. Important ethical issues such as truthfulness and honesty, privacy, confidentiality, conflict of interest, editorial independence, indecency, and stereotypes will be discussed.

COM 410 - Selected Topics (Credits: 1-6)
Student must have at least junior standing to register for this course.

COM 452 - Advanced New Media (Credits: 4)
This course explores the digital aesthetics, theoretical frameworks, and design of interactive digital media. Prerequisites: COM 252 or COM 125.

COM 498 - Research and Seminar (Credits: 2)
This course requires students to apply their knowledge and skills in communication to their future jobs related to communication, such as news writing, broadcasting, public relations, advertising, human resources, education, business communication, and so on. Students are advised by faculty and field-supervisors to engage in communication activities or communication research. Must have senior standing to register for this course. Part of the course assignment will help students to work toward their capstone projects.
COM 499 - Capstone (Credits: 3)
This course guides students to complete a rigorous research project in Communication Studies. Students are required to recapitulate their learning of the subject matter and to reflect on the important issues in human communication. Critical thinking and dialectical approach are strongly recommended in this research project. Students are expected to present their studies in local or regional/national conference. Must have senior standing to register for this course.

**EASTERN OREGON UNIVERSITY**

**Core**

**CORE COURSE DESCRIPTIONS**

CORE 101- Integrated Std Sem*GTW (Credits: 3)
Gen Ed Core-Gateway
Part of EOU’s first year experience program, Core 101 is a 3 credit seminar intended for selected first year students who are part of the Integrated Studies Program (ISP) and is linked with a WR 115 class in which the students are concurrently enrolled. Core 101 is designed to introduce students to the culture and traditions of higher education, the resources of EOU, and to assist them in the development of intellectual, personal, and social skills that will allow them to be successful at EOU and beyond.

CORE 102- Gateway Seminar*GTW (Credits: 3)
Gen Ed Core-Gateway
Part of EOU’s first year experience program, Core 102 is a 3 credit seminar focused on personal assessment and exploration of career and college major choices. The course is intended to introduce students to occupational research, goal setting, and the relationship between college majors and careers.

**EASTERN OREGON UNIVERSITY**

**English/Writing**

**PROGRAM OBJECTIVES**
The Bachelor of Arts or Bachelor of Science in English/Writing provides a solid background in writing, rhetoric, and literature/film. Courses stress analysis, confident and original writing, and tolerance for diversity of thought. Students are encouraged to select appropriate minors, engage in interdisciplinary studies, and complete advanced studies in modern languages, computer applications, allied arts, or second majors.

English/Writing majors are strongly advised to earn a Bachelor of Arts because learning a second language is key to understanding the English language. A second language is often also required at the graduate level for the same reason, so the preparation at the undergraduate level saves time and effort later. All students should carefully consult with and follow recommendations of their major advisers for timely completion of general education and degree requirements.

The English/Writing major and minor and the Interdisciplinary Writing and Rhetoric minor are available on campus and online with slight differences in course offerings.

English/Writing graduates possess excellent communication and critical thinking skills. Graduates continue on to advanced study in literature, creative writing, and rhetoric; master’s work in education, and law school. Graduates pursue careers in journalism, politics, freelance writing, and tribal education and administration. Other post-graduate areas of career opportunity include business venues and NGOs that value clear-minded and creative thinking as well as writing and communication skills.

**LEARNING OUTCOMES**
Graduates with a degree in English/Writing will have demonstrated their mastery of textual analysis, interdisciplinary approaches to literacy, and creative expression. In each, students must demonstrate:

- **Content Knowledge:** Mastery of discipline-based content knowledge through the effective use of key terms, concepts, and approaches from the field of English Studies.