

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.

The Communication Studies program is a cooperative learning community aimed at growing the next generation of community builders with rhetorical efficiency, interpersonal effectiveness, intercultural competency, ethical sensitiveness, and platform savvy. The curriculum helps students to plan three tracks - business communication, media communication, and general human communication. Specifically, students with a degree can enter communication-related fields such as public relations, print/broadcast journalism, advertising, government, marketing, management, fundraising, education, healthcare, consulting, military, human resource, entertainment, and digital media production, to name a few. They also can pursue graduate studies in communication and other humanities and social science areas.

LEARNING OUTCOMES

- Develop the speaker's instrument (voice, body, imagination) through research and speaking exercises.
- Obtain an understanding of the role of communication in crucial thinking and decision-making.
- Evaluate, analyze and adapt information to different contexts.
- Explore new ways of communicating through the use of technology.
- Demonstrate an understanding of the history of diversity of theoretical components of communication.
- Increase the student's ability to influence an audience and the situation at hand with positive, effective communication choices.
- Formally and critically analyze media products in both oral and written format.
- Demonstrate understanding of the principles of effective new media design.
- Exhibit skills in design and development of text, graphic and web content for new media and other application.

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 67 credit hours is required for the major.

Program requirements: 58 Credits

(1) Complete 55 Credits in the following 60 credit hours of classes.

- 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 330** Are You Listening (3)

COM 335 Comm, Gender & Culture (2) (DPD)

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 452 Advanced New Media (4)

COM 485 Communication Law (4)

COM 495 Communication Ethics (4)

COM 498 Research & Seminar (2)

(2) Communication majors must complete capstone upon graduation.

COM 499 Capstone (3)

Electives:

Complete 9 credits in the following courses

BA 312 Principles of Marketing (4)

BA 451 Human Resources Mgt (4)

COM 152 Intro to Web Design (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 232 - 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 235 - 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. **EOY Odd.**

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)

Gen Ed Core-Artistic Process & Creation

Explores the fundamental techniques, technology, creative processes and theory applied in the creation of digital video for web based new media products.

COM 305 - Relational Communication (Credits: 3)

The Relational Communication course will explore personal relationships such as romantic relationships, family relationships, and friendships using both quantitative and qualitative methods. We will examine the expression and interpretation of messages in personal relationships surrounding everyday interactions as well as significant relational events. We will assess the role of communication in developing, maintaining, and dissolving relationships, how communication impacts partners and their relationships, and how to improve relational quality or individual well-being through communication.

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 correlation between excellent communication and effective leadership/management strategies. Students learn different perspectives in regard to leadership as a positive influence to help an organization to achieve its goals. Topics such as power, credibility, motivation, and leadership traits/styles are explored. Students learn practical skill to make themselves a positive influence in various organizational settings.

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 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 485 - Communication Law (Credits: 4)

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 495 - 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 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.