

COMMUNICATION (COM)

COM 101 Fundamentals of Speaking (3 Credits)

45 lecture, 3 total contact hours

In this course, students prepare and deliver a minimum of four oral presentations with emphasis on topic selection, message development, outlining and visual preparation skills. Audience engagement strategies, organizational best practices, active listening and effective delivery skills are introduced and applied. Students will explore how effective communication skills contribute to workplace success and how to articulate their communication competency to potential employers. Level I Prerequisite: Academic Reading and Writing Levels of 6

COM 102 Interpersonal Communication (3 Credits)

45 lecture, 3 total contact hours

In this interactive course, students are introduced to ten basic aspects of interpersonal communication that influence the quality of personal and workplace relationships. Aspects of ineffective communication behaviors that create misunderstanding are presented. The impact of effective and ineffective interpersonal communication in various contexts is analyzed. Students gain proficiency in applying interpersonal communication tools such as Perception Checking, Emotion Mapping, I Language and Paraphrasing to reduce misunderstandings and improve interaction within relationships. Level I Prerequisite: Academic Reading and Writing Levels of 6

COM 130 Introduction to Mass Communication (3 Credits)

45 lecture, 3 total contact hours

In this course, students are introduced to the technological evolution of mass media, its impact on audience attitudes, and how it influences economic, social, and political climates. Major emphasis is placed on the history, theory, and criticism of the various mediums, including radio, television, film, and Web-based media. The course attempts to create a more 'critical' consumer of mass media. Level I Prerequisite: Academic Reading and Writing Levels of 6

COM 142 Oral Interpretation of Literature (3 Credits)

45 lecture, 3 total contact hours

In this activity-based course, students explore the selection, interpretation and performance of various literary genres with an emphasis upon modern and contemporary prose and poetry. Students guide their own selection of texts as they are introduced to and develop their vocal and physical delivery skills necessary to achieve the interpretation and communicative intent of each performance. Level I Prerequisite: Academic Reading and Writing Levels of 6

COM 150 Introduction to Radio Production (3 Credits)

45 lecture, 3 total contact hours

This performance-based course introduces students to the world of radio production. Instruction in the basic fundamentals of radio allows students to experience the hands-on processes involved, including equipment operation and editing software, mixing and editing techniques and the production process. With this knowledge, students create a variety of live and edited projects including promos and a weekly show on WCC's own radio station, Orchard Radio. A brief overview of the history of radio and an understanding of the terminology complete this course. Level I Prerequisite: Academic Reading and Writing Levels of 6

COM 155 Scriptwriting for Broadcast Arts (3 Credits)

45 lecture, 3 total contact hours

Scriptwriting for Broadcast Arts is designed to give students practical experience in writing styles for the various media of the broadcast industry. Through hands-on exercises and projects, students will become familiar with various writing techniques, develop broadcast writing skills and apply those skills to the creation of news stories, interviews, promos, pitches, liners, public service announcements and commercials. Students will also be exposed to current trends in the industry and given the opportunity to critique those trends and theorize about upcoming styles. Level I Prerequisite: Academic Reading and Writing Levels of 6

COM 160 Voice and Articulation (3 Credits)

45 lecture, 3 total contact hours

In this performance-based course, students are introduced to the verbal and non-verbal elements that are utilized in broadcast media announcing. Focus is placed on the verbal basics such as breathing, pitch control and articulation, along with the non-verbal fundamentals of paralanguage and body language. These rudiments are paired together with copy analysis and script marking to give students a full understanding of the process of announcing in the many different fields of broadcasting. Practice in script reads, vocal exercises and self-evaluations give the student ample opportunities to understand and showcase these new techniques. Level I Prerequisite: Academic Reading and Writing Levels of 6

COM 170 Advanced Radio Production (3 Credits)

45 lecture, 3 total contact hours

This course builds upon previously acquired skills to give students a greater understanding of the radio industry. Advanced work in editing, programming and production will prepare students for the day-to-day workings of a station, along with a greater understanding of ratings, formats and promotions. Students will also host a one-hour radio show on Orchard Radio, enhancing their live production skills. These combined experiences will give students the knowledge necessary to work in a variety of departments within the industry. Level I Prerequisite: Academic Reading and Writing Levels of 6; COM 150 minimum grade "C"

COM 183 Persuasion (3 Credits)

45 lecture, 3 total contact hours

In this course, students will examine and analyze persuasive techniques, appeals and theories and apply them to everyday life. Focus is placed on how to create and deliver effective persuasive messages in different communication mediums. Through interactive course projects, students will examine levels of influence, power, compliance gaining and propaganda to have a better understanding of persuasion and the world around us. Level I Prerequisite: Academic Reading and Writing Levels of 6

COM 200 Family Communication (3 Credits)

45 lecture, 3 total contact hours

In this course, students practice effective communication strategies including presentations and discussions as they learn the foundations of family communication. Coursework will focus on practical application of how families work. Students will explore how families identify themselves through the creation of and presentation of a personal narrative. This course also examines the ways in which family members interact in healthy and unhealthy ways to meet life's challenges and the ways media, government and religion influence the family. Level I Prerequisite: Academic Reading and Writing Levels of 6

COM 210 Nonverbal Communication (3 Credits)

45 lecture, 3 total contact hours

In this course, students will explore and examine various functions and categories of nonverbal communication including, but not limited to, gestures, movement, facial expressions, vocal behavior and appearance. Through interactive exercises, students will learn how to enhance their own nonverbal communication behavior and better interpret others' behavior to become more successful in their personal and professional lives. Level I Prerequisite: Academic Reading and Writing Levels of 6

COM 220 Small Group Communication (3 Credits)

45 lecture, 3 total contact hours

In this course, students survey and apply basic group communication principles as related to task-oriented interpersonal, small-group, and large-group dynamics, within the context of complex organizations. Students will be organized into groups and work on several projects and initiatives. Students will also develop and practice skills related to decision making, problem solving, group conflict and leadership. Level I Prerequisite: Academic Reading and Writing Levels of 6

COM 225 Intercultural Communication (3 Credits)

45 lecture, 3 total contact hours

Students engage in an active learning approach to apply modern intercultural communication theories and analyze contextualized examples of intercultural communication. In this course, students practice effective communication through small group interactions, presentations and critical listening while gaining cross-cultural competencies for the workplace and personal life. Level I Prerequisite: Academic Reading and Writing Levels of 6

COM 235 Broadcast Media Arts Portfolio (3 Credits)

45 lecture, 3 total contact hours

In this course, students gain experience in the day-to-day duties of radio production professionals and spend scheduled production time in writing, editing, and announcing. Students will complete an electronic portfolio of their best work as part of an audition package to submit to potential employers and/or internships. Level I Prerequisite: Academic Reading and Writing Levels of 6; COM 155, COM 160, and COM 170 minimum grade "C"

COM 240 Broadcast Media Arts Internship (3 Credits)

15 lecture, 150 clinical/other, 3 total contact hours

Broadcast Media Art students will work in conjunction with a local media station to gain hands-on experience within the industry. Students will acquire working knowledge of the day-to-day operations within the station, as well as industry practices. Students will be exposed to and work in many areas within a station such as marketing and promotions, production and programming, and sales and traffic. Level I Prerequisite: Academic Reading and Writing Levels of 6; Admission to Broadcast Arts program; consent required