

# Communication Studies

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## School

College of Arts, Humanities and Social Sciences (<http://www.stmarytx.edu/humanities/>)

## School Interim Dean

Betsy Smith, Ph.D. ([nlagreca@stmarytx.edu](mailto:nlagreca@stmarytx.edu))

## Department

Communication Studies (<https://www.stmarytx.edu/academics/programs/communication-studies/>)

## Department Chair

Katherine Lehman-Meyer, M.A.

## Communication Studies Major

In the Department of Communication Studies at St. Mary's University, students develop effective visual, oral, digital and written communication skills. Grounded in Marianist characteristics, the Department of Communication Studies provides instruction through experiential learning, global engagement, theoretical and applied instruction, and research opportunities to create skilled and informed leaders proficient in ethical public discourse.

Graduates of the program are ready for graduate or law school, as well as for careers in community outreach, nonprofit leadership, public relations, organizational leadership, digital production and journalism.

To fulfill this mission, the department curriculum is designed to teach students:

- To understand the overall communication process in all its ethical, social, legal, and cultural dimensions.
- To write press releases, newspaper articles, deliberative arguments, web posts, scripts, and other texts for multiple audiences in various formats.
- To speak effectively, whether interpersonally, in small groups, or in public, sensitive to religion, class, race, age, ethnicity, and culture.
- To design analog and digital documents and products, including web pages, magazines, and videos.
- To know relevant communication theory, including its rhetorical, legal, historical, humanistic, and social-scientific perspectives.
- To advocate for the importance of the freedom of expression and its centrality to the democratic practices of a pluralistic society.
- To recognize developments in communication technology and their impact on human communication practices.
- To conduct communication research leading to an enhanced understanding of the intersection of theory and practice.

Many Communication Studies minor in Visual Communication Design, which provides additional skills in visual design and digital technology. Further, beyond internships, many Communication Studies majors gain experiential learning by writing for, managing, and editing the University newspaper, *The Rattler*, and its digital sites and working in broadcasting through University Athletics.

## English - Communication Arts Major

English-Communication Arts (EA) majors combine the knowledge and skills of a Communication Studies major with that of an English major. This integrated double-major facilitates opportunities for students to hone their critical thinking and writing skills, in conjunction with media production skills. In the EA program, students examine how the power of both language and image are used to promote the common good, as they wrestle with how their own communication practices enhance, not only their personal and professional pursuits, but also their engagement in the civic realm. The EA major applies classroom learning in high impact experiences such as: Internships, Undergraduate Research, Study Abroad, the student newspaper *The Rattler*, and the literary magazine, *The Pecan Grove Review*.

## Communication Studies with Teacher Certification, Secondary (Teacher Certification) Major

The B.A. in Communication Studies with Teacher Certification (Secondary) is for students who are seeking an English major with Texas teacher certification for grades 4-8 or 7-12. Please contact the Education Department for specific information on certification requirements.

## Majors in Communication Studies

- B.A. in Communication Studies (<https://catalog.stmarytx.edu/undergraduate/majors-programs/humanities-social-sciences/communication-studies/communication-studies-ba/>)
- B.A. in English Communication (<https://catalog.stmarytx.edu/undergraduate/majors-programs/humanities-social-sciences/communication-studies/english-communication-arts-ba/>)

- B.A. in Communication Studies with Teacher Certification (Secondary) (<https://catalog.stmarytx.edu/undergraduate/majors-programs/humanities-social-sciences/communication-studies/ba-in-communication-studies-with-teacher-certification/>)

## Minors in English and Communication Arts

- Communication Studies (<https://catalog.stmarytx.edu/undergraduate/majors-programs/humanities-social-sciences/communication-studies/communication-minor/>)
- Visual Communication Design (<https://catalog.stmarytx.edu/undergraduate/majors-programs/humanities-social-sciences/communication-studies/visual-communication-design-minor/>)
- English-Communication Arts (<https://catalog.stmarytx.edu/undergraduate/majors-programs/humanities-social-sciences/communication-studies/english-communication-arts-minor/>)

## Communication Studies

### CM 1311. Voice and Diction. 3 Semester Hours.

This course deals with the training of the speaking voice as it is explored through breath control and execution, integration of facial and body posture, and the synergism of consonant and vowel action into a resonating voice. In mastering the basic applications in this course, one may engage in vital vocal communication and expression of one's personal culture. (Formerly SE1311).

### CM 1341. Introduction to Human Communication. 3 Semester Hours.

Introduces principles and theories of communication as a rapidly growing social science and humanistic vocation, including areas such as perception and self-concept, intrapersonal communication, interpersonal communication, public presentation, group dynamics and problem-solving, parliamentary procedure, interviewing, gender communication, intercultural communication, international communication, digital communication, and organizational communication. Specific content is developed at the instructor's discretion. Emphasizes students' exploration of the theory and power of communication in daily life. Fulfills the University Core requirement for Social Science. Fall, Spring, Summer I.

### CM 2321. Public Speaking. 3 Semester Hours.

An advanced introduction to the art of public presentation. This course places a heavy emphasis on performance skill development.

### CM 2333. Business and Professional Communication. 3 Semester Hours.

A practical investigation of the principles of speech communication in the business and professional environment. Includes training in interpersonal communication, public speaking, group and organizational communication, creativity and problem solving, parliamentary procedure and interviewing. Special emphasis on leadership skills. Includes classroom exercises. Recommended prerequisite: CM 1341. Fall, Spring.

### CM 2334. Argumentation and Debate. 3 Semester Hours.

This study of the fundamental principles of argumentation and debate emphasizes the elements of analysis, research, organization, preparation, and delivery. Highly recommended for students interested in a career in business, law, or politics. (Spring).

### CM 3161. Forensics Participation. 3 Semester Hours.

Practicum in forensics competition. This one-credit course may be repeated for up to 3 hours credit. Requires consent of Director of Forensics.

### CM 3311. Interviewing. 3 Semester Hours.

A comprehensive introduction to the principles, strategies, and practical techniques of interviewing from a communication perspective. The process of interviewing will be examined from the perspectives of both interviewer and subject and within a variety of contexts. The course will include a number of exercises to develop interviewing and interviewer skills.

### CM 3320. Interpersonal Communication. 3 Semester Hours.

A theoretical and pragmatic introduction to the dynamics of human interaction. This course will survey both basic and advanced theories, concepts, terminology, and subject areas of interpersonal communication. The course will also focus pragmatically on the performance skills necessary to apply these materials effectively.

### CM 3321. Persuasive Writing. 3 Semester Hours.

This course examines classical and more recent approaches to persuasive prose, especially related to digital messages, facilitating student composition of effective claims and convincing arguments for multiple audiences. Writing intensive course.

### CM 3322. Media Writing and Reporting I. 3 Semester Hours.

General introduction to reporting, interviewing, and writing for the media, from print news publications to the convergent settings of journalism. Required of all EA majors and strongly recommended for all CM majors. Should be taken as early in the program as possible. Writing intensive course. Fall even years.

### CM 3323. Media Writing and Reporting II. 3 Semester Hours.

Writing, reporting, interviewing, and editing for students of news, public affairs, and public relations through convergent media. Includes computer-assisted reporting, and articulating issues for public debate. Prerequisite: #CM#3322. Writing intensive course.

### CM 3325. Cases in Organizational Communication. 3 Semester Hours.

An examination of modern approaches to organizational communication at both the micro and macro levels. The micro level of analysis emphasizes such topics as perception, motivation, and attitudes. The macro level of analysis emphasizes such topics as organizational design and structure, organizational culture, and decision-making. The dynamic interaction of these two levels includes topics such as leadership, groups, and job stress. Contemporary issues such as diversity, ethics, and globalization will also be emphasized.

**CM 3331. Free Lance Writing. 3 Semester Hours.**

Study and analysis of prose, poetry, and dramatic literature for the purpose of developing the ability to coordinate voice and thought in both informal and formal interpretative reading. Writing intensive course.

**CM 3332. Publication Writing. 3 Semester Hours.**

This course focuses on writing for a targeted market, copyright issues, proofreading, style sheets, manuscript preparation, and the publishing industry.

**CM 3333. Business Writing. 3 Semester Hours.**

This course emphasizes the practice of writing clear, effective, professional business documents, such as email, memos, letters, and reports.

**CM 3341. Group Communication. 3 Semester Hours.**

A comprehensive introduction to the principles, strategies, and practical techniques of teams and group communication. The course includes a theoretical and pragmatic examination of group processes within a variety of business and professional contexts. Special emphasis on leadership, conflict resolution, problem solving, and group-oriented communication skills.

**CM 3342. Technical Writing. 3 Semester Hours.**

This course explores advanced writing in technical, scientific, and business fields, providing students with broad experience in report-writing formats, such as abstracts, proposals, operation manuals, progress reports, and other correspondence. (Cross-listed EN 3342).

**CM 3350. Foundations of Comm Studies. 3 Semester Hours.**

Survey of the major theories and concepts within communication studies. Introduces sub-fields such as interpersonal communication, intercultural communication, organizational communication, rhetoric, and mass media. ( Fall).

**CM 3351. Topics in Communication Theory. 3 Semester Hours.**

Survey and study of selected topics in the communication field, including oral, written, digital, and verbal communication across diverse contexts. Recommended prerequisite: CM 3350.

**CM 3352. Survey of Communication Theory. 3 Semester Hours.**

Foundational concepts, processes, and contexts of communication, including a discussion of human communication at the intrapersonal, interpersonal, group, and mass-communication levels. Prerequisite: CM 3350. Fall.

**CM 3353. Survey of Mass Communication. 3 Semester Hours.**

An overview of the history, development, and impact of media communications on society. Examination of print, motion, sound, and digital media, along with their use in news, entertainment, public relations, and advertising industries. Spring, Even.

**CM 3360. Media Production. 3 Semester Hours.**

Production course which introduces students to using digital technology to create online multimedia content. Development of basic skills in recording, editing, and producing audio and visual materials with hands-on experience of each. Students will establish and maintain a website, publishing their own multimedia projects online. Additional fee associated with this course. See fee schedule for details at <https://www.stmarytx.edu/admission/financial-aid/tuition/>. Fall.

**CM 3361. Gender Communication. 3 Semester Hours.**

This course focuses on the interactive relationship between gender and communication in society. Course content includes theories of gender communication, language, psychological development and culture. To be explored are the role of gender in creating, organizing, and sustaining social and communicative practices. The course will critically consider the functions and influences of gender communication at the personal, interpersonal, mass media, and cross-cultural levels. Students will learn to apply theory and research to their life experiences.

**CM 3365. Health Communication. 3 Semester Hours.**

The course will explore the theory and practice of communication in health care settings. It will draw upon relevant interdisciplinary. The course will explore the interrelationships among culture, society, and experiences of health and illness. A wide range of current health care issues will be studied. Through this course, students will become better consumers of health care and may better prepare themselves for future roles in the health care profession.

**CM 3372. Rhetorical Criticism. 3 Semester Hours.**

This course introduces students to the fundamental concepts and tools of describing, analyzing, interpreting and evaluating a variety of texts. Grounded in rhetorical theory, this course helps students learn about the nature, function and effects of communications and develop the skills necessary to produce written, scholarly, analytical critiques. Writing Intensive.

**CM 3395. Communication Technologies. 3 Semester Hours.**

This course surveys the development and history of communication technologies and examines how various technologies have influenced the nature of communication they produce and the audiences reached. It delves into the interactions between media and society in oral and literate cultures and print and media/multimedia cultures.

**CM 4321. Intercultural Communication. 3 Semester Hours.**

Introduction to the foundations of intercultural communication theory. Special emphasis on the history, problems, and pragmatics of cross-cultural theory and research.

**CM 4330. New Tech in Communication. 3 Semester Hours.**

This course will critically explore new information technologies. A major focus will be the rapidly changing and increasingly technological context of human communication. Students examine multiple dimensions of the information revolution including computer networks and systems; computer-mediated interaction, questions of cyber identity and community formation; issues of gender, race, class, age, and equity in the context of information technology, and various ethical issues. Students also hone their computer skills in assessing and utilizing various information technologies.

**CM 4341. Organizational Communication. 3 Semester Hours.**

The study of communication practices and processes within organizations. The theory and practice of employee interactions are explored in a variety of contexts such as the work unit, supervisory relationships, group meetings, inter-group relations, corporate-wide communications, and external public relations. Effective communication strategies are introduced and discussed.

**CM 4350. Senior Capstone in Communication Studies. 3 Semester Hours.**

Focus on three areas of career development: (1) life-planning, an exploration of talents, skills, education, and career interests; (2) intensive careers research, study and practice of procedures used in career search, including (3) résumés, interviews, letters of application. Course is writing intensive with strong emphasis on oral communication skills. Required of all CM majors, this course should be taken in the first semester senior year.(Fall).

**CM 4351. Persuasion and Advocacy. 3 Semester Hours.**

This course is designed to be a pragmatic introduction to the theory and practice of persuasion across a variety of professional contexts. The course goals are for students to become more critical consumers of persuasive appeals and to also become more powerful and effective public advocates. This course is highly recommended for business and professional and pre-law students.

**CM 4360. Media Pre-Production. 3 Semester Hours.**

Pre-production course that focuses on select topics such as audio production, design, video, web, and photography. Prerequisite:#AR 1301, 1311, or 1312; AR 3392; CM 3360; CM#4362. Additional fee associated with this course. See fee schedule for details at <https://www.stmarytx.edu/admission/financial-aid/tuition/>. Fall.

**CM 4362. Graphic Design. 3 Semester Hours.**

Lab-based production course which emphasizes the visual aspects of communication by focusing on the creative process of using art and technology through computer-assisted page design and layout. Equal devotion is given to the theories of information design and visual journalism as well as the basic techniques used in page design and layout. Students produce a series of computer-generated print media and, upon completion, a portfolio showcasing their best work. Additional fee associated with this course. See fee schedule for details at <https://www.stmarytx.edu/admission/financial-aid/tuition/> (Formerly EA 4362) Spring.

**CM 4363. Applied Topics in Digital Production. 3 Semester Hours.**

Production course focused on using digital video technology and visual communication theory. Development of basic and intermediate skills in pre-production, production, and post-production for a variety of formats including documentary, advertising, and narrative storytelling. Additional fee associated with this course. See fee schedule for details at <https://www.stmarytx.edu/admission/financial-aid/tuition/>.

**CM 4365. Special Topics in Communication Studies. 3 Semester Hours.**

Innovative approach to selected topics in communication studies. Stress on the relationship of oral, written, and visual communication theory to other fields of interest. Specific course description indicated each time the course is offered. May be repeated.

**CM 4366. Web Design. 3 Semester Hours.**

Production course focusing on web design. Students learn about the basic principles of layout and design theory as they pertain to web page creation. The course includes an introduction to mark-up languages, image manipulation techniques, and the use of web authoring applications. Additional fee associated with this course. See fee schedule for details at <https://www.stmarytx.edu/admission/financial-aid/tuition/>.

**CM 4367. Public Relations. 3 Semester Hours.**

Principles and concepts that guide the practice of public relations for both profit and non-profit organizations. Includes an overview of the historical development of public relations.

**CM 4368. Issues in International Communication. 3 Semester Hours.**

A study of global communication in an interdependent, multicultural society. Topics include comparative media, information flow, and cultural imperialism.

**CM 4369. Media Law and Ethics. 3 Semester Hours.**

A study of the conflict between press freedom and citizens' rights, and attempts to reconcile the two. Topics include libel, copyright, privacy, and a discussion of relevant ethical imperatives.

**CM 4380. Capstone in Visual Communication Design. 3 Semester Hours.**

Students develop a capstone portfolio and design philosophy that includes their career objectives, creative interests, and perceived strengths and weaknesses. Assignments, based on student needs, are designed to enhance this work to be completed during the semester. Students present their portfolios in an oral and visual presentation, utilizing digital and physical media, and are evaluated based on their relative acceptability for professional publication. Prerequisites: AR 1312, AR 3392, CM 3360, CM 4360, CM 4362. Additional fee associated with this course. See fee schedule for details at <https://www.stmarytx.edu/admission/financial-aid/tuition/> Spring.

**CM 4391. Special Studies in Communication. 3 Semester Hours.**

Innovative approach to selected topics in communication studies. Stress on the relationship of oral, written, and visual communication to other fields of interest. Specific course description indicated each time the course is offered. May be repeated.

**CM 4394. Communication Research Methods. 3 Semester Hours.**

This course introduces students to basic theories and principles of quantitative and qualitative research methods. Students will gain experience in interpreting, analyzing, and designing empirical research. This course will cover methods commonly used in communication research, such as focus groups, content analysis, experiments, and surveys. Prerequisites: CM 3350 and CM 3352. Spring.

**CM 5390. Internship in Communication Studies. 3 Semester Hours.**

This course reinforces academic work by providing students with a range of opportunities for pre-professional workplace experience. Open to juniors and seniors only. Internships must follow general University guidelines and be approved by the Internship Coordinator. Required of all majors. A second Internship (CM5391) may be taken as an elective to further develop skills acquired in the first internship or to acquire different skills. Spring, Fall, Summer.

**CM 5391. Internship in Communication Studies. 3 Semester Hours.**

This second Internship may be taken as an elective to further develop skills acquired in the first Internship or to acquire different skills. Spring, Fall, Summer.