

Communication Studies

MAJOR, MINOR
PROFESSOR: Christopher J. Richter

ASSOCIATE PROFESSORS: Vladimir Bratic (chair), Lori J. Joseph (on leave spring term)

LECTURER: Heather Derrick (director of oral communication)

ADJUNCT FACULTY: Joseph Stanionas

Communication is the process through which we create and share meaning. In the major, students study this process in a variety of contexts, including relationships, media, organizations, the public sphere and global cultures. In consultation with an advisor, a communication studies major tailors a program of study to prepare for a career in a field such as media production, journalism, public relations, communication in organizations, or for further study in graduate or professional school. Students who complete the major:

- will understand the centrality of communication to our everyday personal and professional lives;
- develop expertise in traditional academic skills of research, analysis, application and critical reflection;
- master specific practical and professional communication skills, e.g. writing, public speaking and digital production;
- gain direct professional experience through internships;
- will be prepared for lives as ethical leaders, professionals, and involved citizens.

REQUIREMENTS FOR A MAJOR IN COMMUNICATION STUDIES:

11 courses (44 credits) and one internship

CORE COURSES:

- COMM 101: Introduction to Communication Studies (4)
- COMM 225: Public Speaking (4)
- COMM 205: Research Methods in Communication (4)
- COMM 340: Communication Theory (4)
- COMM 470: Senior Seminar (4)

In addition to the core, majors must take two classes from the 200 level, three classes from the 300 level and one course of their own choice.

200 level courses:

- COMM 208: Qualitative Research Methods (4)
- COMM 215: Constructing Gender (4)
- COMM 217: Rhetorical Theory - From Ancient Greece to Renaissance (4)
- COMM 222: Video Studio Processes (4)
- COMM 231: Writing for Print Media (4)
- COMM 236: Writing for Broadcast Media (4)
- COMM 238: Argumentation and Advocacy (4)
- COMM 244: Social Marketing and Campaigns (4)
- COMM 248: Click Here for Change: Social Media and Social Activism (4)
- COMM 270: Intercultural Communication (4)

300 level courses:

- COMM 313: Media Criticism (4)
- COMM 316: Contemporary Public Communication (4)
- COMM 322: Public Relations Principles (4)
- COMM 327: Communication and Technology (4)
- COMM 343: Organizational Communication (4)
- COMM 344: Health Communication (4)
- COMM 348: Pop Culture (4)
- COMM 350: Special Topics: Communication Training & Development (4)
- COMM 361: Media Law and Policy (4)
- COMM 372: Visual Culture (4)
- COMM/INTL 380: Global Communication (4)

INTERNSHIP:

Students must complete one internship in communication studies

REQUIREMENTS FOR A MINOR IN COMMUNICATION STUDIES:

Students must satisfactorily complete 5 courses (20 credits) including:

- COMM 101: Introduction to Communication Studies (4)
- Two courses (8 credits) from 200 level
- Two additional courses (8 credits), from the 300 level.

COURSES IN COMMUNICATION STUDIES:**COMM 101: INTRODUCTION TO COMMUNICATION STUDIES (4)****Bratic, Derrick, Joseph**

This course introduces students to the theories and practices of various areas of study in the field of communication. Verbal and nonverbal communication, the mass media, communication technologies, popular culture, and communication in organizations are among the topics covered. No prerequisites. Offered both terms. (*r*, MOD)

COMM 197F: FIRST YEAR SEMINAR - NEW COMMUNICATION REVOLUTION: MIND-READING ROBOTS ARE COMING! (4)**Bratic**

Previous communication revolutions like the invention of spoken language, written word or mass communication changed the way we lived our lives. In this class we will study Digital Revolution and engage in predicting its possible outcomes. We will hypothesize whether the new mode of communication such as mind-reading can realistically be achieved in the near future. Open to first-year students only. Offered Term 1. Placement to be determined during the summer. (*r*)

COMM 197F: FIRST-YEAR SEMINAR – ERASING HISTORY? RHETORIC & PUBLIC MEMORIALS (4)**Richter**

Rhetoric is the art of persuasion. Public memorials are inherently rhetorical, created to express particular interpretations and valuations of the past. Arguments about memorials are also rhetorical. A prime example in the U.S. is the claim that removing Confederate monuments “erases history.” This course introduces you to the analysis of memorial rhetoric’s. We will investigate the ways that monuments themselves tell persuasive stories, and how their interpretation, use, and even destruction offer alternative narratives. Contexts of study include the U.S., Greece, France, Israel, and other nations. We will learn, courtesy of guest lectures, about different scholarly perspectives on these issues (e.g. history, international studies, political science, English), and as a class we will actively engage with the rhetoric of memorialization here at Hollins. Open to first-year students only. Offered Term 1. Placement to be determined during the summer. (*o*, *r*)

COMM 205: RESEARCH METHODS IN COMMUNICATION (4)**Richter**

Research is the basis for the communication discipline and most careers in communication. This course introduces students to various search strategies and research methods that contribute to the study of communication, the collection of information, and the solution of practical problems. Open to first-year students. Prerequisites: *q* and COMM 101 or permission. Offered term 2. (*r*, *Q*)

COMM 208: QUALITATIVE RESEARCH METHODS (4)**Joseph**

This course introduces students to a variety of qualitative research methods used to study communication in natural settings. Students will learn how to develop research questions and choose appropriate methods to facilitate the collection, analysis and reporting of qualitative data. Major methods that will be studied include ethnography, individual and group interviewing, and textual analysis. No prerequisite. Not offered in 2021-22.

COMM 215: CONSTRUCTING GENDER (4)**Joseph**

In this course we examine the constitution of gender identities through communication. We incorporate a variety of readings and exercises to facilitate our exploration of how sex status/gender is made relevant through our everyday communicative patterns. We’ll examine the constitutive relationship between communication and gender in a variety of contexts such as family, friendships, romantic relationships, the workplace, and the media. Also listed as GWS 215. Open to first-year students. No prerequisite. Not offered in 2021-22. (*r*, DIV, MOD)

COMM 216: METHODS OF RHETORICAL CRITICISM (4)**Department**

A survey course of established methods and procedures of rhetorical criticism. Students will learn the basic procedures and theories of describing, analyzing, and evaluating rhetorical texts. Topics include the nature, definition, and functions of rhetoric and rhetorical criticism. Prerequisite: sophomore standing or permission. Not offered in 2021-22. (*w*, *x*)

COMM 217: RHETORICAL THEORY - FROM ANCIENT GREECE TO THE RENAISSANCE (4) Department

A survey course on the origins and major developments in rhetorical theory from 5th century B.C.E. Greek society to the Renaissance period. In addition to reading Plato and Aristotle, students explore how women like Aspasia and Sappho transcended the public sphere's gendered-boundaries. Discussions consider how categories of sex/gender, race, ethnicity, class, and age both influenced men's and women's power to speak and shaped the rhetorical practices we employ today. Also listed as GWS 217. Prerequisite: sophomore standing or permission. Not offered in 2021-22. (o, r, PRE)

COMM 220: INTERPERSONAL COMMUNICATION (4)**Department**

The importance of understanding one's style of communication in various relationships is relevant to successful communication. Students will learn the progression of skills necessary in developing and maintaining personal relationships. Topics such as self-concept, perception, verbal/nonverbal messages, listening, and disclosing will be discussed. Open to first-year students. No prerequisite. Not offered in 2021-22.

COMM 222: VIDEO STUDIO PROCESSES (4)**Richter**

This course introduces students to basic concepts and creative processes in the video studio. Focus is on three interrelated areas: pre-production, including script writing, visualization and planning; production, including use of equipment and live multi-camera directing; and critique, including peer critique of completed assignments and critique of professionally produced videos with an eye to developing visualization and writing skills. Class meets four hours per week. Open to first-year students. No prerequisite. Not offered in 2021-22. (CRE)

COMM 225: PUBLIC SPEAKING (4)**Derrick**

The theory and practice of public speaking, including selection of content, organization of ideas, language, and delivery; practice in extemporaneous speaking; training in critical analysis is provided through reading and listening to contemporary speeches. Open to first-year students. No prerequisite. May not be taken for credit by students who have already completed COMM 125. Offered Term 1. (o)

COMM 231: WRITING FOR THE PRINT MEDIA (4)**Department**

This course offers SPECIAL TOPICS in writing for newspapers, magazines, and other print media formats. No prerequisite. Not offered in 2021-22.

COMM 236: WRITING FOR BROADCAST MEDIA (4)**Staniunas**

Social media have revolutionized communication, but also underscore the continued need for precise, accurate information that's readily grasped the first time it's heard. This course, taught by an experienced broadcaster, focuses on news writing for television and radio. You will examine good and bad examples of broadcast writing to determine what makes them so, learn to convert raw information into readable copy, and also learn techniques of effective interviewing, copy editing and on-camera delivery. No prerequisite. Offered Term 2.

COMM 238: ARGUMENTATION AND ADVOCACY (4)**Derrick**

Students learn and apply principles of reasoned discourse and techniques of argumentation in this course. Logic, appropriate use of evidence, and addressing alternative perspectives are among topics covered. Students prepare and present written and oral arguments on controversial issues. Prerequisite: sophomore standing or permission. Offered Term 2. (o, r)

COMM 244: SOCIAL MARKETING AND CAMPAIGNS (4)**Bratic**

This class will explore the process of mass communication marketing and campaigns in contemporary society. We will examine the major theoretical concepts of social marketing and campaigning and investigate variety of public, commercial and social issues campaigns. When the class is taught in the year prior to the U.S. presidential election, presidential campaigns will be examined as case studies. Prerequisite: sophomore standing or permission. Not offered in 2021-22. (o, MOD)

COMM 248: CLICK HERE FOR CHANGE: SOCIAL MEDIA AND SOCIAL ACTIVISM (4)**Bratic**

This course explores the history and development of social media activism, focusing on the opportunities and challenges of this new phenomenon. Students will examine case studies of social media activism during the last presidential elections, the Arab Spring, the WikiLeaks affair, the Black Lives Matter movement and other recent cases. Additionally, each student will complete a research project about a current social activism effort. Offered Term 2. (f, w, x, r)

COMM 270: INTERCULTURAL COMMUNICATION (4)**Bratic**

This course examines the diverse cultural and sociocultural customs, rules, and communication styles in multicultural interaction. Topics examined are intercultural communication theory, communication styles across different cultures,

the impact of cultural difference on human interaction in business, education, and interpersonal interaction, and strategies in cross-cultural training. Offered Term 2. (o, DIV, MOD)

COMM 290: INDEPENDENT STUDY (2 or 4)

Department

Independent study conducted below the advanced level. Application must be made with faculty prior to registration. Offered any term.

COMM 313: MEDIA CRITICISM (4)

Bratic

A survey of critical approaches to the mass media and mass culture. The purpose of the course is to develop students' critical viewing skills by increasing awareness of the pervasiveness of the mass media in everyday life, by studying various theories of media criticism, and by doing critical analysis of the media. Not offered in 2021-22. (MOD)

COMM 316: CONTEMPORARY PUBLIC COMMUNICATION (4)

Richter

Students learn about philosophies and realities of communication in a democratic society. Topics covered include different ways a public realm of debate has been conceptualized historically, and the nature of participation and the role of mass media in political processes in modern society. Prerequisite: COMM 101 and junior standing or permission. Not offered in 2021-22.

COMM 322: PUBLIC RELATIONS PRINCIPLES (4)

Joseph

This course familiarizes students with the principles and functions of public relations. Utilizing hands-on teaching, students will learn about and apply PR principles, persuasive theory, and PR planning through the development of a PR campaign. Also covered are PR history, ethics, and development of tactics, such as press releases, brochures, and special events. Prerequisite: COMM 101 and junior standing or permission. Offered Term 1.

COMM 327: COMMUNICATION AND TECHNOLOGY (4)

Richter

Social influences on the emergence of new communication technologies, and the way such technologies impact society, are studied in this course. The course begins with consideration of the history of technologies such as telegraph, telephone, and broadcasting. Insights from historical study are then applied in critical analysis of current and emergent communication technologies. Prerequisite: COMM 101 and junior standing or permission. Offered Term 1.

COMM 340: COMMUNICATION THEORY (4)

Joseph

This course examines various theories that lead to a more thorough knowledge of communication perspectives and processes. It is designed to give students an understanding of the key concepts and themes that undergird communication research. Active participation from students in class discussions and presentations is emphasized. Not offered in 2021-22.

COMM 343: ORGANIZATIONAL COMMUNICATION (4)

Joseph

Students examine communicative approaches to organizing—including classical/scientific management, human relations, human resources, systems, cultural, and critical theories. Specific issues in organizations such as socialization, conflict, work, and emotion, and sexual harassment will be considered from a communicative perspective. Prerequisite: COMM 101 and junior standing or permission. Not offered in 2021-22. (MOD)

COMM 344: HEALTH COMMUNICATION (4)

Joseph

Health communication is an emerging specialty in the field of communication. This course is a survey of some of the concepts and theories in health communication and explores several areas, including the social construction of health and illness, patient-provider interaction, the development of health care promotion messages, and an overview of health care models and organizational structures in the U.S. Also listed as PH 344. Prerequisite: sophomore standing. Offered Term 1.

COMM 348: POP CULTURE (4)

Bratic

This course examines the relationship of communication media and popular culture. The study of popular culture reveals how people make meaning in everyday communicative interaction. Topics covered include the role of popular culture in society, cultural studies analysis, and a case study of rock and roll as a cultural form. Prerequisite: sophomore standing. Not offered in 2021-22. (DIV, MOD)

COMM 350: SPECIAL TOPICS: COMMUNICATION TRAINING & DEVELOPMENT (4)

Derrick

Organizations spend billions annually on training and development - much of it targeting communication skills. This course introduces students to theoretical and practical issues in communication training and consulting. Students will work in teams to assess, develop, deliver, and evaluate a small-scale training program to demonstrate understanding

of communication theory, proficiency in oral and visual communication, and quantitative and qualitative assessment. Prerequisite: COMM 101 and junior standing or permission. Offered Term 2.

COMM 361: MEDIA LAW AND POLICY (4)

Richter

Students gain a basic understanding of philosophy and practice of government regulation of U.S. media. First Amendment issues, intellectual property, and differences between regulation of print and electronic media are covered. Students prepare in-depth research projects on issues such as regulation of children's television. Prerequisites: COMM 101 and junior standing or permission. Not offered in 2021-22.

COMM 372: VISUAL CULT(URE) (4)

Richter

Some images go viral. Others do not. Why? Can fear or irony be expressed, or power inequalities between groups be expressed or justified without spoken or written language? If so, how? We address these and related questions in this course, which focuses on the symbolic use of images and objects, especially in current day, Western cultural contexts. Specifically, you will learn basic theories of visual communication from Cultural Studies, Rhetoric and other academic perspectives, apply the theories by analyzing/critiquing images and objects, learn some hands-on techniques for designing persuasive images, and create your own persuasive visuals. Offered Term 2.

COMM 380: GLOBAL COMMUNICATION AND MEDIA (4)

Bratic

This course deals with the development of various international media systems and international communication. Topics include comparative analysis of U.S., British, Russian, Chinese, and other countries' media systems and the role of commercial, intergovernmental, and non-governmental organizations in shaping of global communication and critical analysis of documentary films portraying international media issues. Also listed as INTL 380. Prerequisite: sophomore standing or permission. Offered Term 1. (o, GLO, MOD)

COMM 390: INDEPENDENT STUDY (2 or 4)

Department

Independent study conducted at the advanced level. Application must be made with faculty prior to registration. Offered any term.

COMM 399: INTERNSHIP (4)

Department

Application must be made with faculty prior to registration. May be proposed in any term.

COMM 470: SENIOR SEMINAR (4)

Bratic

In this capstone course, students draw on the knowledge and skills developed in the program to write a major research paper in a particular area of communication studies. Prerequisite: COMM 205, COMM 208, or COMM 216 and senior standing. Offered Term 1.

COMM 490: SENIOR HONORS THESIS (4, 4)

Department

Capstone for honors candidates, by invitation of the department. A three-term project culminating in a thesis. Application must be made with faculty prior to registration. May meet with senior seminar Term 1.