

# Comm, Media, and Persuasion (CMP)

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## Courses

### ***CMP 5502 Digital Media Bootcamp: 3 semester hours.***

This course is designed to give upper-level and graduate students a crash course in the technologies, software and platforms commonly used in the creation, editing, and distribution of digital media. Topics include graphic design, layout, photo manipulation, video editing, and online dissemination. Specific, evaluated graduate-level activities and/or performances are identified in the course syllabus.

### ***CMP 5503 Mass Communication and Society: 3 semester hours.***

Introduces students to mass media theories scholars use to study the effects of media messages. Students will also read and discuss research illustrating the media's impact on individuals, society, and cultures. Topics include the media's relationship to stereotyping, images of sexuality, violence, values, politics, and globalization. Specific, evaluated graduate-level activities and/or performances are identified in the course syllabus.

### ***CMP 5504 Gender and Communication: 3 semester hours.***

Course examines communication arenas from a perspective that focuses on gender and includes study of similarities and differences in female/male patterns. Topics include nonverbal, organizational, language, family and friendship. Specific, evaluated graduate-level activities and/or performances are identified in the course syllabus.

### ***CMP 5509 Communication Inquiry: 3 semester hours.***

Introduces tools and strategies communication professionals use to answer questions and solve problems through systematic investigation. The course will focus on developing an understanding of applied communication research, including design, sampling, data collection, and data analysis. Specific, evaluated graduate-level activities and/or performances are identified in the course syllabus.

### ***CMP 5510 Mass Media History, Law, and Ethics: 3 semester hours.***

A comprehensive exploration of mass communication law and the history of mass media. The course examines media rights of free expression and First Amendment including libel privacy, access to information, free-press, and other related topics and themes. Specific, evaluated graduate-level activities and/or performances are identified in the course syllabus.

### ***CMP 5518 Feature Writing: 3 semester hours.***

Develops feature reporting and writing skills for magazines and web publications. Students examine classic, exemplary works of journalism and gain experience creating feature profiles, sports and travel articles, restaurant reviews, and Gonzo-style investigations. Specific, evaluated graduate-level activities and/or performances are identified in the course syllabus. PREREQ: Permission of instructor.

### ***CMP 5520 Advanced Leader Communication: 3 semester hours.***

Advanced exploration of the vital relationship between communication and leader effectiveness with a focus on particular communication tools and strategies. Specific, evaluated graduate-level activities and/or performances are identified in the course syllabus.

### ***CMP 5522 Conflict Management: 3 semester hours.***

Examines the dynamics of everyday conflicts across a variety of settings, from personal to organizational. Principles of conflict, similar across all communicative contexts, are emphasized. Theory and its application are given equal importance. Specific, evaluated graduate-level activities and/or performances are identified in the course syllabus.

### ***CMP 5535 Narrative and Print: 3 semester hours.***

Exploration and reconsideration of conventional concepts of what makes a book, both in terms of narrative structure and physical form. Focus on examination of familiar forms in new ways to help students learn to approach all multi-page projects from fresh and new angles. Specific, evaluated graduate-level activities and/or performances are identified in the course syllabus. Equivalent to ART 5518. PREREQ: Permission of instructor.

### ***CMP 5536 Advanced Issues in Design: 3 semester hours.***

Focuses on complex design challenges, professional-level assignments, and design projects with multiple components. Application of research and entrepreneurial skills to seek innovative solutions for appropriate economic constituencies, users, and audiences. Professional presentations of ideas and design solutions for critique and discussion are central to this course. Specific, evaluated graduate-level activities and/or performances are identified in the course syllabus. PREREQ: Permission of instructor.

### ***CMP 5540 Sport Public Relations: 3 semester hours.***

Examines public relations theories and skills relevant to sport. Emphasizes image management; media and community relations; critical analysis of campaigns; and written and oral presentation skills necessary for sport public relations specialists. Specific, evaluated graduate-level activities and/or performances are identified in the course syllabus. PREREQ: Permission of instructor.

### ***CMP 5546 Public Relations Campaigns: 3 semester hours.***

Tactics and strategies for planning public relations programs for public and private organizations. Specific, evaluated graduate-level activities and/or performances are identified in the course syllabus. PREREQ: Permission of instructor.

### ***CMP 5557 Advanced Photography: 3 semester hours.***

Explores photographic concepts as they relate to visual storytelling for use within a multi-media business environment. We will investigate the idea of the photographer's intent in regards to crafting color and B&W images into a visual story. Further, we will examine the elements and decisions required for printing a professional portfolio and establishing professional business goals. Additionally, each student will create a body of cohesive images suitable for use as a professional portfolio or a traditional art exhibit. Specific, evaluated graduate-level activities and/or performances are identified in the course syllabus. COREQ: CMP 5557L. PREREQ: Permission of instructor.

### ***CMP 5567 Personal and Professional Branding: 3 semester hours.***

Course teaches the elements of branding that create a coherent image on various media platforms. Case studies examine the features of a strong brand and teach students how to analyze competition in order to differentiate their brand. The course also teaches students how to develop a personal brand. Specific, evaluated graduate-level activities and/or performances are identified in the course syllabus.

### ***CMP 5583 Rhetoric of Popular Culture: 3 semester hours.***

Explores the functions of rhetoric in popular culture mass media including news, television, film, fiction, advertising, music, and the internet. Emphasizes understanding how rhetoric in these mediums reflects, influences, and interacts with the culture. Specific, evaluated graduate-level activities and/or performances are identified in the course syllabus.

### ***CMP 5587 Rhetorical Theory: 3 semester hours.***

Course provides students with the foundations of rhetoric by examining principle rhetorical theories from Classical, Medieval, Renaissance, Modern, and Contemporary eras. Specific evaluated graduate-level activities and/or performances are identified in the course syllabus.

***CMP 5588 Rhetorical Criticism: 3 semester hours.***

Study and application of various theories and methods of rhetorical criticism including Aristotelian and Burkeian principles. Specific, evaluated graduate-level activities and/or performances are identified in the course syllabus.

***CMP 5591 Independent Research Projects: 1-3 semester hours.***

Under the supervision of professors in the various areas of communication, students will prepare reports and carry out projects designed to promote professional growth. May be repeated for up to 6 credits. PREREQ: Permission of instructor and department.

***CMP 5599 Experimental Course: 1-6 semester hours.***

The content of this course is not described in the catalog. Title and number of credits are announced in the Class Schedule. Experimental courses may be offered no more than three times with the same title and content. May be repeated.

***CMP 6601 Communication and Media Studies: 3 semester hours.***

A graduate-level introduction to the theoretical, methodological, and professional approaches to the communication discipline, with an emphasis on identifying individual programs of study tailored to student interests.

***CMP 6630 Seminar in Communication: 3 semester hours.***

In-depth study and analysis of selected topics related to the communication field. See instructor for specific topics. Repeatable if covering different topics.

***CMP 6650 Thesis: 1-6 semester hours.***

Thesis. 1-6 credits. Repeatable. Graded S/U.

***CMP 6660 Graduate Degree Paper: 1-3 semester hours.***

Graduate degree paper. 1-3 credits. Repeatable. Graded S/U.

***CMP 6691 Independent Study: 1-3 semester hours.***

Under the supervision of departmental graduate faculty, students will engage in self-directed reading, exploration, and study focused on topics relevant to the communication discipline and to the students' planned academic program. May be repeated for up to 6 credits. PREREQ: Permission of instructor and department.