

COMMUNICATION STUDIES (M.A.)

Academic Year

2011-2012

School

Graduate School [School Web site](#)

School Dean

Henry Flores, Ph.D. hflores@stmarytx.edu

Department

Communication Studies

Program Director

Bill Israel, Ph.D. bisrael@stmarytx.edu

Admission Requirements

To be considered for admission into St. Mary's University Graduate School, you will need to submit the following (along with application):

- (2) Letters of Recommendation
- (2) Official Transcripts reflecting your degree earned.
- Official GRE/GMAT/MAT
- Official TOEFL (80 Computer based) (international students only)
- Financial Guarantee (international students only)

Program Specific Admission Requirements

Admission is granted only to those with high promise for success in graduate study. Potential may be demonstrated by significant professional experience, previous schooling, and test scores recorded within the past five years on the GRE . A minimum GPA of 3.1 is acceptable, with special consideration given to course work in the broad field of Communication Studies. Generally, students must provide acceptable test scores at the time of enrollment. If students are otherwise highly qualified, they may take the GRE during their first semester of enrollment with continued enrollment contingent upon test results.

The minimum Academic Index required for admission is:

GPA X Average GRE Score [(Verbal + Quantitative)] / Analytical writing minimum of 4.0 = 1350

Up to 10 percent of students in the program may be accepted with less than the minimum index if they

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demonstrate to the Graduate Communication Committee that they can perform at the graduate level.

Degree Requirements

Communication Studies (36hr)

Concentration: Communication Theory & Research

Course #	Course Title	Hours
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Communication Courses Required (9hrs):

CM7390	Seminar in Professional Development	3
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CM8300	Foundation in Communication Studies	3
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CM9300	Foundations in Communication Theory	3
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Communication Theory & Research Courses (15hr):

CM8301	Survey of Critical and Interpretive Methods	3
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CM8311	Survey of Rhetorical Criticism	3
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CM9303	Topics in Communication Theory	3
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CM9311	Survey of Rhetorical Theory	3
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CM9331	Survey of Critical Theory	3
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CM9343	Survey of Feminist Theory	3
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Electives (12hrs):

Any graduate level course with the exception of xx6000x subject to the approval of the Graduate Program Director.

Total hours 36

Communication Studies (36hr)

Concentration: Communication Theory & Research -Thesis

Course #	Course Title	Hours
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Communication Courses Required (9hrs):

CM7390	Seminar in Professional Development	3
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CM8300	Foundation in Communication Studies	3
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CM9300	Foundations in Communication Theory	3
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Communication Theory & Research Courses (15hr):

CM8301	Survey of Critical and Interpretive Methods	3
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CM8311	Survey of Rhetorical Criticism	3
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Course #	Course Title	Hours
CM9303	Topics in Communication Theory	3
CM9311	Survey of Rhetorical Theory	3
CM9331	Survey of Critical Theory	3
CM9343	Survey of Feminist Theory	3

Electives (6hrs):

Any graduate level course with the exception of xx6000x subject to the approval of the Graduate Program Director.

Thesis (6hrs):

CM8395	Thesis	3
CM8396	Thesis Project	3

Total hours 36

Communication Studies (36hr)

Concentration: Communication Studies

Course #	Course Title	Hours
<u>Communication Courses Required (9hrs):</u>		
CM7390	Seminar in Professional Development	3
CM8300	Foundation in Communication Studies	3
CM9300	Foundations in Communication Theory	3

Communication Courses (15hr):

CM7301	Publication Design & Layout: Multimedia Production	3
CM7302	Electronic Publishing & Presentation	3
CM7305	Photojournalism	3
CM7303	Free Lance Writing	4
CM7311	Media Script Writing	3
CM7313	Video Design & Production	3
CM7332	Public Relations Writing & Campaigns	3
CM7334	Grant Proposal Writing	3
CM7336	Report Writing	3
CM7341	Interpersonal Communication Skills	3

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Course #	Course Title	Hours
CM7343	Business Communications	3
CM7345	Applied Persuasion	3
CM7347	Technical Writing	3
CM7395	Graduate Colloquium	3
CM7396	Communication Internship	3
CM8301	Survey of Critical and Interpretive Methods	3
CM8303	Topics in Critical & Interpretative Methods	3
CM8311	Survey of Rhetorical Criticism	3
CM8313	Topics in Rhetorical Criticism	3
CM8321	Survey of Film Criticism	3
CM8323	Topics in Film Criticism	3
CM8332	Qualitative Methods in Communication Research	3
CM8334	Quantitative Methods in Communication Research	3
CM9301	Survey of Communication Theory	3
CM9303	Topics in Communication Theory	3
CM9311	Survey of Rhetorical Theory	3
CM9313	Topics in Rhetorical Theory	3
CM9321	Survey of Film Theory	3
CM9323	Topics in Film Theory	3
CM9324	The Law & Ethics of Mass Communication	3
CM9331	Survey of Critical Theory	3
CM9333	Topics in Critical Theory	3
CM9341	Survey of Feminist Theory	3
CM9343	Topics in Feminist Theory	3

Communication Studies Electives (12hrs):

Any graduate level course with the exception of xx6000x subject to the approval of the Graduate Program Director.

Total hours 36

Communication Studies (36hr)

Concentration: Communication Studies -Thesis

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Course #	Course Title	Hours
<u>Communication Courses Required (9hrs):</u>		
CM7390	Seminar in Professional Development	3
CM8300	Foundation in Communication Studies	3
CM9300	Foundations in Communication Theory	3
<u>Communication Courses (15hr):</u>		
CM7301	Publication Design & Layout: Multimedia Production	3
CM7302	Electronic Publishing & Presentation	3
CM7305	Photojournalism	3
CM7303	Free Lance Writing	4
CM7311	Media Script Writing	3
CM7313	Video Design & Production	3
CM7332	Public Relations Writing & Campaigns	3
CM7334	Grant Proposal Writing	3
CM7336	Report Writing	3
CM7341	Interpersonal Communication Skills	3
CM7343	Business Communications	3
CM7345	Applied Persuasion	3
CM7347	Technical Writing	3
CM7395	Graduate Colloquium	3
CM7396	Communication Internship	3
CM8301	Survey of Critical and Interpretive Methods	3
CM8303	Topics in Critical & Interpretative Methods	3
CM8311	Survey of Rhetorical Criticism	3
CM8313	Topics in Rhetorical Criticism	3
CM8321	Survey of Film Criticism	3
CM8323	Topics in Film Criticism	3
CM8332	Qualitative Methods in Communication Research	3
CM8334	Quantitative Methods in Communication Research	3
CM9301	Survey of Communication Theory	3

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Course #	Course Title	Hours
CM9303	Topics in Communication Theory	3
CM9311	Survey of Rhetorical Theory	3
CM9313	Topics in Rhetorical Theory	3
CM9321	Survey of Film Theory	3
CM9323	Topics in Film Theory	3
CM9324	The Law & Ethics of Mass Communication	3
CM9331	Survey of Critical Theory	3
CM9333	Topics in Critical Theory	3
CM9341	Survey of Feminist Theory	3
CM9343	Topics in Feminist Theory	3

Communication Studies Electives (6hrs):

Any graduate level course with the exception of xx6000x subject to the approval of the Graduate Program Director.

Thesis (6hrs):

CM8395	Thesis	3
CM8396	Thesis Project	3

Total hours 36

Communication Studies (36hr)

Concentration: Media

Course #	Course Title	Hours
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Communication Courses Required (9hrs):

CM7390	Seminar in Professional Development	3
CM8300	Foundation in Communication Studies	3
CM9300	Foundations in Communication Theory	3

Media Courses (15hr):

CM7301	Publication Design & Layout: Multimedia Production	3
CM7302	Electronic Publishing & Presentation	3
CM7305	Photojournalism	3
CM7313	Video Design & Publication	3

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Course #	Course Title	Hours
CM8321	Survey of Film Criticism	3
CM9321	Survey of Film Theory	3
CM9324	The Law & Ethics of Mass Communication	3
CS6325	Computer Graphics	3

Electives (12hrs):

Any graduate level course with the exception of xx6000x subject to the approval of the Graduate Program Director.

Total hours 36

Communication Studies (36hr)

Concentration: Media - Thesis

Course #	Course Title	Hours
<u>Communication Courses Required (9hrs):</u>		
CM7390	Seminar in Professional Development	3
CM8300	Foundation in Communication Studies	3
CM9300	Foundations in Communication Theory	3

Media Courses (15hr):

CM7301	Publication Design & Layout: Multimedia Production	3
CM7302	Electronic Publishing & Presentation	3
CM7305	Photojournalism	3
CM7313	Video Design & Publication	3
CM8321	Survey of Film Criticism	3
CM9321	Survey of Film Theory	3
CM9324	The Law & Ethics of Mass Communication	3
CS6325	Computer Graphics	3

Electives (6hrs):

Any graduate level course with the exception of xx6000x subject to the approval of the Graduate Program Director.

Thesis (6hrs):

CM8395	Thesis	3
CM8396	Thesis Project	3

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Course #	Course Title	Hours
		Total hours 36

Communication Studies (36hr)

Concentration: Organizational Communications

Course #	Course Title	Hours
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Communication Courses Required (9hrs):

CM7390	Seminar in Professional Development	3
CM8300	Foundation in Communication Studies	3
CM9300	Foundations in Communication Theory	3

Organizational Communication Courses (15hr):

BA7344	Organization Culture, Power, & Politics	3
BA8314	Improving the Performance & Productivity of Teams	3
CM7341	Interpersonal Communication Skills	3
CM7343	Business Communications	3
CM8332	Qualitative Methods in Communication Research	3
CM8334	Quantitative Methods in Communication Research	3
CM9301	Survey of Communication Theory	3
CM9303	Topics in Communication Theory	3

Electives (12hrs):

Any graduate level course with the exception of xx6000x subject to the approval of the Graduate Program Director.

Total hours 36

Communication Studies (36hr)

Concentration: Organizational Communications - Thesis

Course #	Course Title	Hours
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Communication Courses Required (9hrs):

CM7390	Seminar in Professional Development	3
CM8300	Foundation in Communication Studies	3
CM9300	Foundations in Communication Theory	3

Organizational Communication Courses (15hr):

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Course #	Course Title	Hours
BA7344	Organization Culture, Power, & Politics	3
BA8314	Improving the Performance & Productivity of Teams	3
CM7341	Interpersonal Communication Skills	3
CM7343	Business Communications	3
CM8332	Qualitative Methods in Communication Research	3
CM8334	Quantitative Methods in Communication Research	3
CM9301	Survey of Communication Theory	3
CM9303	Topics in Communication Theory	3

Electives (6hrs):

Any graduate level course with the exception of xx6000x subject to the approval of the Graduate Program Director.

Thesis (6hrs):

CM8395	Thesis	3
CM8396	Thesis Project	3

Total hours 36

Communication Studies (36hr)

Concentration: Public Relations

Course #	Course Title	Hours
<u>Communication Courses Required (9hrs):</u>		
CM7390	Seminar in Professional Development	3
CM8300	Foundation in Communication Studies	3
CM9300	Foundations in Communication Theory	3

Public Relations Required (15hr):

CM7302	Electronic Publishing & Presentation	3
CM7303	Free Lance Writing	3
CM7311	Media Script Writing	3
CM7313	Video Design & Production	3
CM7332	Public Relations Writing & Campaigns	3
CM7343	Business Communications	3

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Course #	Course Title	Hours
CM7345	Applied Persuasion	3
CM7347	Technical Writing	3

Electives (12hrs):

Any graduate level course with the exception of xx6000x subject to the approval of the Graduate Program Director.

Total hours 36

Communication Studies (36hr)

Concentration: Public Relations - Thesis

Course #	Course Title	Hours
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Communication Courses Required (9hrs):

CM7390	Seminar in Professional Development	3
CM8300	Foundation in Communication Studies	3
CM9300	Foundations in Communication Theory	3

Public Relations Required (15hr):

CM7302	Electronic Publishing & Presentation	3
CM7303	Free Lance Writing	3
CM7311	Media Script Writing	3
CM7313	Video Design & Production	3
CM7332	Public Relations Writing & Campaigns	3
CM7343	Business Communications	3
CM7345	Applied Persuasion	3
CM7347	Technical Writing	3

Electives (6hrs):

Any graduate level course with the exception of xx6000x

Thesis (6hrs):

CM8395	Thesis	3
CM8396	Thesis Project	3

Total hours 36

Department Courses and Descriptions

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CM 7301 **Publication Design and Layout** (3)

A workshop in which students design layout, and produce an in-house magazine, newsletter, or annual report. Includes experience in solving problems of design and makeup, as well as evaluating publishing techniques and procedures.

CM 7303 **Free Lance Writing** (3)

Provides experience in writing for publication for those who wish to build a career as free lance writers. Topics covered include generating marketable ideas, researching markets, writing query letters, and dealing with editors. Also includes the history, theory, and practice of the "new journalism" to supplement work with more traditional types of non-fiction.

CM 7305 **Photojournalism** (3)

The course will examine a wide range of photo communication and pictorial forms in newspaper, magazine, and other print media, as well as the design and techniques used to construct visual messages. Topic areas include a history of photojournalism and documentary photography, photo communication research, photographic styles, subliminal messages in visuals, journalistic ethics including the art of lying through photo manipulation. The class will utilize traditional and digital photographic tools.

CM 7311 **Media Script Writing** (3)

Explores various approaches and conventions of film, television, motion picture, and audio visual script writing, with special emphasis on narrative and documentary production.

CM 7313 **Video Design and Production** (3)

The course will give participants an opportunity to explore the techniques employed in lighting, camera work, and audio manipulation for a full range of television presentations.

CM 7332 **Public Relations Writing and Campaigns** (3)

The study, analysis, and application of principles of and formats used in public relations communication to consumers. Participants learn how to collect, prepare and distribute information through the mass media, reports, and other forms of public information campaigns. Additionally, the course offers experience in the preparation and execution of campaign strategies, presentation of position papers, and scenarios to work out realistic and efficient solutions to communication and public relations problems.

CM 7334 **Grant Proposal Writing** (3)

This course is designed to teach the fundamental process of grant development for the beginning grant writer. Participants will be expected to develop a complete grant proposal suitable for submission to a funding agency. Those registering for the course should have conducted preliminary, independent research about a potential grant development project suitable for a major grant submission. Projects may be related to education, public works, museum programs, art, research, or similar areas. Specific projects are normally developed during the first two weeks of the course.

CM 7336 **Report Writing** (3)

Development of writing skills appropriate to the demands of the counseling discipline and profession. Acquisition of advanced writing proficiency in areas such as reports, proposals, articles for publication, and technical documents, as well as an understanding of protocols for the dissertation. (Open to Counseling Students Only).

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CM 7341 **Interpersonal Communication Skills** (3)

Explores the theory and research pertaining to interpersonal communication skills in dyadic, group, and organizational contexts with emphasis on developing the skills necessary for effective personal and professional relationship building and maintenance, listening, problem solving, and conflict management. Other topics include the dynamics of culture and power in communicative interactions, the ethics of interpersonal communication, and differences in communicative styles.

CM 7343 **Business Communication** (3)

A study of style, organization, and formats used in business communication--both corporate and non-corporate--including interoffice communications, major letter formats, and business report writing. Emphasizes critical thinking, problem solving, and maturity in handling tone and style.

CM 7345 **Applied Persuasion** (3)

Explores the theory, practice, and research methodology of persuasion with the dual purpose of providing a scholarly understanding of persuasion and practical knowledge of the principles and tools of persuasion.

CM 7347 **Technical Writing** (3)

A study of the methods and processes organizations require to produce and use technical information through planning, drafting, and revising. Emphasis on the organization and presentation of written information.

CM 7390 **Seminar in Professional Development** (3)

As the capstone course for the Communication Studies Program, the course seeks to help students bring closure to this period of study in their lives. Topics for exploration and discussion include consolidating one's bibliography, editing and revising manuscripts, selecting doctoral or professional degree programs, identifying opportunities for involvement in professional associations, and evaluating career opportunities. The course also enables participants to review ethical standards for communication practitioners and develop strategies to integrate career and life. The major assignment of the course is for each student to revise and submit for publication or competition a previously created communication artifact (e.g. course paper, convention paper, videotape, or photo-journalistic project).

CM 7395 **Graduate Colloquium** (3)

Gives students an opportunity to present and defend a research paper or creative project to an audience of graduate students and faculty in the department. The interaction contributes to a greater sense of community in the department, enhances stronger relationships between faculty and graduate students, and enables participants to gain insightful feedback about completed projects or work in progress.

CM 7396 **Communication Internship** (3)

Provides practical experience in selected communication fields under the guidance of practicing specialists. Supervised by a graduate faculty member. Prerequisite: 24 hours graduate work and approval of the graduate program director.

CM 8300 **Foundations in Communication Studies** (3)

This course is an introduction to graduate study, the field of communication, and the St. Mary's Communication Studies program. The focus will be on the philosophical issues of communication inquiry

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and the practical activities of conducting such inquiry--during the student's graduate experience and well beyond graduation. Participants should expect to leave the course with the specialized knowledge and language about the structure, personnel, and topics necessary for graduate study of communication at St. Mary's.

CM 8301 Survey of Critical Theory (3)

This course is a broad introduction to the nearly endless varieties of critical and interpretive methods. As such, it will survey a variety of specific critical and interpretive methods and examine the essential tenets of each approach. Participants should expect to leave this course with ability to understand and critically discuss scholarship that employs such methodologies.

CM 8303 Topics in Critical and Interpretive Methods (3)

Although the specific focus of this course will change with each offering, its purpose--to allow students to understand and employ critical methods as a tool for analysis--will remain the same. Offerings may include emancipator ethics, semiotic analysis, discourse analysis, feminist epistemologies of color, case analysis, and narrative. Other methodological positions addressed may include post-positivist and post-structural approaches to validity and interpretation, voice, audience and art, the politics of interpretation, and multiple interpretive communities.

CM 8311 Survey of Rhetorical Criticism (3)

Beginning with the understanding that rhetorical criticism is an approach to critical analysis used unconsciously by all humans, this course is designed to assist students in making conscious decisions and improving each of the steps of this process of making sense of various communicative texts--journalistic articles, essays, television programs, literature, films, song lyrics, political rhetoric, business correspondence, commercials, billboards, clothing, architecture, etc. The course surveys formal methods of criticism, examines various critical texts, and provides students with significant opportunity to write their own criticism.

CM 8313 Topics in Rhetorical Criticism (3)

Although the specific focus of this course will change with each offering, its purpose--to allow students to gain experience in utilizing rhetorical criticism as a tool for analysis--will remain the same. Offerings will focus either on a specific human event (e.g. the Holocaust or the environment), through the lens of many types of criticism, or on many different texts through the lens of a specific method. Regardless of topic, however, each course will provide participants with examples of criticism and experience as a critic.

CM 8321 Survey of Film Criticism (3)

The course provides a broad overview of the methods and practice of film criticism. Consequently, participants in this course will examine and critique various approaches to film criticism and will become familiar with the essential framework of philosophical assumptions of each approach.

CM 8323 Topics in Film Criticism (3)

Under this topic, students will learn how to interpret films from a variety of analytical approaches, including genre, theme, authorship, or national origin. The course develops techniques of analysis and classification of films which take into account the circumstances of their production and reception, as well as their social and political effects.

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CM 8332 **Qualitative Methods in Communication Research** (2)

This course introduces students to various qualitative methods used in communication research and provides students with a "hands-on" research experience. Possible methods covered include: discourse analysis, narrative, ethnography, and ethnographic writing, construction of the self, subject-object relations, feminist methodologies, representation and power, and the politics of field research.

CM 8334 **Quantitative Methods in Communication Research** (2)

A comprehensive review of quantitative methods from a practitioner's perspective. Includes a study of statistics as a form of communication. The course also includes a survey of statistical techniques employed to analyze, organize, interpret, and present information, as well as basic probability concepts, sampling techniques, and survey methods. Introduction to statistics is recommended but not required as a prerequisite.

CM 8395 **Thesis** (3)

Requires students to develop a project or thesis in some area of communication. The course is repeated for a total of 6 hours.

CM 8396 **Project** (3)

CM 9300 **Foundations in Communication Theory** (3)

The interdisciplinary nature of communication requires that practitioners in the field be knowledgeable of humanistic, empirical, and quasi-empirical contributions to a scholarly interpretation of communication phenomena. This course introduces students to seminal and current literature on the various approaches to communication theory. Its primary purpose is to give participants an overview of the scholarship in the area.

CM 9301 **Survey of Communication Theory** (3)

This course moves beyond the Foundations in Communication Theory course to a more detailed exploration of specific theories in each of the areas of specialization within Communication Studies. Thus, it creates a more detailed map of the theoretical foundations of this field and suggests areas of overlap with other academic areas. As a result, participants should leave the course with an understanding of their personal orientation among communication scholars and within an intellectual tradition or approach.

CM 9303 **Topics in Communication Theory** (3)

Includes topics that focus on a variety of figures, movements, and research areas in Communication Studies that form the intellectual background of the discipline today. Although the specific focus of the course will change with each offering, possible areas include: Marxism, post-structuralism, post-modernism, family communication, intercultural communication, and political communication.

CM 9311 **Survey of Rhetorical Theory** (3)

This course traces the evolution of rhetorical theory through its major eras and configurations. Starting with the Sophists and pre-Socratics, participants will trace the intellectual path of rhetorical theory through the ancient period into medieval times, from the church fathers to fathers of the Renaissance, from the modern era into the post-modern world. Thus, participants should expect to leave the course

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with a strong understanding of the relationship among power, knowledge, and rhetorical theory throughout history.

CM 9313 **Topics in Rhetorical Theory** (3)

This course explores the rhetorical theories of a particular author, period, or genre, and it will seek to demonstrate the relevance of these theories to contemporary life. Possible offerings include the Rhetoric of Social Change, The Works of Kenneth Burke, Contemporary Rhetorical Theory, Feminist Rhetorical Theory, The Rhetoric of Religion, and Argumentation.

CM 9321 **Survey of Film Theory** (3)

The course provides an opportunity for participants to conduct a survey and engage in a critique of the theories offered by the various approaches to cinema, including formalism, structuralism, semiotics, narratology, phenomenology, Marxism, psychoanalysis, and feminism. Participants will also have the opportunity to develop an overview of questions and concerns raised by film theorists.

CM 9323 **Topics in Film Theory** (3)

Although the specific focus of this course will change with each offering, possible topics include theories of film and ideology, race and ethnicity, gender and sexuality, culture and politics, as well as modernity and post-modernity. Regardless of the topic, however, participants will read and examine critically the essential theoretical works relating to the specific topic and will seek to apply such theories in an original piece of scholarship.

CM 9324 **The Law and Ethics of Mass Communication** (3)

A study of the historical development of the First Amendment and a discussion of the moral reasoning which informs a responsible exercise of press freedom. Participants will pay special attention to areas of law essential for mass communication practitioners, such as libel, invasion of privacy, copyright, and information access. The course also includes a discussion of the growing convergence between information delivery systems and ensuing patterns of regulation and deregulation.

CM 9331 **Survey of Critical Theory** (3)

This course is a broad overview of the contributions to communication theory that have been made by critical theorists. Thus, participants will examine the historical development of and the relationships among such approaches as Marxism, feminism, post-structuralism and post-modernism. Participants should expect to leave the course with an understanding of the basic commonalities between and differences among the various critical schools.

CM 9333 **Topics in Critical Theory** (3)

This course focuses on the critical, interpretive approach to human communication, particularly the contribution of the Frankfurt School scholars such as Lukes, Habermas, Freud, and the Feminists. Topics explored center on the basic principle that understanding is historic, linguistic, dialectical, and gender based.

CM 9341 **Survey of Feminist Theory** (3)

The course seeks to make sense of and offer inroads into the mass of contradictory theories that have been labeled feminist theory. Specifically, participants will examine and contrast the traditions of social theory around which feminist theories coalesce and will critique the viability of each school of thought.

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CM 9343 **Topics in Feminist Theory** (3)

This course will address a range of issues germane to feminist theory and gender studies. Its primary aim, however, will be to describe, analyze, and discuss the issues that inform current feminist theories in the interrelated fields of communication studies, literary studies, cultural studies, new histories, as well as studies in race and post-colonialism. Possible issues include the ways feminism constructs, the relationship between theory and practice, the way political and ethnic issues are dealt with in feminist theory, and concepts of identity and community that inform feminist viewpoints.

CS 6305 **Computer Literacy** (3)

Survey of computer systems and their applications. The fundamentals of software are studied and applied through word processing, data base, spread sheet, DOS, and E-mail applications. For non-majors only.

CS 6325 **Computer Graphics** (3)

An advanced study into the development and implementation of computer graphics. The course will cover windowing, shear, transformations, fractals, shading, and animation. Prerequisite: consent of the instructor.

EN 7341 **Analysis and Criticism of Television and Film** (3)

The purpose of this course is to introduce students to the major critical and analytical approaches to the study of television and film and to help students apply these approaches to individual films and television programs. Once learned, these skills can be applied in a classroom setting or used to enhance one's own viewing. After you take this course, television and film will never be the same again.

BA 6313 **Fundamentals of Management and Marketing** (3)

This course explores modern concepts and practices in management and marketing in light of the historical foundations of these two subjects. Topics covered include new organizational structures and new paradigms of management thinking, globalization, service and customer contact. Understanding of basic quantitative analysis and methodologies is reinforced through use of financial and statistical applications.

BA 7385 **Organization Ethics and Legal Issues** (3)

A study of the management of ethical and legal decision-making within organizations. A logical framework for the analysis of ethical issues will be presented. The perspectives of the individual, the organization, and associated stockholders will all be addressed. Special emphasis will be given to current topics.

BA 8365 **Human Resources Management** (3)

Emphasizes the application of the latest human resource theory in the operation of the modern organization. Special attention is given to the role of strategic thinking in human resource management applications, the initiation of missioning and visioning in the implementation of a quality philosophy in the organization, and to the application of the latest quantitative and qualitative programs in the field of human resource management.

BA 8390 **Organizational Behavior** (3)

Comparative analysis of the major bodies of theory and empirical facts generated by the study of

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individuals and groups within various organizational settings. Special attention to the psychological and sociological variables crucial in interpreting and predicting behavior of individuals and groups within the organization, noting comparative aspects of management as related to service and governmental organizations and institutions.

Department Faculty

[Communication Studies \(M.A.\) Faculty Website](#)

Department Website

[Communication Studies \(M.A.\) Website](#)