Communication Arts

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The Department of Communication Arts offers a comprehensive program of study leading to a Bachelor of Arts degree. Majors and minors gain practical, critical, historical, and theoretical perspectives on human communication, preparing them for work, for social life, and for further academic studies. Majors elect to specialize in courses following two distinct tracks in communication arts: a rhetoric track and a technical communication track. The rhetoric track focuses upon how discourse—especially persuasive discourse—is adapted to various contexts. The technical communication track focuses specifically on the communication of technical information to non-technical audiences, particularly in written discourse. In addition, the department offers courses in rhetoric, communication theory and research, nonverbal communication, social media, media writing, theatre, and other specialized communication contexts.

The department of Communication Arts offers the following degree programs:

- Communication Arts BA (http://catalog.uah.edu/undergrad/colleges-departments/arts-humanities-social-sciences/communication-arts/communication-arts-ba)
- Theatre BA (http://catalog.uah.edu/undergrad/colleges-departments/arts-humanities-social-sciences/theatre/theatre-ba)
- Writing BA (http://catalog.uah.edu/undergrad/colleges-departments/arts-humanities-social-sciences/english/writing)
- Communication Arts Minor (http://catalog.uah.edu/undergrad/colleges-departments/arts-humanities-social-sciences/communication-arts/communication-arts-minor)

Program Objectives

The Department of Communication Arts offers a variety of classes that critically examine the public, professional, cultural and personal dimensions of human communication. Our comprehensive program strategically weaves together core courses in the humanistic tradition of rhetorical theory and practice with social-scientific perspectives on communication. This curriculum capitalizes on the field’s far-reaching theoretical span, having roots in ancient Greco-Roman civilizations, where rhetoric became the capstone of education and the lifeblood of civic activity, and having fertile branches in the communication media of the present and future.

Our goal for the rhetoric track is to equip majors with the critical thinking skills necessary to insightfully interpret persuasive messages, carefully reflect on the relationship between humanity and persuasion, and effectively participate in a variety of communicative contexts. Within the rhetoric track, the department allows students to focus on traditional rhetorical studies, with emphasis on speech, textual criticism and argument; human communication, which explores and challenges communicative rules, theories, norms, and strategies in the personal practice of interpersonal communication; and media studies, which considers various genres and channels of communication in the age of new media. Students completing the rhetoric track in communication may pursue work in public relations, social media management, fund-raising, advertising, marketing, and other communication-intensive positions, or they may pursue law school or other graduate education. Capitalizing on the resources of our technology-centered Huntsville community, we have also developed an alternative track in technical communication available to majors to prepare students for work as technical writers and editors.

As teachers, our department is committed to developing mentoring relationships with students and maintaining rigorous standards for the classroom. Our department also recognizes the symbiotic relationship between active research and creative teaching. Therefore we maintain a climate that encourages scholarly interaction through departmental meetings, academic conferences, and scholarly publication. Finally, our department takes seriously its service to the students, the university, the community, and the profession. Through course offerings and committees we serve the College of Business, the College of Education, the College of Science, the women’s studies program, as well as other university departments and programs.

Major in Communication Arts

- Communication Arts, BA (http://catalog.uah.edu/undergrad/colleges-departments/arts-humanities-social-sciences/communication-arts/communication-arts-ba)
- Theatre, BA (http://catalog.uah.edu/undergrad/colleges-departments/arts-humanities-social-sciences/communication-arts/theatre)
- Writing, BA (http://catalog.uah.edu/undergrad/colleges-departments/arts-humanities-social-sciences/english/writing)

Minors in Communication Arts

- Communication Arts (http://catalog.uah.edu/undergrad/colleges-departments/arts-humanities-social-sciences/communication-arts/communication-arts-minor)
- Theatre (http://catalog.uah.edu/undergrad/colleges-departments/arts-humanities-social-sciences/communication-arts/theatre-minor)
CM 110 - VOICE AND DICTION  
Semester Hours: 3

Examines and practices methods of adjusting vocal articulation, tone, pitch, pace, volume, resonance, and pronunciation for improving or changing voice quality and accents. Understanding the vocal instrument prepares students for acting and for positive self-presentation in the real world.

CM 113 - Intro to Rhetorical Communication  
Semester Hours: 3

Develops public speaking skills through an examination of rhetorical theory, training, and practice. Includes informative, persuasive, and other forms of speeches to prepare students for oral presentations in college and post-college (“real world”) settings.

CM 122 - THEATER APPRECIATION  
Semester Hours: 3

Provides an overview of theatre including such elements as the play, the stage, the actor, history, and modern practices. Illuminates the hard work that goes into this complex art form—a good lesson for other “performances” students may face in their professional lives. Fine arts elective.

CM 131 - ACTING TECHNIQUES I/ CALHOUN  
Semester Hours: 3

CM 205 - INTRO TO JOURNALISM  
Semester Hours: 3

Focuses on basic news writing skills specific to print journalism. Students will learn to identify news based on news values, develop leads, organize information, write stories in the inverted pyramid style, revise drafts, and copy-edit articles, all while working under simulated deadline pressure.

CM 221 - ACTING  
Semester Hours: 3

Fundamentals of acting, including physical, vocal, and intellectual skills, Theory and practice in script analysis, scene study, improvisation, and mime.

CM 231 - FOUNDATIONS OF HUMAN COMMUNICATION  
Semester Hours: 3

Examines how human communication shapes and adapts to a variety of practical settings public, interpersonal, organizational, mass, and technical. It prepares students for effective work in various communication contexts.

CM 251 - DECISION-MAKING IN SMALL GROUP  
Semester Hours: 3

Provides working knowledge of how small groups communicate in the decision-making process. Students put theory into practice by functioning as group participants, observers, and consultants. Emphasis is placed on leadership, theoretical application, group participation, and oral presentation.

CM 260 - VIDEO PRODUCTION  
Semester Hours: 3

This course provides students with an opportunity to experience the process of video production through creative projects designed to stimulate the visual artist, summon the storyteller and create the video editor.

CM 301 - TECHNICAL WRITING  
Semester Hours: 3

Practical writing, especially technical or scientific reports and proposals, with emphasis on organization, research and presentation. Prerequisites: EH 101 and 102, Junior Standing. Same as EH 301.

CM 302 - TECHNICAL EDITING  
Semester Hours: 4

Clarifying, expanding, reducing, and rewriting technical reports and other documents created by others. Emphasis on elements of style and usage, revision, proofreading, and application of rhetorical techniques to the work of engineers, scientists, and technicians. Involves collaborative project with real-world application. Offered spring semester only. Prerequisites: EH 101 and 102, and Junior Standing. Qualifies as elective for Cognate Studies in Technical Writing. Does not count toward certification in Secondary Education. Same as EH 302.

CM 303 - PRAC & RES TECHNICAL COMMUNICATION  
Semester Hours: 3

Provides an overview of technical communications as a career field and as a research field. Introduces students to best practices and career options in technical communications and to the research methods used by technical communication practitioners and researchers. Prerequisite: CM 301.
CM 309 - HISTORY OF RHETORIC
Semester Hours: 3
Survey of rhetorical theory from ancient Greece and Rome through the present day. Prerequisite: CM 113 or approval of instructor.
CM 310 - PERSUASION
Semester Hours: 3
Provides foundation in the theories, principles, and strategies of social influence through theory and application. Students explore persuasive communication, social influence, and compliance-gaining from a social-scientific level and examine the production and consumption of persuasive messages.
CM 313 - BUSINESS & PROFESSIONAL COMM
Semester Hours: 3
Examines communication theories and practices relevant to the business context with a focus on oral presentations, interviewing, group leadership, and face-to-face communication. Develops knowledge and skills necessary for effective communication within business environments. (Prepare business administration students to meet the oral communication requirement in upper division and graduate business courses).
CM 316 - LEGAL ARGUMENT
Semester Hours: 3
Examines argumentation in legal communities, that is, the way lawyers and judges provide reasoned support for the positions they defend concerning what the law requires in a given case. It considers common forms of legal argument, sources and forms of evidence, and legal values that underlie legal argument. It provides students with a critical perspective from which to judge legal arguments and a basic set of tools for developing legal arguments. Prerequisites: Junior standing or consent of instructor.
CM 320 - PRACTICUM IN WRITING
Semester Hours: 1-3
Writing and editing under the supervision of professionals. May be repeated up to 3 times for no more than 3 hours total credit. Enrollment requires advance planning. Prerequisites: CM 301, 302, enrollment in the Technical Writing Track, and a successful interview with the participating technical supervisor.
CM 322 - THEATRE HISTORY I
Semester Hours: 3
Explores the development of theater art from its origins to French neoclassicism and Moliere with particular emphasis on the Greeks, Shakespeare, and his contemporaries.
CM 323 - THEATRE HISTORY II
Semester Hours: 3
Traces the development of world theater from French neoclassicism to contemporary drama with emphasis on changes in the twentieth century.
CM 325 - ELEMENTS OF THEATRE PRODUCTION
Semester Hours: 3
This course is designed to give students the opportunity to explore the design components of theatre including scenery, costumes, lighting and sound through class projects and practical application. Prerequisite: CM 122 or permission of instructor.
CM 330 - NONVERBAL COMMUNICATION
Semester Hours: 3
Examines the diversity of human nonverbal behavior and its influences on everyday communication experiences. Same as PY 330.
CM 331 - COMMUNICATION THEORY
Semester Hours: 3
Examines significant theoretical frameworks for the study of human communication and mass communication. Develops knowledge of communication processes and social influence. Provides preparation for senior seminar in communication theory and research. Prerequisite: CM 231.
CM 333 - INTERPERSONAL COMMUNICATION
Semester Hours: 3
Examines the process of communication between individuals. Prerequisite: CM 231 or permission of instructor.
CM 334 - HIST OF AMERICAN CINEMA
Semester Hours: 3
CM 335 - SOCIAL MEDIA
Semester Hours: 3

This course focuses on uses and effects of social media in interpersonal, organizational, mass mediated, health, and political settings. Social media technologies take on many different forms including social networking sites, micro-blogging, wikis, online videos, and blogs. Following questions are discussed in class: Who uses social media? How do people use social media to develop relationships, get social support, and evoke political change? Is privacy dead? How do employers use social media to check on employees?.

CM 340 - SPEC TOPICS IN COMM ARTS
Semester Hours: 3

Topics announced in advance. Representative topics include rhetoric and war, technical theatre, and culture and communication. May be repeated twice for credit.

CM 370 - COMM RESEARCH METHODS
Semester Hours: 3

Examines social scientific concepts, theories and designs commonly used interpersonal communication research. Develops knowledge and skills necessary for employment in fields involving the study of communication behavior and perception. Provides preparation for senior seminar in communication theory and research. Prerequisite: CM 321.

CM 375 - RHETORICAL CRITICISM
Semester Hours: 3

This course is an introduction to the critical analysis of public discourse. Specifically, it focuses on understanding how the variables of situation, audience, and rhetoric influence the production and reception of public messages. Teaching students to understand the persuasive potential of messages prepares them as critical consumers, analysts, and potential creators of such messages. Prerequisite: CM 113 or approval of instructor.

CM 400 - INTERNSHIP
Semester Hours: 1-6

Practical experience in the workplace allows the student to apply principles, theories, and skills learned in communication arts courses. Arranged by the student with consent of the chair, the student meets regularly with a faculty advisor, keeps a log of activities, and submits a report on the internship. Prerequisite: Senior Standing with CM major, and permission of instructor.

CM 402 - THEORY & PRACTICE IN TECH COMM
Semester Hours: 3

Explores the relationships between common practices in technical communication and the theories that legitimize those practices. Introduces students to research and theories about fundamental issues in technical communication, and may then become the basis for further graduate study in technical communication. Prerequisite: CM 301 or EH 301. Same as EH 401.

CM 405 - ADVANCED MEDIA WRITING
Semester Hours: 3

An upper level course that offers an overview of various media writing genres, including Broadcast, Advertising and Public Relations. Students complete a mix of timed assignments within each context to acquire a more complete survey of media writing and prepare for a career within the mass media. Prerequisite: CM 205.

CM 416 - WOMEN ORATORS
Semester Hours: 3

Critical examination of women’s public address as it has developed through women’s participation in movements for abolition, temperance, women’s suffrage, and equal rights.

CM 425 - THEATRE MAINSTAGE
Semester Hours: 3

This course provides students with an opportunity to experience the complete process of theatre including such elements as: direction, acting, design, tech and management. The class will produce two full length plays. Students will be auditioned to determine role in each production. Some will serve critical production roles such as design, direction, and management while others will act in one or both productions. In certain instances, a student actor may appear in both plays. Prerequisites: CM 221 and CM 325, or permission of instructor.

CM 426 - BURKEIAN THEORY & CRITICISM
Semester Hours: 3

This course surveys key concepts in the theory of Kenneth Burke and their discussion and application by rhetorical scholars. Through readings, lectures, and class discussions students will gain insight into this, the most important rhetorical theorist of the 20th century. Prerequisite: Junior standing.
CM 430 - MASS MEDIA IN AMERICA
Semester Hours: 3

This course provides an overview of major forms of mass media communication. It focuses on both print and electronic media, its history and structure as well as on theories of mass communication. Students will become familiar with the current role and influence of media in society.

CM 431 - SR SEM COMM THEORY/RESEARCH
Semester Hours: 3

Senior capstone course involving either a scholarly project or an approved communication-intensive internship combined with a comprehensive examination. Prerequisites: CM 370 and CM 375, and senior standing.

CM 433 - DARK SIDE INTERPERSONAL COMM
Semester Hours: 3

Traditional Interpersonal Communication pedagogy focuses on more of the positive aspects of relationship formation and maintenance. This course offers a more complete view of human relationships by exploring a variety of topics related to the “darker” side of relationships situated in the contexts of friendships, family members, and intimates. By exploring issues such as deception, fatal attraction, jealousy and envy, conflict, stalking, abuse, and many others, students acquire a more complete view of human relationships. Prerequisite: CM 231.

CM 444 - ADVERTISING
Semester Hours: 3

This course will examine the emergence of advertising as a form of communication, its influence upon other forms of mediated communications and its impact upon culture and society. Students will learn how to develop and present an advertising strategy for an actual brand. Prerequisite: Junior standing.

CM 451 - ORGANIZATIONAL TRNG & DEVELOP
Semester Hours: 3

Provides upper-level undergraduates with the opportunity to learn how to design organizational training programs beginning with the needs assessment and continuing through the evaluation and implementation phases. Prerequisite: Junior standing.

CM 455 - COMMUNICATION & CULTURE
Semester Hours: 3

This course focuses on the application of theory and research to intercultural communication. Topics and activities assist the students in developing communication skills that improve their competence in intercultural situations. By addressing the different world views that shape our perceptions, values, attitudes, and beliefs of different people, the Culture and Communication course challenges students to become aware of cultural differences, avoid ethnocentrism, and work toward effective communication with unalike others. Prerequisite: Junior standing.