

Department of

Communication



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<http://www.byui.edu/Comm/>

Introduction

In a world where information is more readily available from more sources and more rapidly disseminated than ever before, the ability to communicate correctly, clearly, precisely and persuasively has never been more important. Students trained in communication are prepared to work in exciting, wide-ranging, cutting-edge careers. Our department's aim is to help prepare students to become skilled, knowledgeable, adaptable, progressive, ethical practitioners through programs addressing today's professional requirements while anticipating tomorrow's developments.

We believe all future Communication professionals should develop a broad foundation of knowledge and skills. Students should be able to write and speak confidently and well; to analyze scenarios and develop solutions; to get along and work with diverse people in many kinds of situations; to serve in or lead groups productively; to produce targeted, effectively written, spoken and visual messages in media, group and interpersonal settings.

Additionally, we believe students best learn communication by doing communication. From the students' first semester here, we encourage them to get involved with our hands-on practicums. These professionally oriented, student-operated organizations are designed to reinforce, enhance and expand upon what students learn in class. They can work with a radio or television station; forensics team; newspaper; online development staff; web-based yearbook; video production unit; or organizational, public relations or advertising "agencies." The same professors they learn with in the classroom roll up their sleeves with them in our practicums, thus completing an integrated Communication learning experience.

Students majoring in Communication can choose from four areas of emphasis: advertising, broadcasting, journalism, and public relations or they can work with their academic advisers to craft programs that meet their unique interests and needs.

Graduation Requirements

Students must complete the prescribed course of study, including practicum requirements, and a minimum of 120 credit hours with GPA of 2.25 or above. No grades lower than C-minus in Communication courses will count toward completion of major requirements.

Minor and Clusters

Communication is classified as an "integrated" major at BYU–Idaho. This means students must supplement their major with a concentrated, organized area of study outside of the department. This can be accomplished in one of two ways:

1. Select and complete one of the approved university minors (other than those in Communication), most of which require 20-25 credits of study. A student's choice of minor should be reviewed with his/her academic adviser.
2. Select two clusters of 12 or more credits from departments other than Communication. Selection of clusters and the courses to be included in them should be planned with his or her academic adviser and approved by the department chair from the cluster area.

Major Requirements

1. Complete communication core courses (24 credits).
2. Complete the department practicum requirement (3 credits).
3. Complete one introductory course (3 credits) ideally by the end of the sophomore year.
4. Complete 15 additional credits from the list of recommended courses.
5. Complete either FDMAT 221 or CIT 140 (3 credits).
6. Complete the appropriate 400-level culminating class (3 credits).
7. Complete a minor or two clusters from other departments.
8. Earn grades of C-minus or higher in all Communication classes.

Recommendations for New Communication Majors

Comm 100, Introduction to Communication Major and Professions, should be completed in a student's first semester as a Communication major. Additionally, it is recommended a student complete Comm 102, Public Speaking, and Comm 111, Writing for Communication Careers.

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BS in Communication (675)

Take required Foundations courses

Major Requirements

No Double Counting of Major Courses

<i>Take these courses:</i>		<i>Take 1 course:</i>		<i>Take 15 credits:</i>		<i>Cont from previous column</i>	<i>Take 1 course:</i>
COMM 100	1	CIT 140	3	B 247	3	COMM 340	3
COMM 102	3	FDMAT 221	<u>3</u>	B 279R	1	COMM 342	3
COMM 104	1			B 321	3	COMM 347	3
COMM 111	3			B 370	3	COMM 350	3
COMM 130	3	<i>Take 1 course:</i>		COMM 230	3	COMM 352	3
COMM 140	3	COMM 230	3	COMM 235	3	COMM 360	3
COMM 150	3	COMM 235	3	COMM 240	3	COMM 365	3
COMM 307	3	COMM 240	3	COMM 250	3	COMM 397R	1
COMM 399	1	COMM 250	3	COMM 260	3	COMM 455	3
COMM 498R	1-3	COMM 260	<u>3</u>	COMM 265	3	COMM 490	1-2
COMM 499	<u>2</u>			COMM 297R	1	COMM 497R	1
	<u>24</u>			COMM 310	3	COMM 498R	1-3
				COMM 313	3	COMM 499	2
<i>Take 3 credits:</i>				COMM 316	3	SOC 323	3
<i>(All may be repeated)</i>				COMM 320	3	SOC 340	<u>3</u>
COMM 297R	1			COMM 330	3		15
COMM 397R	1			COMM 335	3		
COMM 497R	<u>1</u>			COMM 337	3		
	<u>3</u>			COMM 338	3		
				<i>Cont next column</i>			

Program Notes:

Total Major Credits=51

This major is available on the following tracks:

Fall-Winter---- YES

Winter-Spring---- YES

Spring-Fall---- YES

Minor in Organizational Communication (101)

Minor Requirements

<i>Take these courses:</i>		<i>Take 9 credits:</i>		<i>Take 1 credit:</i>		<i>Program Notes:</i>
COMM 102	3	B 275	3	COMM 297R	1	
COMM 150	3	B 321	3	COMM 397R	1	
COMM 250	3	B 370	3	COMM 497R	1	
COMM 350	3	COMM 352	3	COMM 498R	<u>1-3</u>	
COMM 450	<u>3</u>	COMM 455	3		1	
	<u>15</u>	SOC 323	3			
		SOC 340	<u>3</u>			
			<u>9</u>			

Total Minor Credits=25

This minor is available on the following tracks:

Fall-Winter---- YES

Winter-Spring---- YES

Spring-Fall---- YES

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Communication Pre-approved Clusters

Advertising		
<i>Take this course:</i>		
COMM 230	Introduction to Advertising	3
<i>Take 9 credits:</i>		
COMM 330	Advertising Concepting and Copywriting	3
COMM 337	Media Research Methods	3
COMM 338	Media Strategy and Planning	3
COMM 430	Advertising Campaigns	<u>3</u>
	Total Credits	12
Journalism		
<i>Take these courses:</i>		
COMM 111	Writing for Communication Careers	3
COMM 240	Introduction to Journalism	3
<i>Take 6 credits:</i>		
COMM 316	Photojournalism	3
COMM 340	Advanced Media Writing	3
COMM 342	Editing for Print Media	3
COMM 347	Advanced Visual Media	3
COMM 397R	Communication Practicum II (Rixida or Scroll)	<u>1</u>
	Total Credits	12
Visual/Digital Media:		
<i>Take this course:</i>		
COMM 130	Visual Media	3
<i>Take 9 credits:</i>		
CIT 140	Micro-Applications for Business	3
COMM 310	Creating Online Media	3
COMM 313	Multimedia Production	3
COMM 316	Photojournalism	3
COMM 347	Advanced Visual Media	3
COMM 397R	Communication Practicum II (Rixida or Scroll)	<u>1</u>
COMM 497R	Special Topic Practicum	<u>1</u>
	Total Credits	12
Interpersonal Communication		
<i>Take these courses:</i>		
COMM 102	Public Speaking	3
COMM 150	Interpersonal Theory and Practice	3
COMM 350	Group Dynamics	3
<i>Take one course:</i>		
COMM 352	Persuasion	3
COMM 450	Conflict Management	<u>3</u>
	Total Credits	12

Broadcasting		
<i>Take this course:</i>		
COMM 260	Introduction to Broadcasting	3
<i>Take 9 credits:</i>		
COMM 265	Beginning Television Production	3
COMM 310	Creating Online Media	3
COMM 313	Multimedia Production	3
COMM 360	Broadcast Reporting and Announcing	3
COMM 365	Television News and Program Producing	3
COMM 460	Documentary and Corporate Video Production	<u>3</u>
	Total Credits	12
Public Relations		
<i>Take these courses:</i>		
COMM 235	Introduction to Public Relations	3
COMM 335	Public Relations Writing and Production	3
<i>Take 6 credits:</i>		
COMM 337	Media Research Methods	3
COMM 338	Media Strategy and Planning	3
COMM 340	Advanced Media Writing	3
COMM 435	Public Relations Campaigns	<u>3</u>
	Total Credits	12
Organizational Communication		
<i>Take this course:</i>		
COMM 250	Introduction to Organizational Communication	3
<i>Take 9 credits:</i>		
COMM 150	Interpersonal Theory and Practice	3
COMM 350	Group Dynamics	3
COMM 352	Persuasion	3
COMM 450	Conflict Management	3
COMM 455	Organizational Consulting	<u>3</u>
	Total Credits	12

Course Descriptions

Credits*

COMM 100 Introduction to Communication Major and Professions (1:1:0)

Prerequisite: Communication major or minor or consent of Instructor; intended to be completed before or concurrently with enrollment in Comm 111, Writing for Communication Careers.

This course gives the background and future of the different areas of study found in the Communication Department. Practicum options are discussed as well as general advising, interviewing skills, and resume planning.
(Fall, Winter, Spring)

COMM 102 Public Speaking (3:3:0)

Fulfills GE Basic Skills requirement.
Fee: \$9.00

Study and practice of informative and persuasive public speaking, public self-confidence, message structure, presentation strategies and audience adaptation. Practical approach to communication skills needed for success in professional settings, including interviews, proposals and presentations, conducting and moderating meetings, and use of visual media to enhance presentations.
(Fall, Winter, Spring)

COMM 104 Language Review (1:1:0)

Prerequisite: Communication major or minor or consent of Instructor; intended to be completed before or concurrently with enrollment in Comm 111, Writing for Communication Careers.

A structured, self-paced online review of fundamental grammar, punctuation and style designed to prepare Communication majors for the writing demands of college-level courses and practicums.
(Fall, Winter, Spring)

COMM 111 Writing for Communication Careers (3:3:0)

Fulfills GE Reading & Writing requirement.

Builds basic media writing competence and other writing skills needed for today's mass media careers.
(Fall, Winter, Spring)

COMM 130 Visual Media (3:3:0)

Prerequisite: Communication major or minor or consent of Instructor.

Principles of visual communication and typography are learned and reinforced through a series of projects requiring the use of digital graphics and digital layout tools. Although projects are print-based, principles and skills have broad application in all forms of visual media.
(Fall, Winter, Spring)

COMM 140 Mass Media and Society (3:3:0)

Prerequisite: Communication major or minor or consent of Instructor.

Surveys historical and contemporary mass media and explores their current issues, with particular emphasis on societal impacts of and on the media.
(Fall, Winter, Spring)

COMM 150 Interpersonal Theory and Practice (3:3:0)

Fulfills GE Basic Skills requirement.

Examines basic elements and theory of human communication in a practical, relevant setting. Explores varied facets of interpersonal process, with emphasis on improving communication skills.
(Fall, Winter, Spring)

COMM 230 Introduction to Advertising (3:3:0)

Prerequisite: COMM 111, B 220, 300 level English writing class or consent of Instructor.

Covers fundamentals and principles of effective advertising and promotion and the integration of advertising with other elements of marketing communication. Related projects are provided for individuals to demonstrate and apply those principles using various media. Associated economic, social, and ethical issues are also discussed.
(Fall, Winter, Spring)

COMM 231A Basic Advertising Skills: Creative Development (1:1:0)

Fee: \$12.00

Prerequisite: B 301, B 321, B 341, B 361 with C- or higher and acceptance to Business Management Integrated Emphasis program. Apply online on the Business Management homepage. Must contact Business Department.

For non-communication majors. The student will learn how to develop creative concepts that accomplish advertising objectives and convey brand positions to the target audience through various media.

This course is part of the Business Management Integrated Emphasis program. Students must apply for the program via the Business Management homepage. If they are accepted to the program, the department will register the student for the class.
(Fall, Winter, Spring)

COMM 235 Introduction to Public Relations (3:3:0)

Prerequisite: Comm 111, B 220, or 300-level English writing class.

Explores the history, philosophy, and practices of public relations in business, government, education and other organizations.
(Fall, Winter, Spring)

COMM 240 Introduction to Journalism (3:3:0)

Prerequisite: COMM 111 or consent of Instructor.

History of American journalism; orientation to print journalism careers; information-gathering strategies and techniques, including human source, library, database and Internet searching; proper use of varied source and data information; interviewing and reporting techniques. Introduction to beat reporting and the values that undergird journalism in American society.
(Fall, Winter, Spring)

COMM 250 Introduction to Organizational Communication (3:3:0)

Prerequisite: COMM 150

Analysis of communication principles and practices in organizations from a theoretical perspective, methods to improve communication practices and review of career opportunities in the field.
(Fall, Winter, Spring)

COMM 260 Introduction to Broadcasting (3:3:0)

Prerequisite: Comm 111, or 300-level English writing course. For Broadcasting emphasis majors or minors, or consent of Instructor.

Orientation to radio, television and other electronic media careers. Hands-on and interactive lab assignments provide introduction to basic radio and television production techniques.
(Fall, Winter, Spring)

COMM 265 Beginning Television Production (3:3:0)

Prerequisite: COMM 260, or consent of Instructor. Concurrent registration with COMM 260 permissible.

Study and practice of television production techniques, with particular emphasis on news and commercial material. Involves operation of equipment as well as performance opportunities.
(Fall, Winter, Spring)

COMM 297R Communication Practicum I (1:1:0)

Prerequisite: COMM 100. Communication major or minor or consent of Instructor.

Non-affiliated practicum gives students experience in communication by applying lessons/knowledge learned in class to real-life projects.
(Fall, Winter, Spring)

COMM 307 Media Law & Ethics (3:3:0)

Prerequisite: COMM 111 or COMM 140.

Course surveys theories and cases on free speech and free press in Anglo-American society; examines significant ethics principles and moral/ethical issues confronting media professionals and organizations.
(Fall, Winter, Spring)

COMM 310 Creating Online Media (3:3:0)

Prerequisite: COMM 130 or consent of Instructor

Technical, contextual and communication-directed introduction to user-centered web design and production. Training in creating web pages, designing graphics and writing copy for online distribution. Overview of the history, current function and future possibilities of the web.
(Every other semester)

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COMM 313 Multimedia Production (3:3:0) Prerequisite: COMM 130 or consent of Instructor. Introduction to the process, principles, challenges, skills and tools needed for successful multimedia production, focusing on media convergence in web formats. Those media of primary interest include photography, writing, sound, animation and video. The primary authoring environment used in the class will be Macromedia Flash, chosen for its ability to bring multiple communication channels together. Basic computer programming will be used to explore the challenges of human-computer interaction and multimedia extensibility. Students of diverse backgrounds and talents are encouraged to work together to contribute and deepen their individual expertise and to add breadth to their knowledge of other areas. (Every other semester)	COMM 347 Advanced Visual Media (3:3:0) Prerequisite: COMM 130 The advanced practice of design principles for digital, publication, video, and web applications are reinforced through a series of projects, case studies, and hands-on learning activities requiring the use of digital graphics, layout, web design, and video editing tools. Advanced projects with realistic situations have broad application in all forms of visual media. (Fall, Winter, Spring)
COMM 316 Photojournalism (3:3:0) Prerequisite: Must supply own digital camera. Examines functions of pictures in the print and online media, how to maximize their effectiveness, and provides experience in picture taking and digital enhancement procedures. Students must supply their own digital cameras. (Fall, Winter, Spring)	COMM 350 Group Dynamics (3:3:0) Fee: 18.00 Prerequisite: COMM 150 or permission of Instructor. Analysis of theory and practice of human communication in a small group setting, focusing on leadership, participation and evaluation, with emphasis in group norms, roles, cohesion and conflict. (Fall, Winter, Spring)
COMM 320 Media Management (3:3:0) Prerequisite: COMM 140 Explores the nature of media firms and how they are led and managed. Introduces basic management concepts and business principles. (Every other semester)	COMM 352 Persuasion (3:3:0) Prerequisite: COMM 102 Study and application of the principles of attitude change through persuasion. Examination of historical and contemporary theories of the persuasive process, applied through classroom presentations by students. (Fall, Winter, Spring)
COMM 330 Advertising Concepting and Copywriting (3:3:0) Prerequisite: COMM 230 Examines and provides practice of how advertisers must condense all that can be said about a product into a few, pertinent, succinct, compelling points. Studies historic cases of advertising copywriting issues and challenges confronting business, government, education, for-profit and not-for-profit entities. The responsibilities of an account planner will also be examined. (Fall, Winter, Spring)	COMM 360 Broadcast Reporting and Announcing (3:3:0) Prerequisite: COMM 260, COMM 265 This course teaches principles and techniques of news and information gathering, interviewing, writing, and visual storytelling for electronic media. The course introduces students to announcing, news reading, and voice diction techniques. Students get hands-on experience using digital video, audio equipment, and nonlinear editing for producing news stories for i-Comm and the campus video network. (Every other semester)
COMM 335 Public Relations Writing and Production (3:3:0) Prerequisite: COMM 111 and COMM 235 Emphasis is on developing the understanding, skills, and discipline needed to produce professional-caliber public relations work. (Fall, Winter, Spring)	COMM 365 Television News and Program Producing (3:3:0) Prerequisite: COMM 360 or consent of Instructor. This course has two focus areas: producing television news, and producing educational and public affairs programming. Students plan, write, and prepare weekly newscasts for i-Comm and the student video network. Students also produce a variety of educational programming targeted for air on BYU-Television. Student assignments include producing, shooting video, video editing, writing, and crewing for studio productions. (Fall, Winter, Spring)
COMM 337 Media Research Methods (3:3:0) Prerequisite: COMM 230 or COMM 235. Development and design of comprehensive research programs for advertising, public relations, and journalism professionals, including data sources, design of questionnaires, data collection, field investigation, audience analysis (including focus groups) and surveying, and content analysis. Basic statistical functions will be explained and utilized. (Fall, Winter, Spring)	COMM 397R Communication Practicum II (1:0:3) Prerequisite: Communication major or minor or consent of Instructor. Specialized practicum gives students experience in communication by applying lessons/knowledge learned in class to real-life projects. (Fall, Winter, Spring)
COMM 338 Media Strategy and Planning (3:3:0) Prerequisite: Comm 230 or Comm 235 & COMM 337 Students learn how to strategically plan communication campaigns and how to use media to effectively accomplish and implement objectives, strategies and tactics. Understanding basic communication research is a prerequisite. (Fall, Winter, Spring)	COMM 399 Career Preparation (1:1:0) Prerequisite: Junior Standing Students will research career and internship opportunities in their chosen field, and learn about professional behavior and expectations. Students will develop tools that will aid them in job and internship search. (Fall, Winter, Spring)
COMM 340 Advanced Media Writing (3:3:0) Prerequisite: COMM 111 Teaches journalistic modes of media writing beyond skills taught in COMM 111. (Fall, Spring)	COMM 430 Advertising Campaigns (3:3:0) Prerequisite: COMM 330 and COMM 338 Explores problem solving, targeting diverse markets, assessing competition, planning strategy and writing for all major media types. Attention will be placed on the creative person, then on strategy and problem solving, copywriting, design and layout to create winning advertising. (Fall, Winter, Spring)
COMM 342 Editing for Print Media (3:3:0) Prerequisite: COMM 111 or a 300-level English course Principles of improving written copy, including sentence structure, agreement, case, voice, punctuation, spelling, clarity, conciseness, coherence, accuracy, sensitivity and style. Both micro- and macro-editing of copy will be considered. (Every other semester)	COMM 435 Public Relations Campaigns (3:3:0) Prerequisite: COMM 235, COMM 335, COMM 337 and COMM 338. Consent of instructor. A capstone experience designed to pull together and draw upon all academic learning and experiences related to public relations. (Fall, Winter, Spring)

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COMM 440 Advanced Reporting (3:3:0)

Prerequisite: COMM 240 or consent of Instructor.

Computer-assisted reporting, development of information sources, investigative and other advanced journalistic reporting and research techniques.
(Fall, Winter, Spring)

COMM 450 Conflict Management (3:3:0)

Prerequisite: COMM 150. COMM 250 recommended.

Examines the theories and dynamics of conflict styles in a variety of contexts. Topics include conflict management strategies, negotiation, third party intervention, and relevant settings for conflict such as workplace, families and interpersonal relationships.
(Fall, Winter, Spring)

COMM 455 Organizational Consulting (3:3:0)

Fee: \$18.00

Prerequisite: COMM 250, COMM 350, and COMM 450 or concurrently enrolled.

Students will comprise an actual, functioning organizational consulting firm, working in teams with clients and offering services such as organizational culture communication assessment, organizational design, and training.
(Every other semester)

COMM 460 Documentary and Corporate Video Production (3:3:0)

Prerequisite: Comm 360 or COMM 365. This course cannot be taken earlier than the second semester of the junior year.

Theories and techniques of documentary and corporate video production, including budgeting, script writing, shooting and post-production. Students will be required to produce broadcast-quality projects in the course.
(Fall, Winter, Spring)

COMM 490 Directed Studies/Projects (1-2:0:0)

Prerequisite: Senior standing or permission of Instructor.

Individual major projects or research.
(Fall, Winter, Spring)

COMM 497R Special Topics Practicum (1:1:0)

Prerequisite: COMM 100 or consent of Instructor.

Specialized practicum to give students experience in targeted skill sets. Practicum topics vary by semester.
(Fall, Winter, Spring)

COMM 498R Communication Internship (1-3:0:0)

Prerequisite: Completion of lower-division Communication core and entry-level area of study course. Proposed internship must be approved by designated department faculty member before registering.

Extended or full-time experience in a professional media or communication organization and position.
(Fall, Winter, Spring)

COMM 499 Case Studies in Communication (2:2:0)

Fee: \$12.00

Prerequisite: Senior standing.

Case-based, integrated consideration of contemporary issues in communication careers. Students from across the emphasis areas will research and discuss case studies in a problem-solving environment. Class emphasizes effective group interaction, presentation, writing, and analysis.
(Fall, Winter, Spring)

FDCOM 200 Professional Communication (2:0:2:0)

Fullfills Foundation requirement.

Prerequisite: FDENG 101

Professional communication is a course designed to help you succeed in your families, careers and communities by improving your communication skill. It uses cases, projects, discussions and readings to help you understand this vital success skill. The class focuses on managing conflict, on improving listening skills, on developing written communication competence, on persuading through logic and integrity, on presenting effective speeches and presentations, on enhancing your appreciation for your role as an audience member and on understanding the power and role of communication in leadership and life.
(Fall, Winter, Spring)

SIGN 101 American Sign Language I (3:3:0)

Prerequisite: Beginning students.

Development of basic conversational-level skills, general overview of the deaf culture and current issues of interest to the deaf community.
(Fall, Winter)

SIGN 102 American Sign Language II (3:3:0)

Prerequisite: SIGN 101 or consent of Instructor.

Continuation of SIGN 101. Teaches increased conversational skills and further knowledge of culture of the deaf.
(Fall, Winter)