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# Communication

**COMM 101 (1560) Public Speaking KRSN COM1010\*\***

Prerequisite: None

Credit Hours: 3

A basic study of communication theory and its practical application at all levels: intrapersonal (understanding the self), interpersonal (one-to-one relationships and small group interaction), and public speaking. Students examine factors that influence the development of the self-concept and interpersonal relationships, participate in problem-solving panel discussions, deliver informative and persuasive speeches, and improve their critical listening and thinking skills.

**COMM 102 Interpersonal Communication KRSN COM1020\*\***

Prerequisite: None

Credit Hours: 3

This course is a study of dyadic communication within interpersonal relationships between friends, family, fellow students, romantic partners, supervisors, and colleagues in the workplace. Emphasis is placed on the role of healthy and meaningful communication in establishing, building, maintaining, and sometimes refashioning personal and /or professional interpersonal relationships. Course content stresses how to become a more effective and competent communicator by exploring personal communication goals, analyzing communication barriers, identifying relational breakdowns in communication, and addressing conflict scenarios in order to deepen a student's understanding of the communication process and improve communication skills.

**COMM 103 (0635) Introduction to Advertising**

Prerequisite: None

Credit Hours: 3

This course examines strategies, techniques, and principles behind effective advertising including planning, targeting, media selection and buying, strategy and design.

**COMM 105 (0637) Introduction to Public Relations**

Prerequisite: None

Credit Hours: 3

This course introduces students to the public relations industry from management and practitioner standpoints. It focuses on developing skills and knowledge required to be a successful public relations practitioner.

**COMM 106 (0620) Introduction to Mass Media KRSN COM1030\*\***

Prerequisite: None

Credit Hours: 3

This course is an introduction to different forms of mass media – newspaper, magazines, books, radio, recordings, television, motion pictures and others. It is designed to give students an understanding of the media's role in society today. The course will explore the histories of the different forms of media, the evolution of the media's role in society, problems with media today, possible solutions to those problems, current media practices, mass media theory, ethics, and the media and social problems. Students will be asked to keep abreast of the media and current events through reading newspapers, watching television, listening to the radio, surfing the web, and more.

**COMM 110 (1563) Critical Thinking and Argumentation**

Prerequisite: None

Credit Hours: 3

This course is an introduction to the basic theory of argument and persuasion. Students learn how to think in a clear and logical manner, analyze information critically, formulate persuasive arguments, and deliver those arguments effectively, both in oral and in written forms. Students learn how to make claims, provide evidence, explore underlying assumptions, and analyze counter- points.

\*Refer to the Placement Testing Procedure 3.22, page 24 \*\*Refer to Course Transfer, page 19