

COMMUNICATION (COM)

COM 100 MEDIA LITERACY

3, 3/0; HU14

Role of mass media in the lives of individuals and society; exploration of development structure and technology of media, as well as social, economic, ethical, and related issues; focuses on roles of both consumers and producers of media. Offered every semester and summer.

COM 103 INTRODUCTION TO HUMAN COMMUNICATION

3, 3/0

See the Undergraduate Course Catalog (<http://catalog.buffalostate.edu/undergraduate/docs/currentugcat.pdf>).
Equivalent Course: SPC 103

COM 189 TOPIC COURSE

3, 0/0

See the Undergraduate Course Catalog (<http://catalog.buffalostate.edu/undergraduate/docs/currentugcat.pdf>).

COM 210 CONVERGED MEDIA WRITING

3, 2/2

Prerequisites: CWP 101 and CWP 102. Writing lab with practice in organizing and writing for print and digital media; introduction to news, feature and advocacy writing; application to journalism, public relations and advertising. Offered every semester and summer.

COM 215 INTRODUCTION TO VISUAL COMMUNICATION

3, 3/0

Prerequisites: COM 100 or SPC 103. Analysis of production and consumption of visual information; exploration of the role of images in the communication process; application to journalism, broadcasting, public relations, advertising and digital media. Offered every semester and summer.

COM 223 PRODUCTION FUNDAMENTALS AND PRACTICE

3, 0/0

See the Undergraduate Course Catalog (<http://catalog.buffalostate.edu/undergraduate/docs/currentugcat.pdf>).

COM 295 SPECIAL PROJECT

1-3, 0/0

Prerequisite: Instructor Permission. Scholarship or creative work conducted under the supervision of a faculty member. Offered occasionally.

COM 301 PRINCIPLES OF PUBLIC RELATIONS AND ADVERTISING

3, 2/2

Prerequisite: GPA of 2.6 in a communication major; COM 100, SPC 205, COM 210, COM 215. Principles of strategic integrated communication (public relations and advertising); based on model of formative research, strategy, tactics, evaluation, exploration of public relations and advertising via theoretical base, ethical principles, social responsibilities, functions, and professional aspects. Offered every semester.

Equivalent Course: COM 301W

COM 302 PRINCIPLES OF JOURNALISM

3, 2/2

Prerequisites: GPA of 2.6 in a communication major; COM 100 or SPC 103, COM 210, COM 215, SPC 205. Overview of journalism and its historical, ethical, and professional base; focus on news sources, with practice in information-gathering techniques. Offered every semester.

Equivalent Course: COM 302W

COM 303 PRINT NEWS I: REPORTING

3, 2/2; CT14, IM14, WIIF

Prerequisite: GPA of 2.6 in a communication major; COM 100 or SPC 103, SPC 205, COM 210, COM 215. Practice in news writing for print and online publications; theory, form, and techniques in writing news; focuses on leads and various types of reporting scenarios; experience in writing under deadline pressure. Offered every semester.

Equivalent Course: COM 303W

COM 304 WRITING FOR BROADCAST (TV, RADIO, FILM)

3, 2/2; CT14, IM14, WIIF

Prerequisites: GPA of 2.6 in a communication major, COM 100, SPC205, COM 210. Practice in organizing and writing for radio, audio media, television, and other visual media; writing in various formats, including commercials, promotional announcements, documentaries, corporate video, and narrative scripts. Offered every semester and summer.

Equivalent Course: COM 304W

COM 308 PUBLIC RELATIONS WRITING

3, 3/0; CT14, IM14, WIIF

Prerequisites: GPA of 2.6 in a communication major; COM 100 or SPC 103, SPC 205, COM 210, COM 215. Intensive practice in writing for all types of public relations situations; focus on writing for both news media and organizational media for purposes of both information and advocacy. Offered every semester.

Equivalent Course: COM 308W

COM 310 INTERNATIONAL COMMUNICATION

3, 3/0

Prerequisite: Upper-division status. Analysis of the role of international communication in today's global society through a comparative study of the world's press and broadcasting systems. Includes journalistic values of other countries, differing philosophies of broadcasting, and the process of international communication within the framework of North-South, social, economic, and political divisions of the late twentieth century. Offered fall only.

Equivalent Course: COM 310W

COM 312 BASIC MEDIA PRODUCTION

3, 2/2

Prerequisite: : GPA of 2.6 in a communication major, COM215 or TFA 201. Exploration of basic concepts and processes of video and audio media production and editing, including hands-on experience in studio and field production, and both video and audio postproduction; Discussion of career options. Offered every semester.

COM 314 ADVERTISING COPYWRITING

3, 2/2

Prerequisite: COM 210, COM 301. Intensive practice in planning, writing and evaluating advertising messages; informative and persuasive writing for print, broadcast and online media; advertising creativity, ethics and persuasion theory. Offered annually.

COM 317 MEDIA MANAGEMENT

3, 3/0

Prerequisite: GPA of 2.6 in a communication major, COM 100, SPC 205, COM 210, COM 215. Theory and practice in broadcast management for radio and television stations, cable networks, online digital media; focus on structure, budget, sales, regulations, and audience-building aspect of programming and management. Offered every semester.

COM 322 COMMUNICATION GRAPHICS

3, 2/2

Prerequisites: GPA of 2.6 in a communication major; COM 100, SPC 205, COM 210, COM 215. Theory and practice of information design for organizational and mass media; application for print, digital, and other communication media. Offered every semester and summer.

COM 325 FEATURE WRITING

3, 3/0; CT14, IM14, WIIF

Prerequisites: GPA of 2.6 in a communication major; COM 100, SPC 205, COM 210, COM 215. Theory and advanced practice in writing magazine articles, newspaper features, and similar stories for online publications; writing for specialized audiences; introduction to freelance procedures. Offered every semester.

Equivalent Course: COM 325W

COM 327 LITERARY JOURNALISM

3, 3/0

Prerequisites: COM 100 or SPC 103 and COM 210. Exploration of literary excellence in journalistic writing; classic journalistic authors and their stories; relationship of journalism and literature, as well as television and radio scripts and online, long-form narrative. Offered occasionally.

COM 328 INTERMEDIATE AUDIO PRODUCTION

3, 2/2

Prerequisite: GPA of 2.6 in a communication major, COM 312. Continuing study of theory, aesthetics, and fundamentals of audio production; emphasis on commercial production for radio and other audio media; introduction to in-studio production setting. Offered every semester.

COM 329 INTERMEDIATE VIDEO PRODUCTION

3, 2/2

Prerequisite: GPA of 2.6 in a communication major, COM 312 or TFA 301. Continuing study of the theory, aesthetics, and fundamentals of video production; emphasis on visual, auditory, and motion elements of communication in television and video; practice in studio production setting. Offered every semester.

COM 335 TALK RADIO/TALK TELEVISION

3, 3/0

Prerequisite: Upper-division status. Introduction to various aspects of talk radio and talk television; differences between news reporters and talk-show hosts; relationship with sales and audience analysis; attention to roles of producer, program director, and promotions. Offered fall only.

COM 336 WEB AND SOCIAL MEDIA PRODUCTION

3, 2/2

Prerequisites: GPA of 2.6 in a communication major, COM 100, SPC 205, COM 210, COM 215. Theory and practice of Web-based communication and social media; focus on strategy and design as well as writing for Web and social media. Offered every semester.

COM 337 ELECTRONIC NEWS PRODUCING

3, 2/2; CT14, IM14, WIIF

Prerequisites: GPA of 2.6 in a communication major, COM 100, SPC205, COM 210, COM 215, COM 302. News writing and producing for electronic media in studio setting; theory, form, and techniques of writing and presenting news for radio and television; practice in reporting, writing, and presentation under deadline pressure. Offered every semester. Equivalent Course: COM 337W

COM 338 ELECTRONIC NEWS: REPORTING

3, 2/2

Prerequisite: GPA of 2.6 in a communication major, COM 100, SPC 205, COM 210, COM 215, COM 302, COM 312. News reporting for electronic media in non-studio locations; practice in reporting, writing, and news presentation under deadline pressure; techniques of using cameras and editing equipment. Offered every semester.

COM 340 PHOTOJOURNALISM

3, 2/2

Prerequisite: COM 303. Basic techniques of news photography as practiced by newspapers and magazines, with laboratory and field assignment experience. Note: 35mm camera with meter and full manual controls required. Offered occasionally.

COM 341 FUNDRAISING

3, 3/0

Theory and practice of fundraising and organizational philanthropy; focus on planning, organization, management, marketing, and practical approaches that nonprofit organizations use to raise money from private sources. Offered fall only.

COM 342 AUDIO AND MUSIC IN MEDIA

3, 3/0

Prerequisites: COM 312. Study of the role of audio and music in various media formats; hands on approach to music and sound effect selection, production, manipulation and integration in media. Offered occasionally.

COM 389 TOPICS COURSE

1-9, 0/0

Offered occasionally.

COM 390 SPECIAL TOPICS: JOURNALISTIC WRITING

3, 3/0; CT14, IM14, WIIF

Prerequisites: GPA of 2.6 in a communication major, COM 100, SPC205, COM 210, COM 215. Specialized reporting; includes extensive study, research, analysis, and journalistic writing on a special topic, such as sports, business, health, technical, or environmental reporting. Offered every semester.

Equivalent Course: COM 390W

COM 391 SPECIAL TOPICS IN PUBLIC RELATIONS

3, 0/0

See the Undergraduate Course Catalog (<http://catalog.buffalostate.edu/undergraduate/docs/currentugcat.pdf>).

COM 392 PUBLIC RELATIONS IN SPORTS

3, 3/0

Prerequisites: CWP 101, CWP 102, COM 210, or admission to sports management minor. Sports public relations and its role in intercollegiate and professional athletics; process and practice of sports information and media relations; topics include writing formats, publications, crisis management, game management, current events, law, and ethics. Offered every semester.

COM 400 COMMUNICATION LAW

3, 3/0

Prerequisites: GPA of 2.6 in a communication major, COM 100, SPC 205, COM 210, COM 215. Study of freedom of speech and the press in the United States, particularly the rights and responsibilities of the media and constraints placed on them under law: libel, privacy, journalistic privilege, free press/fair trial, obscenity, advertising law. Offered every semester.

Equivalent Course: COM 400W

COM 401 APPLIED COMMUNICATION RESEARCH

3, 3/0

Prerequisites: GPA of 2.6 in a communication major; COM 301. Applied research techniques in communication fields; students do original research using content analysis, focus groups, and/or surveys. Offered every semester.

COM 405 ONLINE NEWSROOM

3, 2/1; CT14, IM14, WIIF

Prerequisites: GPA of 2.6 in the journalism major, COM 303, COM 338. Supervised reporting and editing experience through laboratory practice resulting in online publication; theory and practice in news gathering, writing, editing, capturing visual and audio elements of news stories, working under deadline pressure; emphasis on news judgment, research, accuracy, data gathering, interviewing, editing, diversity, legal issues and journalistic ethics. Offered every semester.

COM 408 PUBLIC RELATIONS CASE STUDIES

3, 3/0

Prerequisite: COM 301. Exploration of various genres of public relations; application of strategic principles, techniques, and programs to real-life organizational problems and opportunities. Offered fall only.

Equivalent Course: COM 408W

COM 410 MASS COMMUNICATION HISTORY

3, 3/0

Prerequisite: Upper-division status. Historical survey of the technology and social evolution of journalism and the broadcasting industries, including an analysis of their roles in American society. Offered occasionally.

Equivalent Course: COM 410W

COM 418 CAMPAIGNS IN PUBLIC RELATIONS AND ADVERTISING

3, 2/2

Prerequisites: COM 301, COM 308. Capstone professional experience in strategic integrated communication based on public relations and advertising; experience in developing campaigns for an actual client, with focus on formative research, strategy, tactics, evaluation, as well as client presentation. Offered every semester.

Equivalent Course: COM 418W

COM 424 VIETNAM AND THE MEDIA

3, 3/0

See the Undergraduate Course Catalog (<http://catalog.buffalostate.edu/undergraduate/docs/currentugcat.pdf>).

COM 428 ADVANCED AUDIO PRODUCTION

3, 2/2

Prerequisite: GPA of 2.6 in the media production major, COM328. Capstone experience in producing audio; emphasis on multi-track recording, mixing, music and voice editing. Offered every semester.

COM 429 ADVANCED MULTI-CAMERA STUDIO PRODUCTION

3, 2/2

Prerequisite: GPA of 2.6 in the media production major, COM329. Capstone experience in studio television production using news and/or other genres requiring advanced skills; requires hands-on practice in studio-based productions. Offered every semester.

COM 430 TELECOMMUNICATIONS REGULATIONS

3, 0/0

See the Undergraduate Course Catalog (<http://catalog.buffalostate.edu/undergraduate/docs/currentugcat.pdf>).

COM 431 ADVANCED FIELD PRODUCTION

3, 2/2

Prerequisite: GPA of 2.6 in the media production major, COM 329. Capstone experience in producing and directing field video productions for on-campus/off-campus viewing; students specialize in field productions in non-studio locations; use of portable cameras, lighting and sound equipment; production in remote studio settings. Offered fall only.

COM 432 ADVANCED POST-PRODUCTION

3, 2/2

Prerequisite: GPA of 2.6 in a communication major, COM 312. Capstone experience in video post-production; emphasis on post-production editing and editor's role in visual storytelling; hands-on approach to developing both artistic insight and practical skills in editing. Offered every semester.

COM 433 ADVANCED TV DOCUMENTARY
PRODUCTION

3, 2/2

Prerequisite: GPA of 2.6 in the media production major, COM 312. Capstone experience in producing and directing television documentaries, with hands-on experience in planning, writing, shooting and editing; focus on analysis and evaluation of documentary productions. Offered spring only.

COM 434 ADVANCED VIDEO PRODUCTION
PRACTICUM

3, 2/2

Prerequisite: GPA of 2.6 in the media production major, COM 329. Capstone experience in producing video programming for client- and college-generated on-campus/off-campus uses. Students staff a full production team for public affairs, community service, promotions, entertainment, and other types of programming. Offered fall only.

COM 450 COMMUNICATION AND SOCIETY

3, 3/0; CT14, IM14, WIIF

Prerequisites: GPA of 2.6 in a communication major, COM 100/SPC 103, SPC 205, COM 210, COM 215, completion of 21 upper-division COM/SPC courses. Role of communication in society; exploration of contemporary issues in mass media and related disciplines; focus on ethical responsibilities of communication professionals. Offered every semester.

Equivalent Course: COM 450W

COM 488 INTERNSHIP

1-15, 1/0

Prerequisites: GPA of 2.6 in the journalism, public communication or media production majors and permission of instructor upon recommendation of advisor. COM 301 and COM 308 for internships in public communication major. COM 304 and COM 312 for internships in media production major. COM 302 and COM 303 or 338 for internship in journalism major. Supervised field experiences in a professional setting for students who have completed extensive academic preparation in the discipline. Fifty hours of fieldwork per credit. Offered every semester.

COM 495 SPECIAL PROJECT

1-3, 3/0

Prerequisites: GPA of 2.6 in a communication major and permission of instructor. Offered occasionally.

COM 499 INDEPENDENT STUDY

3-12, 3/0

Prerequisites: GPA of 2.6 in a communication major and permission of instructor. Offered occasionally.