CMN—COMMUNICATION STUDIES

COLLEGE OF ARTS AND SCIENCES
For descriptions of graduate-level courses, please visit www.registrar.neu.edu/cdr.html.

CMN U100 Communication Studies at Northeastern 1 SH
Intended for freshmen in the College of Arts and Sciences. Introduces freshmen to the liberal arts in general; familiarizes them with their major; helps them develop the academic skills necessary to succeed (analytical ability and critical thinking); provides grounding in the culture and values of the University community; and helps them develop interpersonal skills—in short, familiarizes students with all skills needed to become a successful university student.

CMN U101 Introduction to Communication Studies 4 SH
Provides an overview of the principal areas and concentrations in the study of communication. Introduces the foundations of public communication, organizational communication, interpersonal communication, and media studies.

CMN U112 Public Speaking 4 SH
Develops skills in public communication. Topics include choosing and researching a topic, organizing and delivering a speech, handling speech anxiety, listening critically, and adapting language to an audience. Offers the opportunity for students to present a series of speeches and receive advice and criticism from an audience.

CMN U210 Persuasion and Rhetoric 4 SH
Seeks to teach students to be more astute receivers and producers of persuasive messages by learning how to dissect them. Examines both classical and contemporary theories of persuasion, after which students consider “persuasion in action”—how persuasion is used in everyday language, nonverbal communication, sales techniques, politics, and propaganda. Ethical issues in persuasion are addressed throughout the course.

CMN U220 Media, Culture, Society 4 SH
Surveys the various media of communication. Includes radio, television, film, newspapers, magazines, and electronic communication. Explores the impact media have on culture and society and addresses some of the key issues and debates that circulate about the media and media influence. Also discusses and develops an understanding of the process of media preproduction and production including storyboarding, budgeting, and the medium requirements. Prereq. CMN U101.

CMN U230 Interpersonal Communication 4 SH
Provides an overview of the theory and practice of interpersonal communication with the goal of developing the knowledge and skills to create dialogue in conversation, work through conflict, adapt to change, and establish/maintain relationships. Topics include definitions of the communication process, identity, self-disclosure, verbal and nonverbal language, listening, management of interpersonal conflict, and relational and dialogic communication. Prereq. CMN U101.

CMN U231 Principles of Organizational Communication 4 SH
Surveys the communication process in complex organizations. Topics include the evolution of organizational communication, communication networks, information management, and communication climate. Analyzes case studies and teaches how to improve the quality of communication in an organization. Prereq. CMN U101.

CMN U301 Methods and Research in Communication 4 SH
Introduces the various methods through which scholars of communication develop knowledge. Includes historical, descriptive, experimental, and ethnographic methods. Expects students to engage in individual research projects designed to increase familiarity with communication literature and to develop skills in critical writing and library research. Prereq. CMN U101.

CMN U302 Advertising and Promotional Culture 4 SH
Investigates our promotional culture through a close study of advertising’s history and contemporary industry. By analyzing advertising’s production of meaning from storyboard to the complete campaign, the course develops an understanding of the interlinkages among advertising, publicity, promotion, and publications. Prereq. CMN U220.

CMN U303 Global and Intercultural Communication 4 SH
Studies the patterns of globalization in media and communication, in terms of cultural integration, international production and distribution, and cultural sovereignty. Examines how these communication patterns intersect with issues of community, ethnicity, and race, both locally and internationally. Prereq. CMN U101 and sophomore standing or above.

CMN U304 Communication and Gender 4 SH
Presents a theoretical and practical examination of the differences in communication between men and women in a variety of contexts. Integrates into this analysis how media affect our understanding of gender roles. Prereq. CMN U101 and sophomore standing or above.
CMN U306 International Communication Abroad 4 SH
Introduces students to the culture of another country and the patterns of communication that characterize the interactions among its people. This course is designated for students engaged in study abroad through the Dialogue of Civilizations program. Prereq. Permission of instructor.

CMN U310 Classical Rhetorical Theory 4 SH
Reviews the foundations of the field of speech and communication in ancient Greece and Rome. Topics include Aristotle’s ideas about persuasion, the sophistic tradition, the rhetorical theories of Cicero and Quintilian, and famous speeches of the golden age of Greece and Rome. Prereq. CMN U101 and sophomore standing or above.

CMN U311 Argumentation and Debate 4 SH
Introduces the principles and skills of effective argument. Topics include the process of advocacy, how to develop an argument through reasoning, the psychology of argument, and motivational techniques of argumentation. Combines theory and practice in argument through individual presentations and team debates. Prereq. CMN U112.

CMN U312 Voice and Articulation 4 SH
Provides training in developing clear and articulate speech. Topics include the physiology of the vocal mechanism, voice projection and variety, articulation and pronunciation, and appropriate speech. Trains students through lectures, drills, and exercises. Prereq. CMN U101 and CMN U112.

CMN U320 Theories of Media and Culture 4 SH
Overviews key conceptual approaches that have developed for the study of the media. Investigates theories that address the role of media in culture and focuses on how cultural studies can inform our reading of both media and culture. Prereq. CMN U220.

CMN U321 Television: Text and Context 4 SH
Introduces students to critical television studies. Examines television as a meaning-producing medium by focusing upon its images and representations as they have shifted from the inception of television to the present. Students analyze its uses of image, music, graphics, editing, sound, narrative and nonnarrative structure, and genres. Allows students to use various critical methods in their analysis of television: semiotics, narrative, genre, feminist, reader response, ideological, and cultural studies. Consideration is placed upon changes in the industry and viewing practices as a result of cable, satellite, and Internet technologies. Prereq. CMN U220.

CMN U322 Popular Music as Media Form 4 SH
Analyzes the social forces, technological advances, and cultural influences that have contributed to the development of U.S. popular music, from early Tin Pan Alley to the present. Popular music is treated as a facet of commercial mass culture, as a profoundly influential communicative medium, and as an indicator and amplifier of broader social changes. Prereq. CMN U220.

CMN U323 Television and Society 4 SH
Offers a critical approach to television and society by approaching television as an institution, industry, and cultural form. Course readings use television to analyze cultural and social issues as well as addressing the political and social consequences of television in a historical and contemporary context. Therefore, rather than analyzing television programs as texts, television is used to address a range of topics that may include identity, globalization, citizenship, neoliberalism, interactivity, nationalism, and technology. Prereq. CMN U220.

CMN U325 Global Media 4 SH
Covers global dynamics of media and media systems. Specifically seeks to introduce students to the nuances of globalization and cultural performance through media structures. Introduces a wide variety of topics that fall in the intersection between globalization and media and the ways in which they operate socially and culturally. The course focuses broadly on understanding—in both theoretical and practical ways—how and why global media function as they do and how they contribute to knowledge formation and social justice within various cultural contexts. Prereq. CMN U220.

CMN U330 Health Communication 4 SH
Explores various topics as they relate to health communication including interpersonal aspects, cultural issues, and political complexities of health. Subject matter includes patient-provider communication, organizational systems, advertising in the health industry, and the role of media in the formation of expectations about health and the use of media to promote social change. Prereq. Sophomore standing or above.

CMN U331 Legal Argumentation, Advocacy, and Citizenship 4 SH
Seeks to train students to become community leaders, provide students with the tools for effective participation in national and local politics, and prepare students for careers in which persuasive skills are critical to success. Offers an opportunity to study historical documents to understand the processes of argumentation and to develop arguments by performing detailed research about contemporary issues. Prereq. CMN U112.
CMN U401 Advertising Principles and Practices 4 SH
Examines the development, procedures, economic functions, and responsibilities of advertising; explores planning, research, production, and other elements that go into successful advertising. Covers the preparation of advertising for print and broadcast media including campaign planning, space and time buying, and scheduling. Includes product research, consumer surveys, and how to measure the effects of advertising. Prereq. CMN U302.

CMN U402 Presentation, Style, and Professional Communication 4 SH
Develops students’ understanding and skills in presentation beyond public speaking. The integration of display technologies to accompany talks and presentations is expanded in this course. Comprises further conceptual and applied work on matching institutional objectives to presentation and presentation goals. Prereq. CMN U101 and CMN U112.

CMN U403 Persuasive Speaking 4 SH
Seeks to provide students with the skills to excel in the workplace, in politics, and in courtrooms where they can be expected to compete against highly trained and very persuasive professionals. Covers speech organization, preparation, and the ability to speak without note cards or other aids. Also seeks to teach students how to think on their feet and how to employ critical thinking to undermine opposing arguments. Prereq. CMN U112.

CMN U410 Rhetorical Criticism: Great Americans, 1630–1930 4 SH
Reviews notable U.S. orations of the period between 1630 and 1930, with an emphasis on speeches that were given after the American Revolution. Topics covered include the nature of criticism; the role of the critic; theories of speech analysis; and genres of oratory including inaugural speeches, apologies, nomination acceptance addresses, and political movement oratory. Prereq. CMN U101 and CMN U112.

CMN U411 Rhetorical Criticism: Sound and Image, 1930–Present 4 SH
Seeks to train students to better understand the power of words, images, and sounds through a close study of primary documents including photographs and songs starting with the historical period of the Great Depression. Offers students an opportunity to develop both critical thinking skills and their ability to write publishable criticism of books, films, music, political speeches, and other materials. Prereq. CMN U112.

CMN U420 Audio Production 4 SH
Introduces the principles and practices of audio production. Drawing on material covered in CMN U220, emphasizes the role of preproduction in the development of various audio formats. Also features hands-on production in a variety of settings. Topics include writing and adapting scripts, program design, field- and studio-based recording techniques, and postproduction procedures. Students produce material such as public service announcements (PSAs), radio advertisements, feature stories, and radio drama. Prereq. CMN U220.

CMN U421 Sports Broadcasting 4 SH
Develops and refines skills in the art of sportscasting. Students are given an historical perspective and a state-of-the-art analysis. Emphasis is on practical development of skills and evaluation of talent and potential. Areas of study include play-by-play announcing, interviewing, reporting, writing, and anchoring. Prereq. CMN U420.

CMN U422 Media Audiences 4 SH
Explores how mass media audiences interpret and actively use media messages and products as listeners, readers, and consumers. Examines the different stages of ethnographic research, audience meanings and interpretations, pleasure and fandom, the role of media in everyday life, and the use of ethnographic research methods in communication studies. Prereq. CMN U220.

CMN U423 Twentieth-Century Media 4 SH
Surveys the history and development of electronic media. Designed to familiarize students with the technologies of radio, television, and computer-mediated communication. Provides students with a greater understanding of the regulatory mechanisms, industry practices, and social-political factors that determine electronic media forms and content. Special emphasis is placed on the convergence of once-discrete technologies and the creation of a new media environment. Prereq. CMN U220.

CMN U424 Broadcasting Management and Programming 4 SH
Designed to familiarize students with the business side of the media. Examines the competitive structure of the radio, TV, and cable marketplace at both the network and local level. Students also examine programming practices, ratings, and regulations. Prereq. CMN U220.
CMN U425 Political Economy of Media and Communication Policy 4 SH
Offers students the opportunity to engage at a deep level with the critical policies that constrain or facilitate public communication. Theories of government, the state, regulation, public space, and community are informed by ideas about the circulation of images and public and private representations within a market economy. This course analyzes the institutions that have emerged to monitor and facilitate the U.S. and global communications infrastructure and the media that move on it. Seeks to impress upon students the constant need of analysis and informed criticism of this complex world. Prereq. CMN U220.

CMN U426 Media and Democracy 4 SH
Introduces the role of the media in democratic societies. Explores a number of important questions, including what is democracy? What types of information do citizens of a democracy need in order to participate in the governance of their lives? In our increasingly digital world, where do political discussions happen? Are the media responsible for keeping the public informed? Who constitutes the “public”? Are we citizens? Consumers? Producers? Who decides? In order to address these questions, students have the opportunity to become conversant in a variety of modern and contemporary theoretical and critical perspectives on the relationship between the media, democracy, and what has come to be known as the public sphere. Prereq. CMN U220.

CMN U427 Media and Identity 4 SH
Examines representations of identity (race, gender, sexuality, and class) in the media, investigates their influences, and considers their repercussions. The class especially focuses on understanding identity as a construction, rather than as inherently “natural.” Broadly, we discuss the relationship between identity and media representations; more specifically, we look at cultural texts, sites, and practices where the existing racial categories mix, merge, and/or rub up against each other in ways that problematize the naturalness of essentialized identities. Prereq. CMN U220.

CMN U501 Free Speech: Law and Practice 4 SH
Provides students with an opportunity to better understand freedom and limits to freedom, particularly in the realm of speech and expression. Materials covered range from the philosophy of freedom to historical legal cases about free speech and the press to political correctness and the repression of dissent. Prereq. CMN U112 and junior or senior standing.

CMN U511 Oral Interpretation of Literature 4 SH
Engages students in the discovery of varied and culturally diverse texts in the literary genres of poetry, prose, and drama. Students focus on analyzing an author’s meaning and communicating that meaning to an audience through interpretive performance. Prereq. CMN U101 and CMN U112.

CMN U520 Television Studio Production 4 SH
Covers the creative and technical elements of video production, camera operation, floor direction, graphics editing, lighting, picture composition, and directing methods. Prereq. CMN U420.

CMN U530 Communication and Quality of Life 4 SH
Explores the process of “communicating” as an ongoing process of collaborative meaning making between people and as influenced by trends and media. Attention is given to the role of culture, identity, and conceptions of public/private in relationships and in interpersonal communication events. Prereq. CMN U230.

CMN U531 Advanced Organizational Communication 4 SH
Examines the problems of sending and receiving information in complex organizations. Reviews technologies used to disseminate information, communication auditing processes, and methods to devise and assess communication programs for organizations. Prereq. CMN U231.

CMN U532 Theories of Conflict and Negotiation 4 SH
Explores both theories of conflict and potential strategies for more effectively managing conflict in a variety of contexts, that is, interpersonal relationships, organizational settings, and broader societal contexts. Offers students the opportunity to participate in the process of conflict assessment and to explore various negotiation strategies as well as discuss the role of forgiveness in conflict situations. Prereq. CMN U231.

CMN U533 Consultation Skills 4 SH
Introduces students to both the content and process of communication consulting including theoretical frameworks to guide a broad range of consulting activities (such as management consulting and training and development), opportunities for students to investigate the field of consulting (including current trends and emerging issues), and participation in consulting activities (such as case studies and training activities). Prereq. CMN U231.

CMN U534 Group Communication 4 SH
Instructs in small group decision-making processes, problem solving, and the interpersonal dynamics of groups. Develops skills in working with and in a variety of small groups. Topics include communication dynamics, systems thinking, dialogue, conflict management, leadership, power, teams, and learning organizations. Prereq. CMN U230 and CMN U231.

CMN U602 Contemporary Rhetorical Theory 4 SH
Studies theories for analyzing language, image, and sound and their relationship to culture. Methods covered range from traditional rhetorical theorists to modern philosophers of media and culture. Students are expected to take an artifact and analyze it from a variety of theoretical perspectives. Prereq. CMN U410 or CMN U411.
CMN U610 Political Communication  4 SH
Explores the construction and influence of rhetoric used by political candidates and officeholders within their campaigns and the community. Also examines the counter-rhetoric of challengers and opposing groups, as well as the impact of the media, constructions of gender, negotiation of marginality, and related legislation. Prereq. CMN U210 or CMN U220 and junior or senior standing.

CMN U620 Television Field Production  4 SH
Offers advanced training in video production techniques, emphasizing remote location shooting. Includes location scouting, production budgets, writing techniques, equipment location, postproduction editing, and content analysis. Offers the opportunity to work in teams to produce and direct television using remote video equipment. Prereq. CMN U520 and permission of instructor.

CMN U621 Digital Editing for TV  4 SH
Addresses the changes in editing practices through digitization and offers students advanced training in nonlinear editing utilizing the Avid Media Composer. Prereq. CMN U520, Macintosh experience, and permission of instructor.

CMN U622 New Media Culture  4 SH
Investigates the emerging media technologies such as the Internet, the World Wide Web, and video and computer games. In its study of media and technological convergence, the course develops the critical skills both to comprehend these new forms of communication and intervene in their use and production. Prereq. CMN U320.

CMN U630 Assessment Technique and Planning  4 SH
Centers on creating and administering diagnostic tools used to assess the quality of communication in organizations. Students review measurement techniques, test organizational communication quality in simulated situations, and design programs intended to improve the quality of communication in organizations. Prereq. CMN U531.

CMN U631 Crisis Communication and Image Management  4 SH
Examines how organizations communicate to internal and external audiences in times of crisis. Explores methods of preparing for such crises, how to identify internal and external stakeholders, and how to reach these audiences. Case studies are used to analyze how other organizations have successfully and unsuccessfully responded to crises. Prereq. CMN U231.

CMN U650 Advanced Digital Editing for TV and Film  4 SH
Focuses on techniques developed in CMN U621 and concentrates on the technical procedures in creating effects, color correction, and multicam editing through in-class exercises, lectures, and assignments. Designed for students pursuing a career in digital editing. Prereq. CMN U620 and CMN U621 or permission of instructor.

CMN U699 Advanced Television Production  4 SH
Designed to provide students with guidance in the development and implementation of special projects in television and video production. Includes studies and creative experiential practices in advanced directing (both in the studio and in the field), lighting, scriptwriting, editing, graphics, and postproduction technology. Same as ART U699, HST U699, INT U699, JRN U699, and MUS U699. Prereq. CMN U101 and permission of instructor.

CMN U901 Senior Seminar in Communications  4 SH
Integrates students’ experiences in cooperative education with classroom concepts and theories. Topics include integrative learning, the field of communication, pathways and careers in communication, and the professional communicator. Offers students the opportunity to demonstrate competency in communication skills such as oral reporting, conducting research in communication, and writing. Prereq. Senior standing, co-op, and permission of instructor.

CMN U910 Special Topics in Public Advocacy and Rhetoric  4 SH
Addresses specialized work and practices in public communication. Course content may vary from year to year. Prereq. CMN U310.

CMN U912 Special Topics in Media Studies  4 SH
Addresses issues in communication and media as well as developments in the production of television and video. Course content may vary from year to year. Prereq. CMN U220.

CMN U914 Special Topics: Organizational Communication  4 SH
Addresses specific and/or specialized issues in organizational communication. Course content may vary from year to year. Prereq. CMN U231.

CMN U916 Organizational Communication Practicum  4 SH
Focuses on internal newsletters, department brochures, and electronic and conventional bulletin boards, some of the methods that organizations use to communicate with their internal audiences. This practicum requires that students serve as designers and creators of communication instruments to be used in the Department of Communication Studies. Interested students must complete an application in the department office. Prereq. CMN U531, senior standing, and permission of instructor.

CMN U921 Directed Study  1 SH
CMN U922 Directed Study  2 SH
CMN U923 Directed Study  3 SH
CMN U924 Directed Study  4 SH
Offers independent work under the direction of members of the department on a chosen topic. Course content depends on instructor. Prereq. CMN U101 and permission of instructor.
CMN U944 Internship in Communication 4 SH
Offers students the opportunity to gain hands-on experience in the communications industry. Further internship details are available in the department office. Prereq. CMN U101 and junior or senior standing and permission of instructor.

CMN U970 Junior/Senior Honors Project 1 4 SH
Focuses on in-depth project in which a student conducts research or produces a product related to the student's major field. Culminating experience in the University Honors Program. Combined with Junior/Senior Project 2 or college-defined equivalent for 8 credit honors project. Prereq. Honors program participation.

CMN U971 Junior/Senior Honors Project 2 4 SH
Focuses on second semester of in-depth project in which a student conducts research or produces a product related to the student's major field. Culminating experience in the University Honors Program. Prereq. CMN U970 and honors program participation.