DEPARTMENT OF COMMUNICATION

Dr. David McMahan, Chairperson
mcmahan@missouriwestern.edu
(816) 271-4490
missouriwestern.edu/communication/ (https://www.missouriwestern.edu/communication/)

The Department of Communication prepares students with career-ready skills in communication, journalism, language, literature, and writing. Graduates of the B.S. in Applied Communication and Journalism thrive in a wide range of growing fields, including marketing and advertising, social media management, public relations, journalism, human resources, publishing, event coordination, nonprofit management, customer relations, brand management, videography, broadcasting, community outreach, graphic design, sales, copywriting, project management, and many others.

Minors and certificates offered by the department complement any major, providing students with valuable, in-demand knowledge and skills that enhance their professional versatility.

Students gain confidence in expressing ideas clearly and persuasively—whether in conversation, team settings, or across various media platforms such as video, photography, podcasting, print, and social media. They develop critical thinking skills, learn to appreciate different perspectives, advocate for meaningful causes, and build effective brand and client relationships.

Through real-world client projects and immersive experiences with Griffon Media, students sharpen their content creation skills. Their learning is further enriched through opportunities to represent the university at national conferences, engage in travel-based courses, and receive personalized instruction from award-winning faculty who are leaders in their disciplines and bring extensive industry experience to the classroom.

Majors

- Applied Communications and Journalism (Bachelor of Science, B.S.) (https://catalog.missouriwestern.edu/undergraduate/liberal-arts/communication/applied-communications-and-journalism-bs/)

Certificate

- Spanish for the Professional (Certificate) (https://catalog.missouriwestern.edu/undergraduate/liberal-arts/communication/spanish-for-the-professional-certificate/)

Microcredential

- Digital Media (https://catalog.missouriwestern.edu/undergraduate/liberal-arts/communication/digital-media-microcredential/)

Minors

- Childhood Studies Minor (https://catalog.missouriwestern.edu/undergraduate/interdisciplinary-studies/childhood-studies-minor/)
- Cognitive Science Minor (https://catalog.missouriwestern.edu/undergraduate/interdisciplinary-studies/cognitive-science-minor/)
- Digital Media Minor (https://catalog.missouriwestern.edu/undergraduate/liberal-arts/communication/digital-media-minor/)
- Entrepreneurship Minor (https://catalog.missouriwestern.edu/undergraduate/interdisciplinary-studies/entrepreneurship-minor/)
- Professional Communication Minor (https://catalog.missouriwestern.edu/undergraduate/liberal-arts/communication/professional-communication-minor/)
- Technical Communication Minor (https://catalog.missouriwestern.edu/undergraduate/liberal-arts/communication/technical-communication-minor/)

Courses

Communication (COM)

COM 104 Oral Communication Credits: 3
Typically Offered: Fall, Spring, Summer.
Course Description: Principles of speech as applied in meaningful participation in society.
CORE 42: MOTR COMM 110; Fundamentals of Public Speaking (attribute MO22)

COM 205 Introduction to Mass Media Credits: 3
Typically Offered: Fall.
Course Description: Exploration of the history and development of the mass media in the United States and mass communication theory. Also includes discussion of issues currently affecting the media, including newspapers, film, radio, and television as well as advertising and public relations.
CORE 42: MOTR SBSC 100; Introduction to Mass Communications (attribute MO11)

COM 210 Presentational Communication Credits: 3
Typically Offered: Spring.
Course Description: Theory and practice of constructing public presentations including: media use, organization, delivery, means of appeal, and analysis of audience and setting. **Prerequisite(s):** COM 104.

COM 215 Introduction to Public Relations Credits: 3
Typically Offered: Spring.
Course Description: This introductory course examines the practice of public relations, how public relations operates in organizations, its impact on publics and its functions in society including theory and models, social media usage, current trends, and ethical professional standards.
Prerequisite(s): COM 104.

COM 305 Interpersonal Communication Credits: 3
Typically Offered: Fall.
Course Description: Analyzes communication interaction in relatively unstructured, person-to-person settings with application of interpersonal communication concepts to resolving problems emerging from human interactions. **Prerequisite(s):** COM 104.

COM 311 Crisis and Risk Communication Credits: 3
Typically Offered: Spring.
Course Description: Using a case study approach of recent organizational and individual crisis events, this course examines the strategic communication practices and theories throughout the stages of a crisis event including risk perception and management. Emphasis placed on strategic crisis management planning, preparing crisis message responses and apologies, audience analysis, social media responses, image restoration, and ethical responses.

COM 342 Intercultural Communication Credits: 3
Typically Offered: Spring.
Course Description: Studies communication between and among people from different cultures. Topics include cultural patterns, value orientations, verbal and nonverbal codes, cultural identity, culture shock, acculturation, perception, and stereotyping. **Prerequisite(s):** COM 104.

COM 350 Selected Topics in Communication Credits: 3
Typically Offered: Departmental Discretion.
Course Description: Specialized course work in the field of speech communication and theatre/video. May be taken up to two times for credit with different topics. **Prerequisite(s):** COM 104 or departmental approval.

COM 410 Organizational Communication Credits: 3
Typically Offered: Spring.
Course Description: Theories and problems of human communication within a variety of organizational settings; the relationship of communication to motivation, organizational structure, nonverbal behavior, surroundings, leadership style, and information accuracy. **Prerequisite(s):** COM 104

COM 415 Public Relations Campaigns Credits: 3
Typically Offered: Spring (even-numbered years).
Course Description: Development of the processes and strategies of strategic communication campaigns including research, organization, programming and evaluation. A service learning component requires student pairing with a local client for completion of actual strategic communication campaign plan. **Prerequisite(s):** A grade of C or higher in COM 215, JOU 227, and COM 420.

COM 420 Research Methods in Communication Credits: 3
Typically Offered: Fall (odd-numbered years).
Course Description: The course covers a variety of qualitative and quantitative communication research methods. Students will be involved in critical analysis of previous research, and conceptualization and implementation of future research. **Prerequisite(s):** COM 104.

COM 450 Independent Research/Project Credits: 1-5
Typically Offered: Departmental Discretion.
Course Description: Investigation of a research problem, project, or topic on an individual conference basis. May be repeated for credit.

COM 460 Internship Credits: 1-6
Typically Offered: Fall, Spring, Summer.
Course Description: The student will develop objectives related to the discipline and carry out those responsibilities through an internship as approved by the director. Applies theory and skills to actual work situations. Professionally supervised work experiences related to the student's area of interest. (Forty hours of work for one credit hour.) Graded pass/fail. May be taken for up to 12 credit hours. **Prerequisite(s):** Declared departmental major, minimum overall GPA of 2.5, one COM or JOU course 200 or above, and approval of the internship director.

COM 482 Public Relations Writing Credits: 3
Typically Offered: Fall (odd-numbered years).
Course Description: This workshop course emphasizes audience analysis, writing, and editing. Students will engage in writing for press releases, brochures, newsletters, blogs, social media, and feature stories. **Prerequisite(s):** A grade of C or higher in COM 215.

English (ENG)

ENG 100 Introduction to College Writing Credits: 3
Typically Offered: Fall, Spring, Summer.
Course Description: Instruction in reading and writing. Does not fulfill the English composition requirement for baccalaureate and associate degrees. **Prerequisite(s):** This course is mandatory for those students who have not passed the Writing Placement Examination (WPE), or have not achieved a score of 18 or higher on the ACT English subtest, or have not earned a high school GPA of 2.7 or higher from the junior or senior year.

ENG 104 College Writing and Rhetoric Credits: 3
Typically Offered: Fall, Spring, Summer.
Course Description: Focuses on writing as a process, rhetorical analysis, text-based writing, and integrating external material with students' analysis to logically support claims. ENG 104 fulfills the first half of the general studies requirement in Written Communications. **Prerequisite(s):** A grade of C or higher in ENG 100, or a score of 18 or higher on the ACT English subtest, or a passing score on the Writing Placement Examination (WPE), or a high school GPA of 2.7 or higher from the junior or senior year.
CORE 42: MOTR ENGL 100; Composition I (attribute MO21)

ENG 108 College Writing and Research Credits: 3
Typically Offered: Fall, Spring, Summer.
Course Description: ENG 108 focuses on research as a process, text-based writing, and integrating primary and secondary sources with students' analysis to logically support claims in essays and research projects. ENG 108 fulfills the second half of the general studies requirement in Written Communications. **Prerequisite(s):** A grade of C or higher in ENG 104.
CORE 42: MOTR ENGL 200; Composition II (attribute MO21)

ENG 112 Honors Composition and Rhetoric Credits: 3
Typically Offered: Fall.
Course Description: An enriched course on rhetoric, argument, and academic research open to students who achieve superior scores on the Writing Placement Examination (WPE) administered by the Department of English and Modern Languages, or who score 26 or higher on the ACT English subtest. This course fulfills the English composition requirement for basic skills in general studies for four-year degree programs. (See class schedule for information about the WPE.).
CORE 42: MOTR ENGL 200; Composition II (attribute MO21)

ENG 210 Approaches to Literature Credits: 3
Typically Offered: Fall, Spring, Summer.
Course Description: A General Studies course emphasizing ways of reading and writing about multiple genres of literature. Various thematic approaches may be offered. Course may not be repeated for credit.
CORE 42: MOTR LITR 100; Introduction to Literature (attribute MO55)

ENG 211 American Literature Credits: 3
Typically Offered: Fall (odd-numbered years).
Course Description: This is a general survey of American literature from the pre-colonial to the present day. Specific topics may vary according to the offering semester, but every section will offer an insight into the historical and cultural contexts of American literature and interaction with textual criticism. Students will read authors from various periods and movements and will practice close reading of texts, research and write interpretive texts, and engage with a variety of genres, such as poetry, drama, fiction, and creative non-fiction. Possible topics might include but are not limited to major literary movements (such as the Harlem Renaissance), cultural and ethnic groups (such as Native American literature), or significant themes and modes in American literature (such as Naturalism).
CORE 42: MOTR LITR 101; American Literature (attribute MO55)

ENG 212 British Literature Credits: 3
Typically Offered: Spring (even-numbered years).
Course Description: This is a general survey of British literature and culture. It includes the topics of literary criticism and textual reception as well as historical and cultural context. Students will read authors from various periods and movements and will practice close reading of texts, research and write interpretive texts, and engage with a variety of genres, such as poetry, drama, fiction, and creative non-fiction. Possible topics include but are not limited to Beowulf, The Canterbury Tales, Shakespeare, Romanticism, and Modernism.
CORE 42: MOTR LITR 102; British Literature (attribute MO55)

ENG 213 World Literature Credits: 3
Typically Offered: Fall (even-numbered years).
Course Description: This is a survey of literature from around the world, emphasizing translated works from Asia, Africa, the Middle East, Europe, and the Americas. Students will read authors from various periods and movements and will practice close reading of texts, research and write interpretive texts, and engage with a variety of genres, such as poetry, drama, fiction, and creative non-fiction. Possible texts include works such as Chinua Achebe's Things Fall Apart, Laura Esquivel's Like Water for Chocolate and Shikibu Murasaki's The Tale of Genji.
CORE 42: MOTR LITR 200; World Literature (attribute MO55)

ENG 220 Introduction to Reading Texts Credits: 3
Typically Offered: Fall, Spring.
Course Description: A General Studies course designed primarily for English majors emphasizing ways of reading and writing about literary texts.

ENG 232 Language Awareness Credits: 3
Typically Offered: Fall, Spring.
Course Description: An introduction to linguistics in which students study and apply principles and theories about the roots, acquisition, nature, and functions of language, including its sounds, structures, and symbols, its relation to speech communities and culture, and its current and future state. Assignments develop analytic skills and promote an understanding and appreciation of linguistic variety. **Prerequisite(s):** ENG 108 or ENG 112.

ENG 245 Introduction to Creative Writing Credits: 3
Typically Offered: Fall, Spring.
Course Description: Students will explore creative writing genres of poetry, short fiction, and creative nonfiction by reading and discussing literary examples and by crafting their own original works. Coursework will focus on learning craft elements (imagery, character development, symbolism, word choice, etc.) within a writing workshop framework. Activities will include invention exercises, peer critiques, revision sessions, writing cover letters, creating a portfolio, and exploring publishing venues.
CORE 42: MOTR PERF 106; Creative Writing (attribute MO57)

ENG 301 Advanced Composition Credits: 3
Typically Offered: Fall.
Course Description: An advanced expository writing course designed to improve the ability to write clearly and effectively. Explores a variety of structural forms and rhetorical strategies. Required for English majors and minors. **Prerequisite(s):** ENG 108 or ENG 112.

ENG 303 Grammar for Writing and Editing Credits: 3
Typically Offered: Fall.
Course Description: This course engages students in the study of English grammar to facilitate writing, editing, the teaching of writing. Students will learn about the relationship between language rules, language practice, and meaning. Students will learn the effects that grammatical structures and style choices have on texts and readers, and will apply what they have learned to writing, editing, or the teaching of writing, as appropriate to their degree program and career plans. **Prerequisite(s):** ENG 108 or ENG 112 or ETC 200.

ENG 314 Technology and Society Credits: 3
Typically Offered: Departmental Discretion.
Course Description: Participatory course emphasizing a particular problem and/or issue related to technology and society. Class participants will investigate the semester's theme using currently available technologies. Same as BIO 314, HUM 314, PSY 314, PSC 314.

ENG 330 Studies in Fiction Credits: 3
Typically Offered: Spring (odd-numbered years).
Course Description: The course examines literary fiction in its many forms ranging from fables and tales to multi-volume novels, from fictional biography to faction. **Prerequisite(s):** ENG 108 or ENG 112 and ENG 210 or ENG 220.

ENG 331 Studies in Poetry Credits: 3
Typically Offered: Spring (even-numbered years).
Course Description: This course explores poetry in its many guises from the sweep of the epic poem to the compression of the haiku.
Prerequisite(s): ENG 108 or ENG 112 and ENG 210 or ENG 220.

ENG 333 Studies in Drama Credits: 3
Typically Offered: Fall (even-numbered years).
Course Description: This course studies dramatic literature from the catharsis of Greek theatre to the edginess of contemporary experimental films and plays. **Prerequisite(s):** ENG 108 or ENG 112 and ENG 210 or ENG 220.

ENG 334 Studies in Popular Literature Credits: 3
Typically Offered: Fall (odd-numbered years).
Course Description: This course focuses on popular genres, such as science fiction, the mystery, the western and the romance in fiction, film, and nonfiction. **Prerequisite(s):** ENG 108 or ENG 112 and ENG 210 or ENG 220.

ENG 335 Selected Topics in English Studies Credits: 3
Typically Offered: Departmental Discretion.
Course Description: Analysis and discussion of culturally and socially significant topics and/or scholarly engagement with significant theories or methodologies in English Studies not covered by other courses. Course topic varies. Topics may cover but are not limited to composition studies, rhetoric, language studies, linguistics, sociolinguistics, and international English. May be taken up to two times for credit with different topics. **Prerequisite(s):** ENG 108 or ENG 112.

ENG 352 Literature in English: Beginnings to 1500 Credits: 3
Typically Offered: Fall (even-numbered years).
Course Description: Witnesses the birth of literature in representations of major medieval genres including Arthurian romance, drama, lyric, and prose narrative. This course covers material from Beowulf through Chaucer. **Prerequisite(s):** ENG 108 or ENG 112, and ENG 210 or 220.

ENG 353 Literature in English: 1500-1800 Credits: 3
Typically Offered: Spring (odd-numbered years).
Course Description: This course covers the artistic, cultural, and intellectual ferment of the Renaissance, the age of satire, and the age of reason, as literature struggles to define the "human" in an age of political upheaval, geographical exploration, and enormous change. Major authors include More, Elizabeth I, Spencer, Sidney, Marlowe, Donne, Jonson, Milton, Swift, Pope and Behn. **Prerequisite(s):** ENG 108 or ENG 112 and ENG 210 or ENG 220.

ENG 354 Literature in English: 1800-1860 Credits: 3
Typically Offered: Fall (odd-numbered years).
Course Description: From poetic romantic landscapes to realistic urban narratives through matchmaking comedies of manners and tales of Gothic horror, the course covers a literature responding to bloody revolutions, rapid industrialization, and unsettling scientific discoveries. Emphasis is on British and American writers, but selections from other literatures in English will be included. **Prerequisite(s):** ENG 108 or ENG 112 and ENG 210 or ENG 220.

ENG 355 Literature in English: 1860-1945 Credits: 3
Typically Offered: Spring (even-numbered years).
Course Description: From tall tales of the American West to novels exploring the moral dimensions of colonialism through the multivoiced poetry of Browning and the emerging voices of black, native American, and colonized peoples, the course covers literature responding to an age of scientific discovery, religious revival and the creation of the modern world. Emphasis is on British and American writers, but selections from other literatures in English will be included. **Prerequisite(s):** ENG 108 or ENG 112 and ENG 210 or ENG 220.

ENG 357 Literature in English : 1945-Present Credits: 3
Typically Offered: Fall (even-numbered years).
Course Description: From poetry reacting to the horrors of the Holocaust to fiction produced by a global perspective and the approach of the millennium, the course explores literature of the moment as it attempts to understand this new (anti)period claiming to be an end to literary history. Emphasis is on British and American writers, but selections from other literatures in English will be included. **Prerequisite(s):** ENG 108 or ENG 112 and ENG 210 or ENG 220.

ENG 364 Introduction to Composition Theory Credits: 3
Typically Offered: Departmental Discretion.
Course Description: Introduction to the basic theories of composition. LAS Ethics. **Prerequisite(s):** Junior standing and credit or concurrent enrollment in ENG 301.

ENG 365 Teaching Writing in Middle and Secondary Schools Credits: 3
Typically Offered: Spring (odd-numbered years).
Course Description: Instruction in applying current research on the composing process to the teaching of writing in secondary schools and an examination of problems/issues related to teaching writing in grades 7-12. **Prerequisite(s):** ENG 108 or ENG 112.

ENG 366 Teaching Writing in the Disciplines Credits: 3
Typically Offered: Spring.
Course Description: Instruction in applying current research on writing instruction and using writing to learn in subjects other than English. **Prerequisite(s):** ENG 108 or ENG 112.

ENG 385 Creative Writing: Prose Credits: 3
Typically Offered: Fall.
Course Description: Intensive study, reading, and practice in the writing of fiction or creative nonfiction. May be taken up to two times for credit. **Prerequisite(s):** ENG 108 or ENG 112 and ENG 245.

ENG 386 Creative Writing: Poetry Credits: 3
Typically Offered: Spring.
Course Description: Intensive practice in the writing of poetry. Reading of contemporary poetry. May be taken up to two times for credit. **Prerequisite(s):** ENG 108 or ENG 112 and ENG 245.

ENG 400 Literature for Adolescents Credits: 3
Typically Offered: Spring (even-numbered years).
Course Description: A study of literature for young adults designed to increase appreciation of the genre through literary evaluation. Students will consider trends in publishing, the issues behind censorship, and the history of literature for young adults. **Prerequisite(s):** ENG 210, ENG 211, ENG 212, or ENG 213.

ENG 401 Senior Portfolio Credits: 1
Typically Offered: Fall, Spring.
Course Description: Workshop class for graduating seniors which includes resume and job search preparation in addition to compiling a passing graduation portfolio consisting of a resume, cover letter, and writings from major courses. Graded pass/fail. **Prerequisite(s):** Must be completed during the semester of graduation, except summer graduates, who must complete the course in the spring semester prior to graduation.

ENG 415 Proposal and Grant Writing Credits: 3
Typically Offered: Fall.
Course Description: Practice in writing proposals and grant applications for a wide range of organizations, including business and industry, non-profits, and educational institutions. **Prerequisite(s):** ENG 108 or ENG 112 or ETC 200.

ENG 426 Seminar in Literature Credits: 3
Typically Offered: Spring.
Course Description: Scholarly and critical engagement with significant periods, authors, or themes in literature. Special topics will be narrow and may focus on genre, movement, time period, a single author or author group, development of literary texts or studies, or other specific themes with which to approach the advanced study of literature. Course topic varies. May be taken up to two times for credit. **Prerequisite(s):** Junior standing and ENG 210 or ENG 220, or departmental approval for non-majors.

ENG 440 Writing for Management and Supervision Credits: 3
Typically Offered: Spring.
Course Description: Investigation of traditional business genres such as correspondence and reports, with special attention to writing situations common for supervisors and managers, such as evaluations, directives, and employment documents, as well as managing the writing of others. Includes examination of the influence of transmission media and rhetorical context on written communication in professional settings. **Prerequisite(s):** ENG 108 or ETC 200.

ENG 441 Shakespeare Credits: 3
Typically Offered: Fall.
Course Description: The course examines William Shakespeare's work and life as well as his impact on modern culture. Emphasis will be given to the varied staging and theatrical interpretations of his plays, including life performance, film, and operatic adaptations of the works of an author who has been called "the inventor of the human." **Prerequisite(s):** ENG 108 or ENG 112, ENG 220, or departmental approval for non-majors.

ENG 450 Independent Research/Project Credits: 1-5
Typically Offered: Fall, Spring.
Course Description: Investigation of a research problem, project, or topic on an individual conference basis. May be repeated for credit. **Prerequisite(s):** Minimum of 2.5 GPA in major field and departmental approval.

ENG 465 English Teaching: Methods and Materials Credits: 3
Typically Offered: Fall.
Course Description: Techniques, materials, and resources used in the English curriculum in the secondary schools. **Prerequisite(s):** ENG 365 and credit or concurrent enrollment in both EDU 303 and EDU 304.

ENG 466 Practicum in the Teaching of Writing Credits: 1
Typically Offered: Fall.
Course Description: Practical application of teaching writing through participation as student assistant in ENG 100 Writer's Workshops. Concurrent enrollment in ENG465 recommended. **Prerequisite(s):** ENG 365.

ENG 467 Teaching of Grammar Credits: 3
Typically Offered: Fall (odd-numbered years).
Course Description: Reviews knowledge base required by teachers, demonstrates teaching methods that illustrate current theory and research. Students will develop teaching materials pertinent to teaching. **Prerequisite(s):** ENG 232 or EDU 202.

ENG 473 History of the English Language Credits: 3
Typically Offered: Fall (even-numbered years).
Course Description: From the development of the Indo-European language family to English as a world language, this course explores the influence of historical and cultural developments, internal changes, and language attitudes on the English language. Students will come to understand how languages begin and why they change, how language is a production of its socio-cultural history, and why there are dialectal differences in the English heard around the world. **Prerequisite(s):** Sophomore standing, either ENG 232 or ENG 108, and one 100-level HIS or HUM course.

ENG 485 Advanced Creative Writing: Prose Credits: 3
Typically Offered: Fall.
Course Description: This advanced course is for students who have completed ENG 385 at least once and who seek greater challenges with plot, form, and language. Students may use ENG 485 either to create entirely new works or to revise works from ENG 385 until they are ready to circulate in search of a publisher. **Prerequisite(s):** ENG 385 with a grade of B or higher.

ENG 486 Advanced Creative Writing: Poetry Credits: 3
Typically Offered: Spring.
Course Description: This advanced course is for students who have completed ENG 386 at least once and have demonstrated an understanding of the basic techniques of writing poetry. Students will produce a greater number of poems than expected in ENG 386 and be required to submit their poetry to a targeted literary journal. **Prerequisite(s):** ENG 386 with a grade of B or higher.

English Technical Communication (ETC)

ETC 200 Introduction to Technical Communication Credits: 3
Typically Offered: Fall, Spring.
Course Description: Workshop in technical style emphasizing shorter forms of technical writing as well as proposals and reports. Students are introduced to processes for producing documents in workplace, technical, and professional settings. They will also apply word processing software appropriate software for completing work professionally, including basics of graphics, styles, format, and layout. ETC 200 fulfills the second half of the general studies requirement in Written Communications. **Prerequisite(s):** A grade of C or higher in ENG 104.
CORE 42: MOTR ENGL 110; Technical Writing (attribute MO21)

ETC 210 Introduction to Digital Humanities Credits: 3
Typically Offered: Departmental Discretion.
Course Description: Introduction to creating, publishing and working with information and ideas as they relate to emerging forms of humanities, scholarly production, and digital methodologies. The course introduces the basic vocabulary of concepts and tools in digital humanities, and will acquaint students with critical work, resources in the field, and hands-on experience, including environments and tools for producing, curating, and interacting with knowledge that is "born digital" and lives in various digital contexts. Student projects will integrate the investigation, analysis, synthesis and presentation of information in electronic form.

ETC 224 Web Content and Design Credits: 3
Typically Offered: Fall.
Course Description: Students will learn the elements of effective writing for screen-based textual content in internet and intranet environments, using HTML and appropriate software to create both personal and professional Web sites to gain valuable hands-on experience. Introduces overview of context provider issues, including usability, intellectual property, security, access, database content language, writing and design. **Prerequisite(s):** ENG 104.

ETC 316 Internship in Technical Communication Credits: 2-6
Typically Offered: Fall, Spring, Summer.
Course Description: Practical application of technical and organizational communication skills in a professional setting; correlates academic preparation with supervision in a work experience (30 clock hours of work for each hour of credit). May be taken for up to 12 credit hours. **Prerequisite(s):** Junior or senior standing and departmental approval.

ETC 326 Document Design Credits: 3
Typically Offered: Spring.
Course Description: A computer workshop course involving graphic design and production of attractive and effective advertisements, brochures, newsletters, and magazine spreads. The course will provide instruction in design software and computer peripherals such as electronic scanners and digital photography.

ETC 328 Multimedia Authoring Credits: 3
Typically Offered: Spring (odd-numbered years).
Course Description: An advanced class which outlines the history, principles and theories of multimedia. This course examines how elements of text, sound, video, animations and graphics work together to produce electronic products for the Web, CD/DVD and other distribution formats. Students learn appropriate multimedia software to create individual or small group multimedia projects.

ETC 335 Selected Studies in Professional Writing Credits: 3
Typically Offered: Departmental Discretion.
Course Description: Practice in a specific field or genre of professional, technical, or scientific writing. Representative topics: "Science Writing," Writing for the Health Professions," "Report Writing," "Writing White Papers." **Prerequisite(s):** ENG 108 or ENG 112.

ETC 340 Content and Design for Technical Communication Credits: 3
Typically Offered: Departmental Discretion.
Course Description: Introduction to basic principles of content design for digital environments. Students will learn best practices for document and web layout, planning, drafting, and revision, with an emphasis on creating documents and web content appropriate to professional and organizational communication. Other topics may include usability, intellectual property, security, access, and the use of industry standard tools and software.

ETC 408 Technical Editing Credits: 3
Typically Offered: Departmental Discretion.
Course Description: Emphasis on the role of the editor in organizational settings, including creating successful writer/editor collaboration. Practice in editing documents for grammar, syntax, organization, style, emphasis, document design, graphics, and user-centered design. Introduction to technology for creating, publishing and distributing technical documents.

ETC 420 Technical Documentation Credits: 3
Typically Offered: Spring (odd-numbered years).
Course Description: Practice in creating procedures and instructions. Includes current issues and applications in the production, evaluation, and dissemination of technical documents. **Prerequisite(s):** ETC 200.

ETC 421 Research and Practice in Technical Communication Credits: 3
Typically Offered: Departmental Discretion.
Course Description: An interdisciplinary perspective applying cultural studies, ethnography, critical linguistics, stylistics, discourse analysis and media studies to technical and professional fields. Includes issues for writing for the global marketplace such as writing for translation and designing materials to comply with conventions and expectations of other cultures. **Prerequisite(s):** ETC 200.

ETC 424 Instructional Design Credits: 3
Typically Offered: Departmental Discretion.
Course Description: Practice creating and testing instructions, user guides, and training materials for multiple digital platforms such as webhelp, wikis, e-books, and mobile applications. Students will learn skills and concepts such as modular writing, information design, instructional design, and single sourcing. **Prerequisite(s):** ETC 200.

ETC 450 Independent Research/Project Credits: 1-5
Typically Offered: Departmental Discretion.
Course Description: Investigation of a research problem, project, or topic on an individual conference basis. May be repeated for credit. **Prerequisite(s):** Minimum of 2.5 GPA in major field and departmental approval.

French (FRE)

FRE 100 Elementary French I Credits: 3
Typically Offered: Fall.
Course Description: Beginning study of French language and culture, including speaking, listening, reading and writing. Focus on topics of personal interest and activities, using primarily the present tense. Students whose high school transcripts show three or more years of French (with a grade of C or higher, and within three years of the semester in question) may place into a higher level French course with departmental permission.
CORE 42: MOTR LANG 101; French I (attribute MO54)

FRE 101 Elementary French II Credits: 3
Typically Offered: Spring.
Course Description: Continued study of French language and culture, including speaking, listening, reading and writing. Focus on topics of personal interest and activities. Students must earn a minimum grade of C in order to continue in sequenced languages courses. **Prerequisite(s):** A grade of C or higher in FRE 100.
CORE 42: MOTR LANG 102; French II (attribute MO54)

FRE 200 Intermediate French I Credits: 3
Typically Offered: Fall.
Course Description: Through classroom interaction, students develop oral and written skills needed for practical and daily-life situations; study linguistic structures and functions needed to ask questions, compare, contrast, and describe; develop reading skills and expand vocabulary; and increase cultural awareness of the French-speaking world. Students must earn a minimum grade of C in order to continue in sequenced languages courses. **Prerequisite(s):** A grade of C or higher in FRE 101 or departmental approval.

FRE 201 Intermediate French II Credits: 3
Typically Offered: Spring.
Course Description: Through classroom interaction, students further develop oral and written skills needed for practical daily-life situations; study in greater depth linguistic structures and functions needed to ask questions, narrate in three tenses, compare and contrast, describe; build reading skills and expand vocabulary; and increase cultural awareness of the French-speaking world. Students must earn a minimum grade of C in order to continue in sequenced languages courses. **Prerequisite(s):** A grade of C or higher in FRE 200 or departmental approval.

Journalism (JOU)

JOU 104 Digital Photography Credits: 3
Typically Offered: Fall.
Course Description: This course introduces the student to composing, shooting and editing photographs. Students will learn basic manipulation of images using Adobe Photoshop and Lightroom, including preparation of images for both print and online uses. Students should have a digital camera with the ability to control the exposure, shutter speed and ISO.
CORE 42: MOTR PERF 105GA; Studio Art-Intro to Drawing, Graphic Arts, Multimedia Crafts, Painting, Sculpture (attribute MO57)

JOU 202 Reporting for the Media Credits: 3
Typically Offered: Fall.
Course Description: Introduction to writing for print, broadcast and web media. Students will gain hands-on training in writing leads and short-and medium-length articles and learn how these articles are packaged with other media elements in newspapers and convergent media websites.

JOU 204 Digital Videography Credits: 3
Typically Offered: Spring.
Course Description: Introduction to the principles of writing, producing and creating broadcast journalism packages for the web and broadcast. Students learn the basics of broadcast production as well as interviewing techniques and shooting and editing digital media.

JOU 227 Media Design Credits: 3
Typically Offered: Fall.
Course Description: This course focuses on newspaper page design (front and feature pages), advertising, and public relations design, with an emphasis on print but instruction in designing for online publications as well.

JOU 311 Griffon Media Credits: 3
Typically Offered: Fall, Spring.
Course Description: Supervised experience in reporting news, features, commentary, and sports; selling and designing advertising; shooting, processing, and printing photographs; and shooting, editing and telling broadcast news stories. Students work on the campus newspaper, yearbook, and/ or weekly news broadcast. May be taken up to four times for credit.

JOU 312 Griffon Media Manager Credits: 1
Typically Offered: Fall, Spring.
Course Description: Supervised experience in managerial positions on the campus yearbook; applications of principles of professional journalism. May be taken up to eight times for credit.

JOU 314 Selected Topics in Journalism Credits: 3
Typically Offered: Departmental Discretion.
Course Description: Advanced course in journalism; topics vary from semester to semester. May be repeated for credit.

JOU 322 Advanced Reporting Credits: 3
Typically Offered: Fall.
Course Description: Advanced instruction and applied experience in reporting and writing with a focus on in-depth and investigative reporting, including political/government journalism. The class will involve off-campus reporting. **Prerequisite(s):** JOU 202.

JOU 324 Web Content and Design Credits: 3
Typically Offered: Fall.
Course Description: Students will learn the elements of effective writing for screen-based textual content in internet and intranet environments, using HTML and appropriate software to create both personal and professional Websites to gain valuable hands-on experience. Introduces overview of content provider issues, including usability, intellectual property, security, access, database content language, writing and design.

JOU 402 Senior Project Credits: 3
Typically Offered: Spring.
Course Description: This is the senior-level capstone course for the Strategic Communication and Convergent Journalism programs. It emphasizes applied, real-world experiences in producing digital media projects suitable for the Strategic Communication and Journalism professional. The students will develop a professional portfolio website and complete a number of digital media projects in preparation for entering the job market. To be taken during last spring semester prior to graduation. **Prerequisite(s):** JOU 204.

JOU 403 Media Law and Ethics Credits: 3
Typically Offered: Spring (odd-numbered years).
Course Description: Defines the legal boundaries within which professional communicators must operate and raises important ethical issues that relate to media careers.

JOU 428 Multimedia Storytelling Credits: 3
Typically Offered: Spring (even-numbered years).
Course Description: This course incorporates intermediate production skills to create multimedia projects. Multimedia stories incorporate text, images, audio, video and data visualizations. Students will apply standards of journalistic reporting, writing and multimedia production to their work throughout the semester. Students will learn skills that are relevant to communications professions. **Prerequisite(s):** JOU 202

JOU 432 Social Media Branding Credits: 3
Typically Offered: Spring.
Course Description: This course provides experience with current and emerging social media tools and digital technologies. Students will gain knowledge about various opportunities for strategically implementing digital, social and mobile media into strategic communication practices and research. They will engage in managing their own online reputation as well as a business/organization's identity through a mastery of social media applications.

Spanish (SPA)

SPA 100 Elementary Spanish I Credits: 3
Typically Offered: Fall.
Course Description: Beginning study of Spanish language and culture, including speaking, listening, reading and writing. Focus on topics of personal interest and activities, using primarily the present tense. Students whose high school transcripts show three or more years of Spanish (with a grade of C or higher, and within three years of the semester in question) may place into a higher level Spanish course with departmental permission.
CORE 42: MOTR LANG 103; Spanish I (attribute MO54)

SPA 101 Elementary Spanish II Credits: 3
Typically Offered: Spring.
Course Description: Continued study of Spanish language and culture, including speaking, listening, reading and writing. Focus on topics of personal interest and activities. Students must earn a minimum grade of C in order to continue in sequenced languages courses. **Prerequisite(s):** A grade of C or higher in SPA 100.
CORE 42: MOTR LANG 104; Spanish II (attribute MO54)

SPA 200 Intermediate Spanish I Credits: 3
Typically Offered: Fall.
Course Description: Through classroom interaction, students develop oral and written skills needed for practical and daily-life situations; study linguistic structures and functions needed to ask questions, compare, contrast, and describe; develop reading skills and expand vocabulary; and increase cultural awareness of the Spanish-speaking world. Students must earn a minimum grade of C in order to continue in sequenced languages courses. **Prerequisite(s):** A grade of C or higher in SPA 101.

SPA 201 Intermediate Spanish II Credits: 3
Typically Offered: Spring.
Course Description: Through classroom interaction, students further develop oral and written skills needed for practical and daily-life situations; study in greater depth linguistic structures and functions needed to ask questions, narrate in three tenses, compare and contrast, describe; build reading skills and expand vocabulary; and increase cultural awareness of the Spanish-speaking world. Students must earn a minimum grade of C in order to continue in sequenced languages courses. **Prerequisite(s):** A grade of C or higher in SPA 200 or departmental approval.

Faculty

Kaye Adkins (1999) Professor, Communication. Ph.D., University of Kansas.

Stacia Bensyl (1991) Professor, English. Ph.D., University of Nebraska - Lincoln.

James Carviou (2013) Associate Professor, Journalism. Ph.D., University of Iowa.

Rachael Drenckpohl (2022) Instructor, Communication. M.A., University of Missouri - Kansas City.

Justin Eells (2023) Instructor, Communication. M.F.A., Minnesota State University - Mankato.

Brandon Herring (2013) Instructor, English. M.A.A., Missouri Western State University.

Luling Huang (2024) Assistant Professor, Communication. Ph.D., Temple University.

Susan Martens (2013) Professor, English. Ph.D., University of Nebraska - Lincoln.

David McMahan (2001) Professor, Communication. Ph.D., University of Iowa.

Mei Zhang (2000) Professor, Communication. Ph.D., University of Pittsburgh.