

COMMUNICATION

The goal of the Lewis University Communication Department is to prepare skilled, knowledgeable, and ethical communication professionals to actively engage and lead in a diverse, global, and technological world by providing coursework and experiences in a participatory learning environment.

Students wishing to study Communications can choose from five departmental majors:

- Digital Media and Journalism
- Organizational Communication
- Media Production
- Public Relations/Advertising
- Sports Media

The Digital Media and Journalism, Media Production, Public Relations/Advertising, and Sports Media majors prepare students for careers in media and communication technology. Each major provides students with the writing, production, ethical, and liberal arts foundation that all media careers require, as well as specialized knowledge and training pertinent to each field of study. Students also have the opportunity to work in campus media and participate in the department internship program. Specialized minors are also available.

The Organizational Communication major prepares students for careers that demand an understanding of human interaction and relationships, small group dynamics, organizational communication, and cultural differences. This major focuses the student's education on specialization in the multiple contexts of human communications. A minor in Organizational Communication is also available. Each student will be assigned an appropriate departmental advisor after consultation with the department chairperson to plan a program of study to meet his or her educational and career goals.

Students in Communication majors may pursue a second major in any discipline provided that 4 upper-division courses (or the equivalent of 12 credit hours) differentiate the two majors (that is, are not simultaneously applied to both majors).

Communication minors may pursue another minor in Communication or in other disciplines provided that a different set of courses (the equivalent of 9 credit hours including 6 hours of upper-division coursework and 3 additional hours) applies to the second minor.

Programs Bachelor

- Communication (p. 1)
- Digital Media and Journalism / Bachelor of Arts (<https://catalog.lewisu.edu/undergraduate/humanities-fine-arts-communication/communication/digital-media-journalism-bachelor-arts/>)
- Media Production / Bachelor of Arts (<https://catalog.lewisu.edu/undergraduate/humanities-fine-arts-communication/communication/media-production-bachelor-arts/>)
- Organizational Communication / Bachelor of Arts (<https://catalog.lewisu.edu/undergraduate/humanities-fine-arts-communication/communication/organizational-communication-bachelor-arts/>)

- Public Relations/Advertising / Bachelor of Arts (<https://catalog.lewisu.edu/undergraduate/humanities-fine-arts-communication/communication/public-relations-advertising-bachelor-arts/>)
- Sports Media / Major (<https://catalog.lewisu.edu/undergraduate/humanities-fine-arts-communication/communication/sports-media-major/>)

Minor

- Broadcast Journalism / Minor (<https://catalog.lewisu.edu/undergraduate/humanities-fine-arts-communication/communication/broadcast-journalism-minor/>)
- Organizational Communication / Minor (<https://catalog.lewisu.edu/undergraduate/humanities-fine-arts-communication/communication/organizational-communication-minor/>)
- Organizational Communication for Justice, Law, and Public Safety Studies Majors / Minor (<https://catalog.lewisu.edu/undergraduate/humanities-fine-arts-communication/communication/organizational-communication-justice-law-public-safety-studies-majors-minor/>)
- Public Relations/Advertising / Minor (<https://catalog.lewisu.edu/undergraduate/humanities-fine-arts-communication/communication/public-relations-advertising-minor/>)
- Radio/TV Broadcasting / Minor (<https://catalog.lewisu.edu/undergraduate/humanities-fine-arts-communication/communication/radio-tv-broadcasting-minor/>)
- Social Media / Minor (<https://catalog.lewisu.edu/undergraduate/humanities-fine-arts-communication/communication/social-media-minor/>)
- Social Media for Marketing Majors / Minor (<https://catalog.lewisu.edu/undergraduate/humanities-fine-arts-communication/communication/social-media-marketing-majors-minor/>)
- Sports Media / Minor (<https://catalog.lewisu.edu/undergraduate/humanities-fine-arts-communication/communication/sports-media-minor/>)

Courses

COMM 10000 - Introduction to Mass Media (3)

This course provides an overview of the history, structure and operation of the mass media, as well as an examination of the impact of mass media institutions and messages on individuals and society.

COMM 11200 - Introduction to Human Communication (3)

An introduction to basic theories of communication, this course includes an examination of techniques of communication in three common communication settings: interpersonal relationships, group gatherings and public gatherings. The public context includes the presentation of a minimum of three speeches. At least one speech is an informative speech and at least one is persuasive. All students are required to give at least three speeches. Topics to be covered include nonverbal communication and listening.

Attributes: Intro to Human Comm Gen Ed
Illinois Articulation Initiative (IAI): C2900.

COMM 11400 - Communication Design Principles (3)

This course covers the theory, aesthetic principles and techniques of print production, including newspapers, newsletters, brochures and magazines, and provides experience with desktop publishing software and equipment.

COMM 11900 - Audio 1 (3)

The Audio I course introduces the study, application, and techniques of audio. Students will be introduced to radio programming and automation, news, content, promotion, sales, and audio editing equipment and its operation, podcast creation and technical operation, tv audio operation, sound capture, and audio editing. The class utilizes the University's radio station WLRA, WLRA Podcasting Studio, and Lewis University Television Network TV studio to provide students with hands-on experience.

COMM 12100 - Sports Media 1 (3)

This course will provide students foundational experience in sports coverage for a wide variety of Division II, Club, and Intramural sports. Students will review and analyze local, regional, and national collegiate sports coverage including roles and responsibilities and will develop practical skill by completing a variety of entry level positions in the sports industry from broadcasting to crew positions. Students will log 30-50 hours of sports coverage and journal about the various experiences during the term highlighting lessons learned.

COMM 18000 - Visual Storytelling (3)

This course is designed to introduce the student to the concept of visual literacy and the various forms of visual media used by today's communication professionals. The course includes the theory, aesthetics and application of digital still and video cameras and digital editors. Attributes: Experiential Learning Gen Ed

COMM 19500 - Digital Media Writing (3)

This course provides an overview of the forms and styles of journalistic writing, as well as practice in writing and editing the basic types of news stories for print media and online media. The course also introduces students to the multimedia elements of online news stories.

COMM 20000 - Feature Writing (3)

Instruction and practice in writing local and specialized feature stories for newspapers, Sunday supplements and magazines are provided.

COMM 20600 - Social Media and Online Audiences (3)

This course introduces current tools in developing, maintaining, and capitalizing on an online audience through social media, web analytics and other online tools. Not only will techniques and strategies for accruing a meaningful audience be analyzed, but also how these technologies can be used as a means for distribution of content.

COMM 20800 - Strategic Communication (3)

The course introduces students to the fundamentals of the strategic communication specialties of public relations and advertising with emphasis on social and persuasive foundations. Students will review the development and current trends of public relations and advertising in the United States as well as explore a variety of concepts and theories including target audience, publics, image, promotion, planning, and media literacy.

COMM 21100 - Interpersonal Communication (3)

This course explores the complex role communication plays in developing, maintaining, and restoring healthy interpersonal relationships. Theoretical and practical considerations for effective interaction in personal and professional relationships are addressed, including self-awareness, perception, listening, and conflict management. Prerequisite: COMM 11200 (may be taken concurrently)

Attributes: Peace Studies

COMM 21600 - Small Group Communication (3)

This course is designed to improve both your skills as a participant in small groups and your understanding of small group communication theories, concepts, and practices. Emphasis will be placed upon the dynamics that influence group processes, such as leadership, norms, cohesion, decision-making, power, and conflict.

Prerequisite: COMM 11200 (may be taken concurrently)

Attributes: Peace Studies

COMM 22000 - Introduction to Television (3)

This course focuses on techniques of television production, including the use of the television camera, video recorder, lighting, audio control and TV direction. The class offers extensive practical experience in producing and recording video programs.

COMM 22100 - Sports Media 2 (3)

This course will provide students continued experience in sports coverage for a wide variety of Division II, Club, and Intramural sports. Students will review and analyze local, regional, and national collegiate sports coverage including roles and responsibilities and will develop practical skill by completing a variety of mid-level positions in the sports industry from broadcasting to crew positions. Students will log 30-50 hours of sports coverage and journal about the various experiences during the term highlighting lessons learned.

Prerequisite: COMM 12100

COMM 23000 - Digital Filmmaking (3)

This course will introduce the student to the various techniques used in digital filmmaking. Students will be able to experience all aspects of digital video production, from scripting and storyboarding to shooting video and recording audio to editing and post-production.

COMM 24200 - Argumentation and Debate (3)

Students will learn how to defend or oppose positions through the use of research, analysis, logic, and to recognize common fallacies in reasoning. They will learn formal theory of argumentation and how it is used in politics, courts, organizations, and interpersonal relationships. They will learn to debate ethically in many contexts and to defend themselves from unethical tactics.

COMM 26000 - Business and Professional Communication (3)

This course examines interpersonal and public speaking occasions integral to business and the professions, such as performance evaluations, proposals, summaries, sales presentations and training sessions.

Prerequisite: COMM 11200 (may be taken concurrently)

COMM 28700 - Copyediting (3)

Provides training and experience in AP style, layout and design, headlines, photographs, captions, as well as, an understanding and appreciation of news values, ethics and publication management.

COMM 30000 - Special Topics in Communications (3)

These three credit hour special topics courses focus on various topics related to communications, media and public relations

Attributes: Workshop/Seminar

COMM 30200 - Special Events (3)

Provides an introduction to the planning, promoting, management and assessment of special events for businesses and non-profit organizations.

Attributes: Experiential Learning Gen Ed

COMM 30300 - Advanced Communication Design Principles (3)

Provides advanced theory and practice in graphic design principles and electronic page layout for a variety of print and electronic publications.

Prerequisite: COMM 11400

COMM 30400 - Workshops in Communications (1)

This series of seminars focuses on various topics related to communications and is usually offered on weekends. 1 credit(s)
Attributes: Workshop/Seminar

COMM 30403 - Wksp: Thriving Through Changing Times: A DISCOVER Workshop (1)

Attributes: Workshop/Seminar

COMM 30405 - Wksp: Student Publication (1)

Attributes: Workshop/Seminar

COMM 30410 - Workshop in Communications (1)

Media presentations in a one hour weekend workshop designed to equip students with a varied approach to creating presentations. Multiple presentation softwares will be used.

COMM 31900 - Audio 2 (3)

The Audio II course reinforces the study and application of all aspects of audio production including podcasts (content creation), sound capture, and advanced audio editing. The class utilizes the University's radio station WLRA, WLRA Podcasting Studio, to provide students with hands-on experience.

Prerequisite: COMM 11900 (may be taken concurrently)

COMM 32100 - Sports Media 3 (3)

This course will expand upon the skills taught in Sports Media 1 and 2 by teaching students to take a leadership role as executive producer of a particular sport. Students will manage Sports Media 1 and 2 students during assigned sports coverage. Students will log 30-50 hours of sports coverage and journal about various experiences during the term highlighting lessons learned.

Prerequisite: (COMM 12100 and COMM 22100)

COMM 32200 - Sports Communication (3)

Students learn theory and practice sports writing, sports marketing and promotion and media relations.

COMM 32600 - Sports Broadcasting (3)

This course provides an introduction to all phases of sports broadcasting, including radio, television and field work, as well as standard sports terminology.

Prerequisite: COMM 11900 (may be taken concurrently) and COMM 35300 (may be taken concurrently)

COMM 33000 - Public Relations Writing (3)

This course offers students a comprehensive understanding of the various forms and styles of public relations writing. Students will also participate in community engagement, applying theory through practical experience in crafting and preparing informational and promotional materials commonly used in public relations.

Attributes: Advanced Writing, Experiential Learning Gen Ed

COMM 33300 - Global Media Communication (3)

This course is designed to provide the students with the opportunity to gain insight through analysis and evaluation of the converging impact of media on global business taking into consideration the common, unique and divergent approaches media takes on issues experienced by nations that interact in the global market.

COMM 33400 - Media Sales and Promotions (3)

This course introduces students to the fundamentals of media sales and promotions for all forms of communications used in media society. Students will review the development and current trends of sales in media in the United States as well as explore a variety of concepts and theories of future sales opportunities in the media field.

COMM 33500 - Advertising Copywriting (3)

This course provides theory and practice in writing and designing advertising for print, broadcast and out-of-home media.

Attributes: Experiential Learning Gen Ed

COMM 34500 - Social Media Case Studies (3)

The course will provide additional information and practice in social media. Future strategic communicators will study real life scenarios, good and bad, they may encounter during their career. A variety of case studies will be reviewed, and students will apply ethical decision-making to evaluate the manner in which challenges and crises were managed.

COMM 34700 - Leadership Communication (3)

Students will examine and practice the communication skills that are pertinent to leadership such as communicating a vision, team building, conflict management, handling paradoxes and motivating followers.

COMM 34900 - Organizational Communication (3)

This course provides a study of organizations as communicated cultures and the various systems of communication relevant to organizations. The course examines power, politics, decision-making, conflict and racial and gender policies.

Prerequisite: COMM 11200 (may be taken concurrently)

Attributes: Peace Studies

COMM 35000 - Intercultural Communication (3)

Culture, language, nonverbal communication and strategies for overcoming barriers are examined. The course prepares students to interact comfortably with those who are unlike them with respect to nationality, ethnicity, regionality, gender and other factors of cultural diversity.

Prerequisite: COMM 11200 (may be taken concurrently)

Attributes: Arabic Culture, Chinese Culture, Globalization Gen Ed, Latin American Studies, Peace Studies, Polish Culture, Russian Culture

COMM 35300 - Field Production (3)

Students learn and apply skills in the use of video and audio production equipment in a number of real life production situations including the production of a PSA for a non-profit agency in the region. Throughout the course

COMM 35700 - Postproduction (3)

This course will include advanced common editing techniques and functions on both Avid and Final Cut editing systems. Students will be able to understand aesthetics and various common practices of editing that will be able to be applied to any system encountered after graduation.

COMM 37000 - Opinion Writing (3)

Students get instruction and practice in writing editorials and reviews for newspapers, magazines, and online publications.

COMM 37600 - Digital Advertising (3)

Digital Advertising is intended to be a mid level course in the PR and Advertising Program at Lewis University.

Prerequisite: COMM 20800 (may be taken concurrently)

COMM 38200 - Web Design (3)

This course provides an overview of the concepts, theories and principles of website design and front-end development. Topics include Photoshop, Wireframing, HTML, CSS, JavaScript (jQuery), Dreamweaver, Twitter Bootstrap, and website hosting.

COMM 40200 - Advertising Campaigns (3)

This is a mastery-level course for the PR and Advertising program at Lewis University intended to deepen student's understanding of the overall advertising campaign planning process. It focuses on research, strategy, copy and design, media selection and sales promotion. Students will use Adobe Creative Suite software to create logos and other digital media to develop and execute a comprehensive campaign for a client. Prerequisite: COMM 20800 and COMM 33500

COMM 41300 - Public Relations/Advertising Practicum (1-3)

This course offers students hands-on experience in areas such as strategic communication, social media content creation, and campaign management to prepare students for careers in public relations and advertising. May be repeated for a total of nine hours. Prerequisites: Consent of program director.

COMM 41900 - Advanced Radio (3)

Students produce programs, do sound engineering, write and produce radio commercials, and practice advanced production studio techniques. All aspects of radio broadcasting and managing a radio station are covered.

Prerequisite: COMM 31900 (may be taken concurrently) and COMM 11900 (may be taken concurrently)

COMM 42000 - Advanced Digital Media Writing (3)

This is a mastery-level course for the media production, sports media and digital media and journalism programs at Lewis University intended to deepen students' understanding of the overall digital media writing planning process. It focuses on research, sourcing information, data journalism, diversity and inclusion, covering trauma and ethics. We will also stress enterprising story ideas, how to contribute to a newsroom and time management. Students will develop and execute a comprehensive platform focusing on a topic that the class chooses. This news reporting class teaches you multimedia reporting tools and strategies to develop stories for content and/or neighborhood-based beat. Students' stories can apply the video, audio and interactive skills from other classes. You explore a variety of story formats to craft clear and compelling pieces of journalism.

Prerequisite: COMM 19500 (may be taken concurrently)

Attributes: Advanced Writing, Experiential Learning Gen Ed

COMM 42200 - Radio Practicum (1-2)

Academic credit is granted for work with the campus radio station (WLRA). Students must work one semester with the station before being eligible to apply for credit. Credit must be arranged with the instructor (maximum of nine hours). Credits 1-2

COMM 42300 - Television Practicum (1-3)

On-the-job training at the school-run television studio and remote television productions are provided. Credits 1-2 May be repeated for a total of nine hours.

COMM 42400 - Broadcast Journalism Practicum (1-3)

Students in the course will work with the current Broadcast News program. Credits 1-3 May be repeated for a total of nine hours.

COMM 42500 - Web Practicum (1-2)

Students in this course are expected to serve as web masters and producers for the online version of the student newspaper.

COMM 42600 - Special Topics in Media (3)

This examination of special topics and problems unique to the broadcast industry includes social, cultural, ethical and technological issues.

COMM 43300 - Communication Theory (3)

This course explores the various theories and research approaches used to define human communication as a discipline. Students consider the practical applications of each theory, illustrating how communication theory can, does, and should help us understand, predict, and improve our society.

COMM 45200 - Advanced Broadcast News (3)

Prepares students for newswriting, research, and news production for live television newscasts. Includes newsroom, television studio, location, and minicam unit remote operation.

Prerequisite: COMM 21000 (may be taken concurrently)

COMM 45300 - Advanced Media Production (3)

This course provides experience in single and multicamera shoots, advanced studio techniques, writing and producing media programs including news packages, commercials/PSAs, and documentaries.

Prerequisite: COMM 35300 (may be taken concurrently)

COMM 45600 - Mass Media Research Methods (3)

Students examine the research methods used in journalism, speech and broadcast communication. The course covers the scientific method, sampling methods, various data collection and research approaches, and analysis and reporting techniques, as well as syndicated and secondary media and marketing information.

COMM 45700 - Advanced Postproduction (3)

This course provides experience in advanced level computer-based digital editing.

Prerequisite: COMM 35700 (may be taken concurrently)

COMM 46100 - Persuasion Theory and Campaigns (3)

Students examine the means of motivation in any message or social situation that can be used to influence others and protect individuals from influence. They also analyze the observed persuasive effects and presentation of persuasive messages and develop a mock persuasive campaign.

Prerequisite: COMM 11200 (may be taken concurrently)

COMM 47000 - Seminar in Rhetoric and Communication (1-4)

In this special topics seminar, subjects include nonverbal communication, as well as intercultural, political and gender communication.

Attributes: Women's Studies, Workshop/Seminar

COMM 48000 - Mass Media Ethics (3)

This course provides a comprehensive examination of the social and ethical responsibilities of the professional communicator. Topics include freedom of speech, responsibility, censorship and media effects. The course fulfills the advanced writing requirement.

Class Restrictions: Must be enrolled in one of the following Classes: Junior or Senior.

COMM 49500 - Digital Media and Journalism Practicum (1-3)

Students get an opportunity to apply skills learned in journalism courses by working on the staff of The Flyer by writing, editing, or working on layout. Credits 1-3. May be repeated for a total of nine hours.

COMM 49800 - Internship (1-3)

Students will gain on-the-job experience through their communications internship in various media or other business communication outlets.

Arranged with an advisor.

Attributes: Experiential Learning Gen Ed

COMM 49900 - Independent Study (1-3)

Students conduct independent research projects directed by a departmental instructor. The project is in an area of communication not covered in other courses. Students must present a brief outline of the project and obtain the instructor's approval before registration.

Class Restrictions: Must be enrolled in one of the following Classes:
Junior or Senior.